

Analysis of Foreign Tourists' Perceptions of the Quality of Tourism in West Nusa Tenggara

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Abstract

Purpose: This study aims to look at the assessment of foreign tourists on tourism conditions in Nusa Tenggara.

Method: This study used a layered random sampling technique and a five-point Likert Scale.

Result: According to this study, foreign tourists in West Nusa Tenggara had positive perceptions of the region's accessibility, destination allure, range of attractions, information, friendliness, cleanliness, lodging, and reasonable rates.

Contribution: This research provides an overview for tourism managers, both private, government, and other stakeholders related to the quality of tourism in the eyes of foreign tourists

Keywords: Perception, foreign tourists, West Nusa Tenggara

Introduction

Tourism has evolved into a vital engine for economic growth and increasing people's quality of life in a variety of countries (Cui et al., 2016; Dwyer et al., 2010; Mishra et al., 2011; Polas et al., 2022; Swangjang & Kornpiphat, 2021). Thousands of visitors travel to different regions of the world to enjoy their free time or conduct business (Barbhuiya & Chatterjee, 2020; Bonham et al., 2006; Korstanje, 2011; Lepp & Gibson, 2003). Despite the tourism industry's rapid growth, destination managers are increasingly focusing on aspects that influence tourist decisions (Drimili et al., 2020; Pal et al., 2021; Pulido-Fernández et al., 2019).

Every potential tourist goes through a complex decision-making process when selecting a tourist site, and it usually takes time. This is crucial to understand as a process in tourism planning and marketing (Hsu et al., 2009). According to Biswas et al. (2020) model, decision-making is based on three behavioral events caused by three factors: motivation, cognition, and learning.

Furthermore, two elements, namely push and pull factors, impact tourists' decision to visit a particular location. The push factors, according to Yoon & Uysal (2005), are internal elements that influence tourist loyalty to the place. The majority of destination-related driving factors are intangible aspirations or inherent in individual tourists (Al-Haj Mohammad & Mat Som, 2010). The need for amusement and relaxation, the pursuit of knowledge and adventure, the need to strengthen ties with family and friends, and the pursuit of prestige and self-realization were all identified as major motivators in their study.

The appeal of the destination provides the pull factor. Destination resources, as well as tourists' views and expectations of them, are among them (Al-Haj Mohammad & Mat Som, 2010). Beaches, recreational facilities, cultural attractions, the natural environment, and commerce all contribute to a destination's attractiveness and are thus pull factors (Yoon & Uysal, 2005).

Furthermore, it was discovered that tourist appeal is the most important determinant of attractiveness, and tourism would not exist without it (Haneef et al., 2019). Any tourist destination's tourist attractions are viewed as a valuable weapon and competitive advantage (Nahar et al., 2020). Furthermore, according to Manhas et al. (2016), tourist attractions contribute to the growth of tourist destinations as well as have a positive impact on a country's

overall economic development. Attraction is a crucial feature of tourism and hospitality (Biswas et al., 2020).

Tourist accessibility is the most significant criterion when tourists plan their vacation, according to Carlos Castro et al. (2017). The capacity to offer tourists with access to a tourist location, including travel throughout the destination, is characterized as accessibility (Biswas et al., 2020). However, accessibility does not simply refer to transportation; it also refers to tourists' desire for information. As a result, Eichhorn and Eichhorn & Buhalis (2010) defined accessibility as including transportation as well as the necessary tourist information. The availability, affordability, and convenience of transportation infrastructure, information, or geographic distribution of activities and destinations are defined by Ghose and Johann (2018) as easy-to-reach desired commodities, services, activities, and destinations. Accessibility was depicted as a tourist and hospitality attribute by (Biswas et al., 2020). Rajesh (2013), on the other hand, defined accessibility as the characteristics of a destination's image that influence tourist satisfaction. The development of the conceptual framework revealed that accessibility has a direct impact on tourist satisfaction. Moreover, a location's competitiveness is boosted by the cleanliness of the destination, its costs, and the friendliness of the residents (Hau & Omar, 2014; Seetanah et al., 2015; Vengesai et al., 2009).

However, a study of the literature on destination image, tourist satisfaction, and destination loyalty in the context of travel and tourism reveals that many studies on these topics have not been adequately studied, especially in the case of West Nusa Tenggara as popular tourist destination in Indonesia. Therefore, the authors of this study focus on international visitors' perceptions of the quality of tourism in West Nusa Tenggara.

Method

The author employs numerous measuring factors to examine tourist perceptions of places in West Nusa Tenggara, including accessibility (Carlos Castro et al., 2017), tourist attractiveness (Yoon & Uysal, 2005), diversity of attractions (Yoon & Uysal, 2005), population friendliness (Hau & Omar, 2014), environmental cleanliness (Hau & Omar, 2014), accommodation (Ratih Pertiwi et al., 2018), information (Eichhorn & Buhalis, 2010), and relative price (Seetanah et al., 2015).

In West Nusa Tenggara, data was obtained from 50 foreign tourists. Using a stratified random sampling technique and a five-point Likert Scale, the questionnaires were self-administered. Furthermore, descriptive statistics utilizing percentages were used to examine the acquired data.

Result and Discussion

Accessibility

The majority of tourists (42.05 percent) believe that accessibility to tourist attractions in NTB is in good shape. A total of 26.16 percent of travelers said the accessibility was very good, while 26.49 percent said the accessibility was moderate or somewhat acceptable. Tourists, on the other hand, believe that the accessibility conditions are poor (3.31 percent) or very bad (0.99 percent). Meanwhile, 0.99 percent of visitors said they had no idea. In other words, most of West Nusa Tenggara's accessibility is excellent.

Middleton et al. (2010 and Suwantoro (2002) support the findings of this study, stating that there are three primary components of tourism products: attractions, accessibility, and amenities. According to Dzulkifli (2020), tourist villages are developed by the integration of attractions, lodging, and supporting amenities that are presented in a community life structure that is interwoven with local wisdom and customs. In tourism, the 3As (Attractions, Accessibility, and Amenity) are items that are crucial components of every tourist attraction, and their quality must be constantly enhanced and maintained.

Destination Attractiveness

Tourist opinions about tourist attractions in West Nusa Tenggara vary. tourists (44.55%) stated that the tourist attraction in West Nusa Tenggara was in good condition and 29.37% said it was very good. A total of 21.45% of tourists stated that the condition of tourist attractions in West Nusa Tenggara was mediocre.

The perceived ability of a destination to suit the needs of tourists is known as destination attractiveness. A positive perception of a place can lead to a positive buying choice, and this can contribute to a competitive advantage over other destinations, according to various studies (Haarhoff & Gany, 2017; Raimkulov et al., 2021; Reitsamer et al., 2016). Travelers choose destinations depending on a variety of factors. As a result, venues must provide appealing characteristics to potential tourists.

The attractiveness of a destination is factored into the tourist activity's pull factor. Natural and cultural attractions, infrastructure, price, festivals and events, activity, and tourism amenities are among these elements. To put it another way, most foreign tourists in West Nusa Tenggara consider the places they visit are fascinating.

Diversity of Attraction

The majority of travelers (40.92 percent) thought the diversity of tourist sites in West Nusa Tenggara was in good condition, while 20.46 percent felt it was very good. Meanwhile, 28.71 percent of respondents believe that the diversity of tourist attractions in NTB was in moderate condition. Tourists, on the other hand, felt that the condition of the diversity of attractions in West Nusa Tenggara was poor (6.27 percent) and extremely poor (6.27 percent). This corresponds to the facts on the ground, which show that tourism attractions in West Nusa Tenggara are diversified, ranging from culture to nature to man-made structures.

Information

The availability of tourist information is something that supports the success of the tourism industry. Most tourists (38.61%) stated that the availability of information about tourist attractions in NTB was in good condition and 25.74% said it was very good. A total of 29.04% of tourists think that the availability of tourist information in NTB is in moderate or moderate condition. However, there are also tourists who think that the availability of tourist information in NTB is poor and very bad (3.63% and 1.98%), respectively. Meanwhile, 0.99% of tourists stated that they did not know.

The Locals Friendliness

The friendliness of the residents is a priority in the NTB tourism industry. The majority of tourists (74.92%) stated that the hospitality of the residents of West Nusa Tenggara was excellent, 19.47% of tourists said it was good, and 4.95% of tourists said it was moderate. Only 0.66% of tourists stated that the hospitality of the NTB residents was in poor condition.

Cleanliness

The cleanliness of tourist facilities should be a concern for tourism stakeholders in West Nusa Tenggara because the majority of tourists (38.94%) stated that the cleanliness of the facilities in West Nusa Tenggara was in good condition, and even 15.84% stated that the cleanliness of the facilities was in very good condition. Meanwhile, 30.36% of tourists think that the cleanliness of the facilities is in moderate condition. There were 11.22% of tourists who stated that the cleanliness of tourist facilities in NTB was in poor condition, and another 2.31% even stated that it was very bad. A total of 1.32% said they did not know the condition of cleanliness in tourism objects.

Accommodation

The majority of international tourists (42.24 percent) thought lodging in West Nusa Tenggara was in excellent condition, while 41.25 percent felt it was decent. Accommodation

conditions in NTB were rated as moderate by 13.53 percent of visitors. Meanwhile, a small percentage of visitors (0.99 percent) said their accommodations were poor or very poor. The rest of them replied they didn't know.

Relative Price

Regarding prices, the majority of tourists (43.56%) stated that prices in West Nusa Tenggara were in very good condition in the sense that they were very affordable for them. A total of 36.63% said prices in West Nusa Tenggara were in good condition. A total of 15.18% said prices were in moderate condition, and only a small proportion of tourists (2.64%) stated that prices in NTB were in bad condition and 0.33% were very bad.

Conclusion

This study can summaries the perspectives of foreign visitors in West Nusa Tenggara regarding accessibility, destination attractiveness, diversity of attractions, information, friendliness, cleanliness, accommodations, and relative prices in good condition based on the analysis and discussion described in the previous section. level. In other words, West Nusa Tenggara's tourism sector caters well to foreign visitors.

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