Tourism Mix Factor: Tourists' Travel Orientation in Choosing Types of Tourism Objects in Indonesia

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Abstract

The purpose of this research is to analyze the tourism mix factor that differentiates tourists in choosing the type of tourism object as a basis for formulating strategies to attract tourists. This research is a quantitative study using a survey approach. The sample in this study was 200 respondents, consisting of 100 respondents of natural tourism visitors and 100 respondents of artificial tourism visitors. The analytical tool used in this study was descriptive analysis and discriminant analysis with the Stepwise method. The results of this study indicate that the variables that differentiate tourists from choosing natural tourism objects and artificial tourism objects are coolness, advertisements, facilities, prices, locations, travel agents, tourist attractions, transportation facilities and infrastructure, and public hospitality. Tourists who choose natural tourism objects have more positive attitude concerned with the variables of coolness, price, public hospitality, the existence of a travel agency, and the availability of transportation facilities and infrastructure, while visitors who choose artificial tourism objects have more positive attitude or are more concerned with location variables, advertisements, tourist attractions, and completeness of the facilities. This study provides a clear guidance on the tourism mix factor that distinguishes domestic tourists in Indonesia which is still very limited and need further investigation.

Keywords: artificial tourism, natural tourism, travel orientation, tourism mix

1. Introduction

Tourism industry has a direct impact on a national economy of Indonesia (Tosun, 2002). In developing tourism industry will continue to play a very important role for the economy and will continue to grow, this is due to travel costs that become more affordable with the presence of low-cost flights, many arts and cultural festivals, improved transportation facilities and road infrastructure, and the growing development of tourism supporting sectors such as hotels and restaurants. This is in line with the opinion of Tsiotsou and Tsiotsou, (2010), which stated that in the era of globalization, tourism will become cheaper and faster because of low cost airlines and the development of information and communication technology. Tourism has become a necessity, Salimov (2018) said that in this era, traveling has developed into a social lifestyle for young generation.

In Indonesia, tourism has a very big role in the economic aspect as a foreign exchange earner. Tourism can be used as a tool to solve the problem of unemployment and poverty in developing countries (Dogra & Gupta, 2012; Khuntia & Mishra, 2016). Tourism will encourage the growth of Micro, Small and Medium Enterprises (MSMEs), In Indonesia, MSMs have played a significant role in economic sector (Suliyanto, 2013). The development of tourism in remote areas has proven able to encourage economic growth and preserve natural (Ritsma et al., 2010). Indonesia has various types of tourist attractions such as natural tourism, artificial tourism, and cultural tourism. In Indonesia, there are significant differences in domestic tourists in choosing tourism objects. It can be seen from the data from the Indonesian Ministry of Tourism that 52.66 % of domestic tourists chose the type of natural tourism, 32.84 % of artificial tourism and 14.50 % of cultural tourism in 2017 . The significant difference between tourists in choosing the type of tourism is interesting to be studied. Mattila, (2004) stated that domestic tourists prefer choosing the type of natural tourism compared to artificial tourism objects and cultural tourism objects. Consumer behavior is a dynamic and eclectic in tourism marketing (Mattila, 2004). So, research on tourist behavior in selecting types of tourism attractions will continue to be interesting to be

studied. Many previous studies have examined the factors that determine tourist visits intention to a tourist destination (Abuamoud, Libbin, & Green, 2014; Khuong & Nguyen, 2018), but specifically to examine the tourism mix factor that distinguishes domestic tourists in choosing the type of tourism object is still very limited.

The research was conducted in Banyumas Regency, because Banyumas Regency is one of the regencies in Central Java Province, Indonesia which has a variety of attractions both natural and artificial tourism. The national famous tourism object in Banyumas Regency is Baturraden tourism object. Around Baturraden tourism objects, there are now growing several tourism objects for both natural and artificial tourism, one of the artificial tourism objects is *The Village* Tourism object. Management of tourism objects, both its natural tourism objects and its artificial tourism objects compete each other to get visitors, so that competition between tourism objects is getting tougher. One of the indicators of the tourism development success is the number of visitors. The following the data presented on the number of tourist visitors to Banyumas Regency from 2014 to 2017.

Table 1. Number of Tourists Who Visit Tourism Obects in Banyumas Regency.

Year	Visitors (person)
2014	1.954.873
2015	1.784.378
2016	2.013.992
2017	2.111.861

Although tourism has a very important role for the economy, until now the tourism industry still facing various problems, one including the quality of services provided by the manager of tourism has not good enough yet. Whereas achieving tourist satisfaction is one of the most important factors in terms of managing various types of tourism (Marinoa, 2017), because tourist satisfaction will positively effects tourist loyalty (Hernandez et al., 2006; Coban, 2012). On the other hand, tourist dissatisfaction will reduce the intention of tourists to re-visit the tourism object, even it causes the negative word of mouth information.

Based on the description above, it can be seen that the tourism industry plays a very important role for the economy growth, and the increasing number of new tourism objects has led to tougher competition in creating tourism attractions to attract tourists. Beside, tourism management services in serving tourists has not yet good enough. As a result, this research needs to be done to analyze the tourism mix factor that differentiates tourists in choosing the type of tourist attraction as a basis for formulating strategies to attract tourists.

2. Research Method

This research was conducted in Banyumas regency, Central Java Province, Indonesia with the subject of the study of visitors to natural attractions, Baturraden and visitors to artificial attractions, The Village, in Banyumas Regency. The samples in this study were 200 respondents, consisting of 100 respondents of natural tourism visitors and 100 respondents of artificial tourism visitors, which were collected using the accidental sampling method. To analyze the tourism mix factors that differentiate tourists in choosing the type of tourist attraction, discriminant analysis tool is used in a phased method. Discriminant analysis is a method of analysis while the independent variable is a metric variable (interval or ratio), while the dependent variable is a non metric variable (nominal or ordinal).

The discriminant analysis model is using the following formula (Malhotra et al., 2006):

$D = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + \ldots + b_nX_n$

In which:

D = Discriminant value

b = coefficient of discriminant of the independent variable

X = predictor variable or free variable

The steps to carry out discriminant analysis are as follows (Malhotra et al., 2006): a). Formulate the problem, b). Make estimation of the coefficient of discriminant function, c). Determine the level of significance of the discriminant function, d). Interpret the results of the analysis, e). Evaluate the validity of discriminant analysis.

3. Discussions of Results

3.1 Profile Respondents

Analysis of the respondent profile was done using descriptive statistical analysis, which is presented in Table 2.

Table 2. Profile of Respondents for Visitors to Natural Tourism Objects and Visitors to Artificial Tourism Objects

Visitor's Profil	Detail	Natural Tourism Object (Baturraden)		Artificial Tourism Obect (The Village)	
		Total	Percentage	Total	Percentage
Age	15 s.d. 24 year-old	20	20	25	25
	25 s.d. 34 year-old	21	21	25	25
	35 s.d. 44 year-old	23	23	20	20
	≥ 45 year-old	36	36	30	30
	Total	100	100	100	100
Monthly income	≤ 5 millions	65	65	64	64
	6 - 10 millions	29	29	24	24
	11 - 15 millions	5	5	5	5
	16 – 20 millions	1	1	3	3
	> 20 millions	0	0	4	4
	Total	100	100	100	100
Information source	Friend	42	42	54	54
	Family	21	21	20	20
	Brochure/Leaflet	1	1	2	2
	Social Media	12	12	21	21
	Printed Media	0	0	1	1
	Internet	6	6	0	0
	Others	18	18	2	2
	Total	100	900	100	100
Visitor's companion	Family	72	72	65	65
	Friend	22	22	33	33
	Others	6	6	2	2
	Total	100	100	100	100
Most favorite tourism package	Outbond	13	13	18	18
	Educational Tourism	13	13	36	36
	Games	12	12	17	17
	Specific interest	16	16	17	17
	Others	46	46	12	12
	Total	100	100	100	100
Travel orientation	Reducing boredom	63	63	59	59
	Getting new experience	16	16	21	21
	Health	3	3	3	3
	Others	18	18	17	17
	Total	100	100	100	100

Based on Table 2, it was known that the natural tourism object and the artificial tourism objects visited by visitors aged 45 year-old and over, they visited with friends or family. The average monthly income of visitors to Baturraden and The Village is ≤ Rp. 5 million per month. whichshows that the cost of traveling in Banyumas

Regency is still affordable for visitor who earn ≤ Rp 5 million per month. Both Baturraden and The Village visitors mostly get information from friends, family and social media. So, promotion through word of mouth (WoM) is very effective to attract tourists. Most of the tourists who visitedBaturraden and The Village, came with family or friends in groups, and rarely perform the visitation. Travel packages that are expected by visitors in The Village are educational tours, while tourism packages that are expected by visitors to natural attractions Baturraden are others such as to see the beautiful scenery. Batturaden natural attractions are the most visited by respondents who come from regions outside Central Java Province, while the tourism objects made by The Village are mostly visited by respondents who come from the Banyumas Regency. This is because Baturraden's natural Batturaden natural attractions and The Village most visited by respondents who have a travel orientation to reduce boredom, after doing routine activities.

3.2 Discriminant Analysis

To differentiate the tourists orientation in visiting natural attractions and visiting artificial attractions, discriminant analysis is done using the Stepwise method. Based on discriminant analysis the following outputs can be obtained:

Table 3. Test of Equality of Group Means

Variabel	Wilks' Lambda	F	df1	df2	Sig.
Beauty	.945	11.547	1	198	.001
Coolness	.919	17.387	1	198	.000
Completeness	1.000	.045	1	198	.832
Uniqueness	1.000	.066	1	198	.798
Price	.969	6.356	1	198	.012
Cost	.989	2.287	1	198	.132
Location	.993	1.400	1	198	.238
Nearness	1.000	.042	1	198	.839
Advertisement	.957	8.896	1	198	.003
Promotion	.978	4.352	1	198	.038
Service Hospitality	1.000	.009	1	198	.923
Public Hospitality	.987	2.639	1	198	.106
Safety	.995	.904	1	198	.343
Travel Package	.984	3.223	1	198	.074
Experience	.988	2.349	1	198	.127
Atraction	.988	2.360	1	198	.126
Connection	.998	.411	1	198	.522
Travel agency	.998	.484	1	198	.487
Facilities	.984	3.215	1	198	.075
Cleanliness	.998	.413	1	198	.521
Transportation Infrastructure	.984	3.271	1	198	.072
Communication infrastructure	.997	.560	1	198	.455
Accomodation infrastructure	1.000	.008	1	198	.928

Based on the analysis of Table 3, there are 23 tourism mix variables used to differentiate the considerations of visitors who visit natural attractions and those who visit artificial attractions. From the 23 tourism mix variables used to differentiate, there are only 5 variables that can be used to differentiate the considerations of visitors traveling to natural tourism objects and those visiting artificial tourism objects, they are: beauty, coolness, uniqueness, advertisements, promotions, with a level of sig. ≤ 0.05. However, to ensure the correctness in discriminant analysis, all variables are included for further processing using the Stepwise method.

Table 4 presents the independent variables used to differentiate two categories, they are tourists who choose natural tourism objects and tourists who choose artificial tourism objects. Based on the output variables entered /

removed, there are 9 variables that can be used to differentiate tourist considerations in choosing the type of tourism objects, namely: coolness, advertisement, facility, price, location, travel agency, attraction, transportation infrastructure, and public hospitality. Therefore, the behavior of visitors who travel to natural attractions and visitors who visit artificial attractions is influenced by respondents' attitudes toward the variables of coolness, advertisement, facility, price, location, travel agency, attraction, transportation infrastructure, and public hospitality.

Table 4. Variable entered/removed

| Step | Entered | Statistic | Between Groups | Min. D Squared | | | |
| | | | | Exact F | | | |
				Statistic	df1	df2	Sig.
1	Coolness	.348	Natural and Artificial	17.387	1	198.000	4.557E-5
2	Advertisement	.903	Natural and Artificial	22.463	2	197.000	1.629E-9
3	Facility	1.084	Natural and Artificial	17.885	3	196.000	2.66E-10
4	Price	1.343	Natural and Artificial	16.539	4	195.000	1.09E-11
5	Location	1.571	Natural and Artificial	15.390	5	194.000	9.72E-13
6	Travel Agency	1.748	Natural and Artificial	14.200	6	193.000	2.23E-13
7	Atraction	1.919	Natural and Artificial	13.295	7	192.000	6.07E-14
8	Transportation infrastructure	2.114	Natural and Artificial	12.748	8	191.000	1.24E-14
9	Public Hospitality	2.304	Natural and Artificial	12.280	9	190.000	3.03E-15

Table 5. Structure Matrix

| Variables | Function |
	1
Coolness	.389
Advertisement	-.278
Price	.235
Beauty[a]	.178
Transportation Infrastructure	.169
Facility	-.167
Communication Infrastructure	.159
Public Hospitality	.151
Atraction	-.143
Experience[a]	-.131
Cleanliness[a]	.122
Location	-.110
Connection[a]	-.077
Accomodation Infrastructure[a]	.075
Cost[a]	.075
Hospitality[a]	.072
Promotion[a]	-.066
Travel Agency	.065
Completeness[a]	.052
Package[a]	-.0232
Nearness[a]	-.020
Uniqueness[a]	-.006
Safety[a]	.003

The structure matrix table contains the loading value of the structure coefficient value indicating the contribution of each variable to form discriminant function. In this study the coolness variable is the variable that most differentiate the attitude of visitors in choosing natural tourism objects and artificial tourism objects because it has the greatest value of the function that is equal to 0.759. Then, the second variable that most differentiates is the price with a function value of 0.458. Travel agency availability variable becomes the third variable that can differentiate the attitude of visitors in choosing natural tourism objects and artificial tourism objects because the variable function value is 0.445. The transportation facility and infrastructure variable becomes the fourth variable that can differentiate the attitude of visitors in choosing tourism objects with a value of 0.420 function. The variable of public hospitality becomes the fifth variable that can differentiate the attitude of visitors in choosing attractions with a value of 0.373 function. The location variable becomes the sixth variable that can differentiate with the function value of -0.490. The facility variable becomes the seventh variable that can differentiate the attitude of visitors in choosing tourism objects with a value of -0,521 function. Furthermore, the attraction variable and the advertisement variable become the eighth and ninth variables that can differentiate the attitude of visitors in choosing tourism objects with the value of functions in sequence, -0.521 and -0.812.

Table 6. Interpretation of the Discriminant

Variable	Artificial Tourism Object (The Village)	Natural Tourism Object (Baturraden)	*Structure Matrix Function*
	Average	Average	
Coolness	5,5000	6,2000*	0,759
Price	4,9000	5,4800*	0,458
Location	5,5600*	5,3100	-0,490
Advertisement	4,4800*	3,8500	-0,812
Public Hospitality	5,2100	5,5100*	0,373
Atraction	4,7500*	4,4100	-0,522
Travel Agency	4,0100	4,1700*	0,445
Facility	5,8700	5,5600	-0,521
Transportation Infrastructure	5,2400	5,6000*	0,420

Based on Table 6, it can be interpreted that tourists who choose natural tourism objects have more positive attitude or are more concerned with the variables of coolness, price, public hospitality, the existence of a travel agency, and the availability of transportation infrastructure. On the other hand, tourists who choose to visit artificial tourism objects have more positive attitude towards location, advertisements, tourist attractions, facilities variables.

Table 7. Result of Function at Group Centroid

Variabeles	Function
Tourism Object	1
Artificial Tourism Object (The Village)	-.759
Natural Tourism Object (Baturraden)	.759

Table 7 shows the function at group centroid is used to determine the cutoff value which is the boundary value where the predicted value must be included in the category of artificial tourism objects, The Village or natural tourism objects, Baturraden.

Table 8. Result of Wilks' Lambda

Test of Funtion(s)	Wilks' Lamda	Chi-Square	df	Sig.
1	.632	88.720	9	.000

Based on the Wilks' Lambda, the output is 0.632 or equal to Chi-Square 88,720 with a significance value of

0,000. This shows a significant difference (real) between the average value of discriminant scores forboth groups of visitors in choosing natural tourism objects and artificial tourism objects. So, it can be concluded that there are indeed differences in attitudes between groups who choose natural tourism and who choose artificial tourism.

Table 9. Result of Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.582a	100.0	100.0	.606

The Eigenvalues table shows the amount of Canonical Correlation, is 0.606. So the size of Square Canonical Correlation is 0.3672, which can be obtained from (0.606) 2. That is, 36.72% of the variance of the variable attitude of tourists in choosing tourism object can be explained by the discriminant model formed by nine variables namely coolness, advertisement, facility, price, location, travel agency, attraction, transportation infrastructure, and public hospitality.

Table 10. Result of Classification Function Coefficients

Variables	Tourism Objects	
	Artificial	Natural
Coolness	2.190	3.160
Price	.426	.854
Location	.669	.171
Advertisement	.191	-.634
Public Hospitality	.574	1.007
Atraction	-.213	-.719
Travel Acency Availability	.383	.799
Facility	2.433	1.787
Transportation Infrastructure	.071	.524
(Constant)	-19.131	-21.352

Table 10 shows the equality of discriminant that is formed in the visitor who chooses the artificial tourism object, The Village and natural tourism project, Baturraden. Based on this output the equation can be written as follows:

$Y_{(The\ Village)}$ = -19,131 + 2,190 coolness + 0,426 price + 0,669 location + 0,191 advertisement + 0,574 public hospitality – 0,213 atraction + 0,383 travel agency + 2,433 facility + 0,071 transportation infrastructure

$Y_{(Baturraden)}$ = -21,352 + 3,160 coolness + 0,854 price + 0,171 location – 0,634 advertisement + 1,007 public hospitality – 0,719 atraction + 0,799 travel agency + 1,787 facility + 0,524 transportation infrastructure

Table 11. Result of Classification Results

		Tourism Object	Predicted Group Membership		
			The Village	Lokawisata Baturraden	Total
Original	Count	The Village	80	20	100
		Lokawisata Baturraden	24	76	100
	%	The Village	80.0	20.0	100.0
		Lokawisata Baturraden	24.0	76.0	100.0
Cross-validated[a]	Count	The Village	78	22	100
		Lokawisata Baturraden	25	75	100
	%	The Village	78.0	22.0	100.0
		Lokawisata Baturraden	25.0	75.0	100.0

Classification results table was used to determine the level of accuracy and stability of the formed discriminant model (godness of fit). Based on the table, it shows 78.0 % means that from 200 data processed, 78.0% have been entered into the right group, while the cross validation of 76.5 % is higher than 50%, then the model discriminant that has been formed is declared fit or appropriate to be used to differentiate the attitude of tourists in choosing natural tourism objects and those who choose artificial tourism objects.

4. Conclusion

Based on the conducted discriminant analysis, there are nine variables that differentiate tourists' considerations in choosing natural and artificial tourism. These variables are coolness, advertisement, facility, price, location, travel agency, attractions, transportation infrastructure, and public hospitality. Tourists who chose natural tourism objects have more positive attitude or are more concerned with the variables of coolness, price, public hospitality, the existence of a travel agency, and the availability of transportation infrastructure, while tourists who chose to visit artificial tourism objects have a more positive attitude or are more concerned with variables location, advertisement, tourist attractions, and completeness of the facilities.

Based on these conclusions, several recommendations for managers of natural tourist attractions could be formulated to pay more attention to the coolness variable by maintaining the authenticity of nature, the price offered is an affordable price for tourists for all levels, public hospitality by providing tourism awareness training for the surrounding community, the existence of a travel agency by establishing cooperation with various travel agencies, and the availability of transportation infrastructure by providing transportation facilities and infrastructure. At the same time, the management of artificial tourism objects has to pay more attention to location variable by choosing strategic and easily accessible locations, advertising variable by making attractive advertising media, especially advertising through social media; tourist attractions variable by always providing innovative and unique tourist attractions compared to tourist artificial attractions; complete facilities variable by completing various clean and comfortable tourist facilities such as toilets, prayer rooms, cafes, parking lots, banking access, and health access.

Acknowledgements

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