

Tourists' Perception toward Traveling in Toraja

Adrianus Surianto Girikallo, ST,MM

asgirikllo@yahoo.co.id

Correspondence. AMI SIPO Makassar

Abstract

A tourism destination is an important unit of analysis the difficult to define (Haywood, 1986), but may be considered as a cluster of interrelated stakeholders embedded in a social network (Scott et al., 2008a). Such a network of stakeholders interacts, jointly meeting visitor needs and producing the experience that the travellers consume. These destination stakeholders include accommodation businesses, attractions, tour companies, and others providing commercial services; government agencies and tourism offices as well as representatives of the local community

This paper has adopted a complex network analysis perception to the study of tourism

Destinations that deal with the tourism attractions, amenities, accessibilities and services to visit Toraja.

Based on the result of analysis can be stated that

1. The natural view is the first interesting then followed by ceremonies.
2. Lack facilities enjoyed by the tourist at every tourist destination.
3. Poor of infrasture have been faced by travellers. Attraction. The paper has also discussed a number of implications of the complexity of a tourism destination system such as difficulty in forecasting and the consequent need for adaptive management. A number of techniques and measures have also been presented which demonstrate that there are practical means to analyse networks.

Keywords. Tourists' Perception, Travelling

A. BACKGROUND

A tourism destination is an important unit of analysis the difficult to define (Haywood, 1986), but may be considered as a cluster of interrelated stakeholders embedded in a social network (Scott et al., 2008a). Such a network of stakeholders interacts, jointly meeting visitor needs and producing the experience that the travellers consume. These destination stakeholders include accommodation businesses, attractions, tour companies, and others providing commercial services; government agencies and tourism offices as well as representatives of the local community. The interaction of these stakeholders is complex, dynamic, and subject to external shocks. The basic premise of tourism destination management is that through cooperative planning and organisational activities, the effectiveness of these joint interactions can be improved to the benefit of individual stakeholders. Governance is a concept which refers to relationships between multiple stakeholders and how they interact with one another. It involves how stakeholders determine, implement and evaluate the rules for their interaction (Beritelli et al., 2007). Thus differences in the governance arrangements of tourism destinations may be presumed to lead to differences in the effectiveness of joint stakeholder interactions and hence to improvements in destination competitiveness (Beaumont and Dredge, 2010).

The depiction of a tourism destination as complex is quite common. However, the definition of complexity is an unresolved issue and many different proposals have been made for its characterisation and measurement. No common consensus exists, but, following many scholars such as Levin (2003), a system can be defined complex when it comprises a (normally rather large) number of elements that are interacting in an interdependent way. The relations between the components are typically non-linear and, although they may be relatively simple at a local level, they build up in a dynamic and non-predictable way, generating behaviours and structures not derivable as a straightforward composition of the local features.

B. METHOD

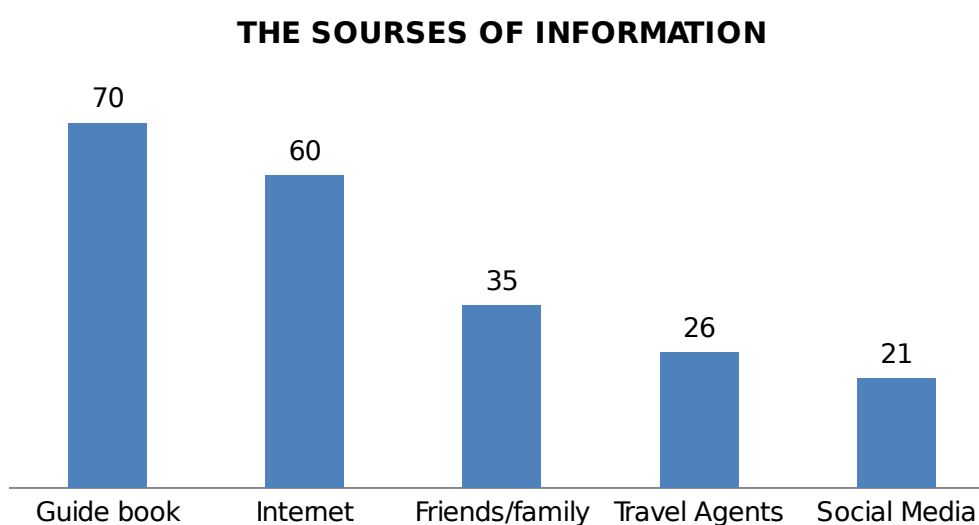
This report provides an overview of the analysis of results from the exit survey done in Toraja between August and October 2017. The survey was done during high season, with a respondent number of 52 visitors. Data was collected in various cafés and hotels with the help of Tourist guides and the support of the Dinas Pariwisata, North Toraja. Although the survey provides reliable information based on the sample of visitors, it is possible that some deviations between years are due to different timing or different visitor types that responded.

The results are split into the same topics as the questionnaire, namely the decision-making process, travel organization, length of stay and expenses as well as the satisfaction with services. For each graph a short analysis is given, highlighting the main aspects shown. The last chapter of the report shows a comparison of the development from the previous year's survey results.

C. RESULT

The first section of the report is related to making the decision of visiting the destination in terms of where information was found about the destination and which attractions were most important to choose to visit.

Figure 1. The sources of information

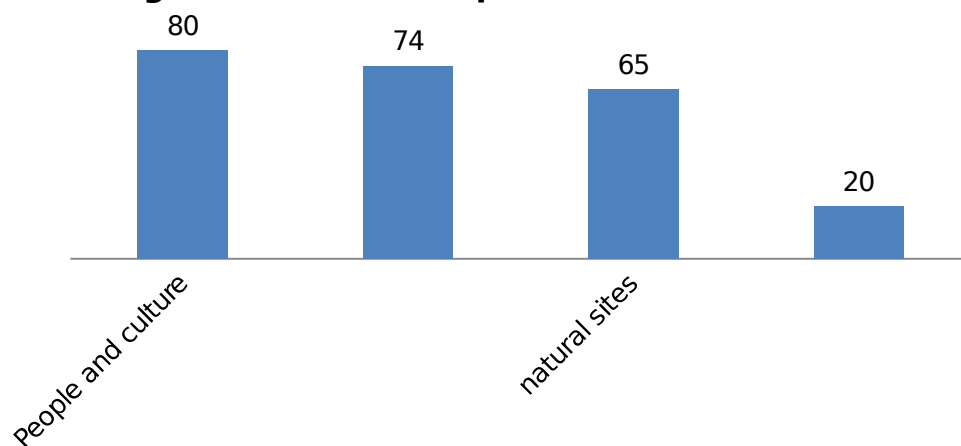


The number source of information travellers come to Toraja in 2017 are travel guide books, used by 70% of visitors. This is followed by the internet for 60% and friends or family for 35%. Only 26% got information from a travel agent, about 21% via social media and 10% from travel writing. TV was only a source of information for 5%.

2. Attractions important for destination choice

2.1 Attractions important for decision-making

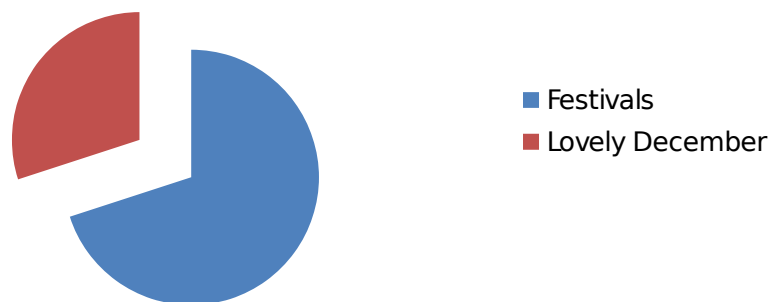
percentage of Attraction important for decisions making



People and culture are clearly the main draw for Toraja as a destination, as for 80% this is the most crucial attraction for coming to Toraja. It is closely followed by the traditional ceremonies for 74% and natural sites for 65%. Half of all visitors found the heritage sites interesting. Only less than 20% made the decision based on the adventure tourism offered, including trekking or cycling.

3. 2 Toraja Festivals

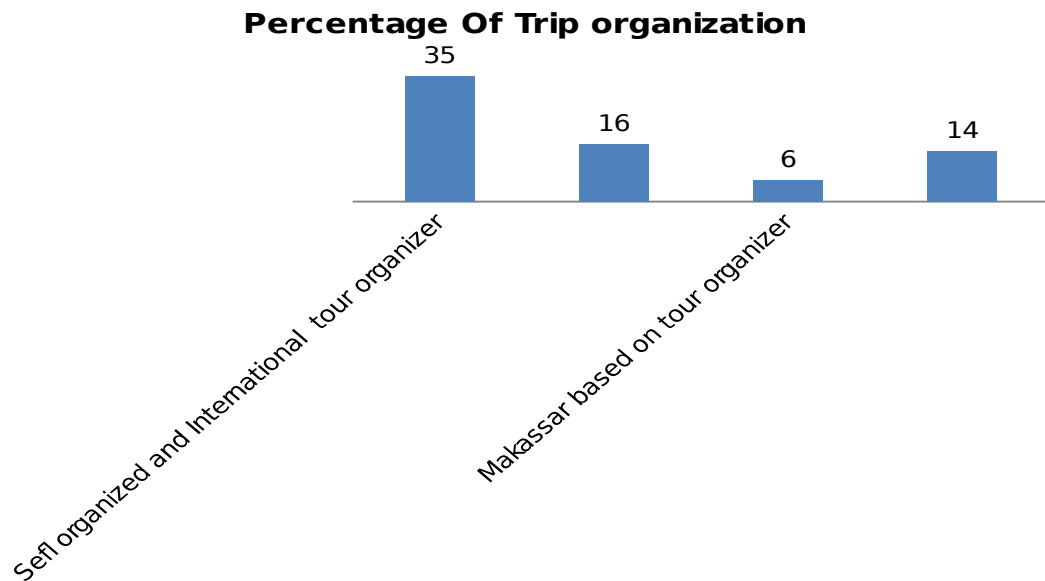
PERCENTAGE OF TORAJA FESTIFALS



Visitors were asked if they had ever heard about the various festivals of Toraja, such as Lovely December. None of the visitors had previously heard about any of these events. However almost 70% voiced an interest in attending such festivals, indicating a need for more information about them.

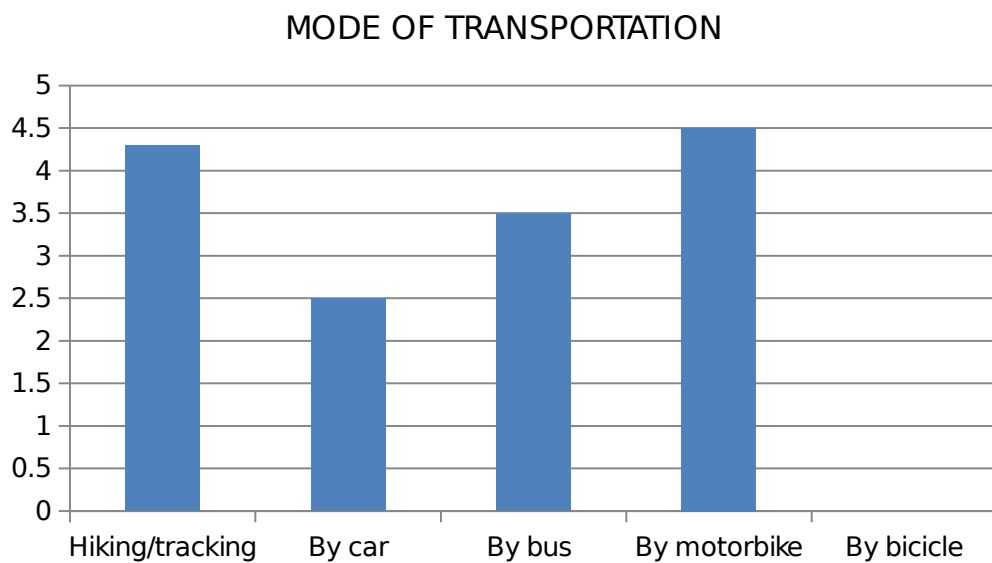
3 . Travel organization

3.1 Trip organization



Two third of visitors used a tour operator to book their trip and one third organised it themselves. The percentage of those visitors that organised their trip themselves and those that used an international tour operator is almost even, both being a little less than 35%. Toraja based tour operators were used by 16%, Bali-based ones by 14% and Makassar-based tour operators by 6%.

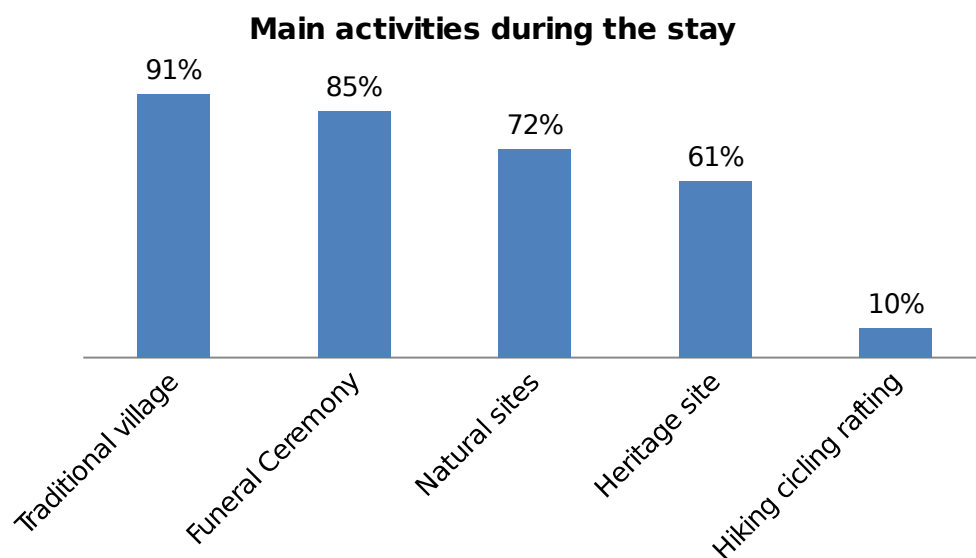
3.2 Mode of transport to Toraja



Once they arrived in Toraja, two thirds of visitors went around by car, 18% used a motorbike and 8% used a bus. Only 2% walked or used a bicycle. **3.3 Mode of Transport within Toraja**

Once they arrived in Toraja, two thirds of visitors went around by car, 18% used a motorbike and 8% used a bus. Only 2% walked or used a bicycle.

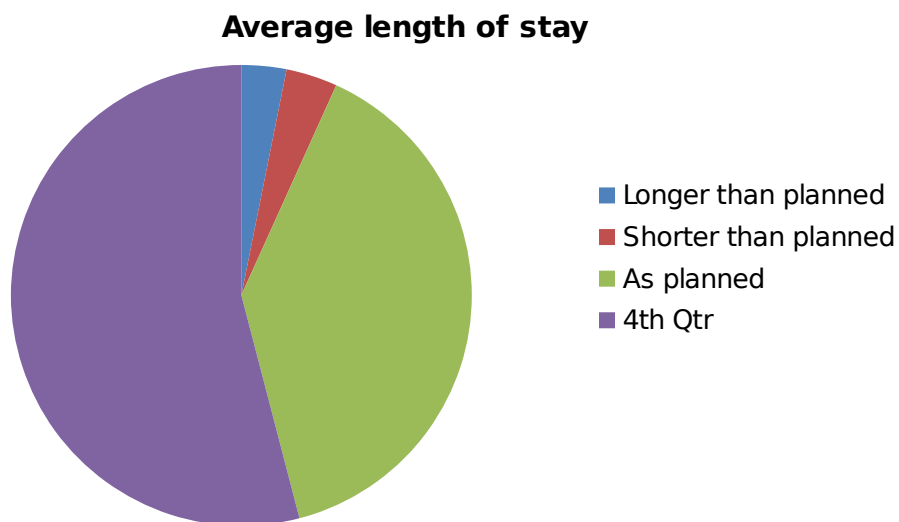
3.3 Main activities during the stay



The main activities among travelers are visiting traditional villages (91%), participating in burial ceremonies (85%), visiting natural sites (72%) and visiting heritage sites (61%). Only less than one third went hiking or cycling and less than 10% participated in other cultural performances, wildlife watching or did a home stay.

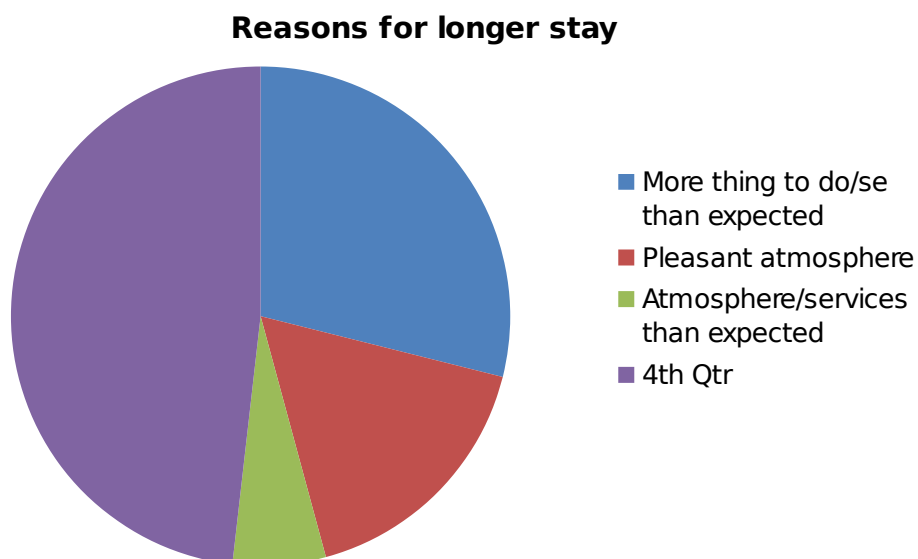
4 Length of stay and spending

4.1 Average length of stay



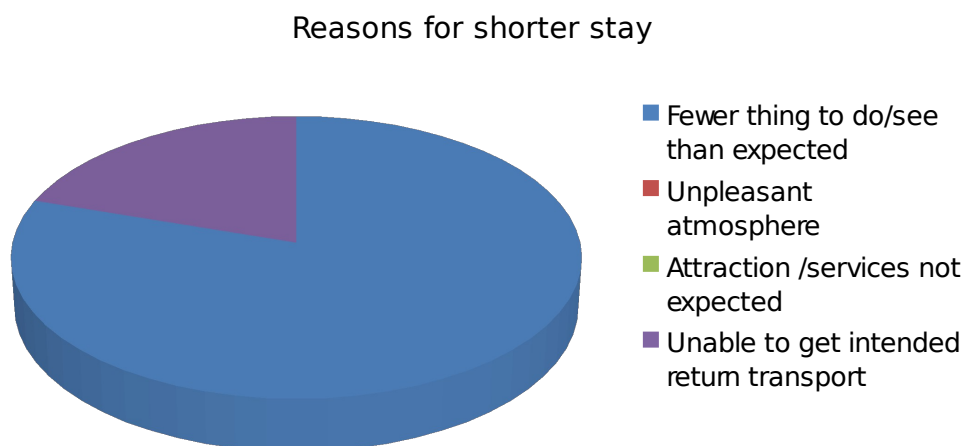
87% of visitors stayed exactly as long as they had planned. 7% stayed longer and 6% stayed less long than they initially thought.

4.2 Reason for longer stay



The main reason for people staying longer was that there were more things to do than expected (72%) or that there was a pleasant atmosphere (42%). 15% also stayed because the attractions and services were better than expected

4.3. *Reason for shorter stay*

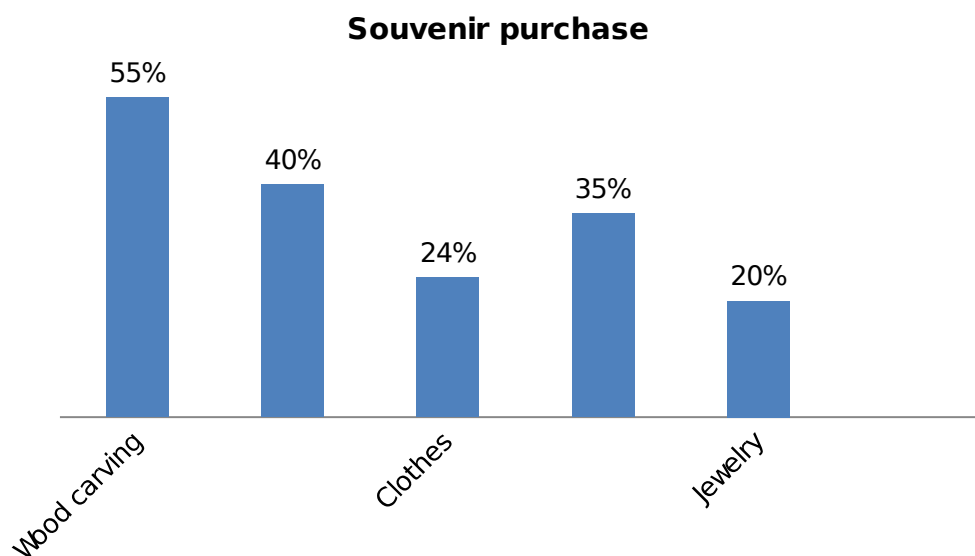


Those that stayed less long than planned gave the main reason of there being fewer things to do than they expected or hoped for (80%). 20% also left earlier due to the unavailability of the desired return transport.

5. Average daily spending

The average daily spending in 2017 was USD 145.89. The most common spending groups are between USD 30 and USD 89 dollars however, followed by USD 90-149 and above USD 350. Those that organised their trip themselves had a daily average spending of slightly below USD 100, while those that used a tour operator were higher, at around USD 200.

5.1 Purchase of Souvenirs

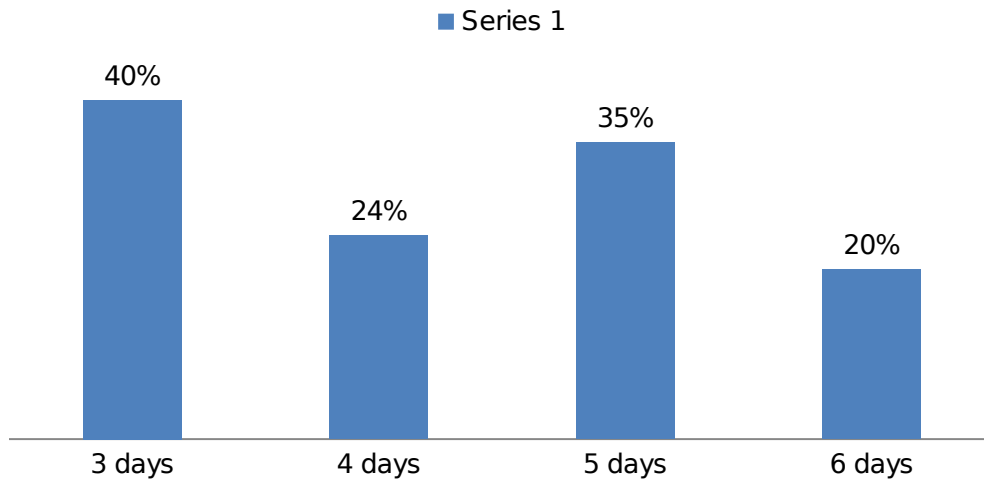


Of all visitors over 80% bought some kind of souvenir. The most common souvenirs were wood carvings purchased by 55%, while 40% bought a weaving products, 35% bought clothes or agricultural products and 20% bought jewellery. On average they spent USD 19 on wood carvings, USD 24 on woven products, USD 12 on clothing, USD 15 on agricultural products and USD 9 on jewellery.

4. Length of stay and spending

4.1 Average length of stay

Average length of stay



The average length of stay in Toraja was 4.2 days including arrival and departure day, while the visitors stayed an overall average of 24.7 days in Indonesia.

4.2 Banded length of stay

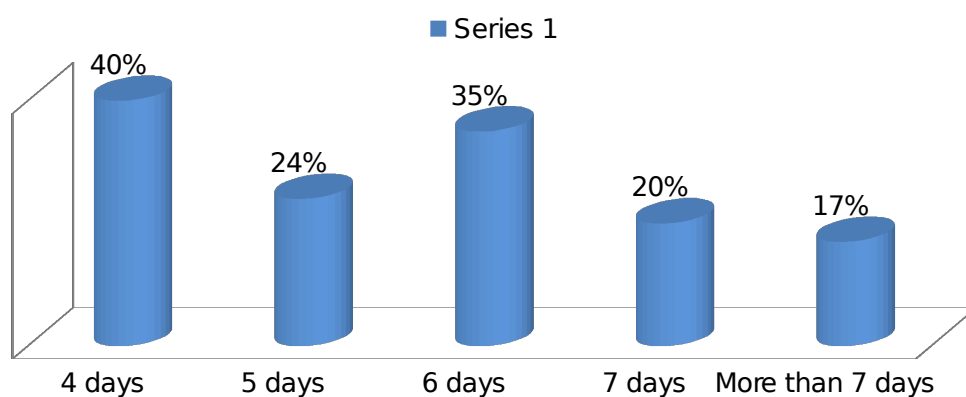
Longer than planned	7%
Shorthen than planned	8%

40% of visitors stay in Toraja for 4 days, 28% stay for 3 days and 20% for 5 days.

Less than 5% each stayed less than 2 days or 6 days and more.

4.3 Reason for longer of stay

Reasons for longer stay



The main reason for people staying longer was that there were more things to do than expected (72%) or that there was a pleasant atmosphere (42%). 15% also stayed because the attractions and services were better than expected.

5. Satisfaction with products and services

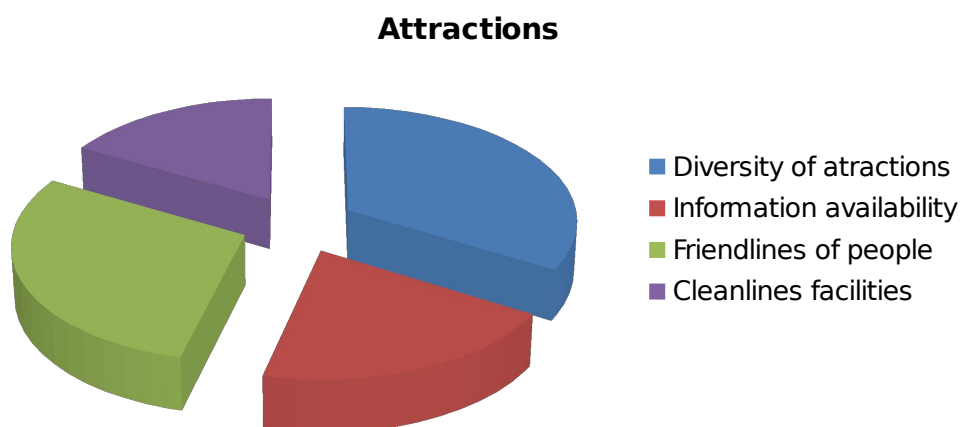
This section covers visitor satisfaction with services in the destination.

5.1 Overall satisfaction

Appeal of attraction	
Diversity of attractions	40%
Information availability	24%
Friendliness of people	35%
Cleanliness facilities	20%

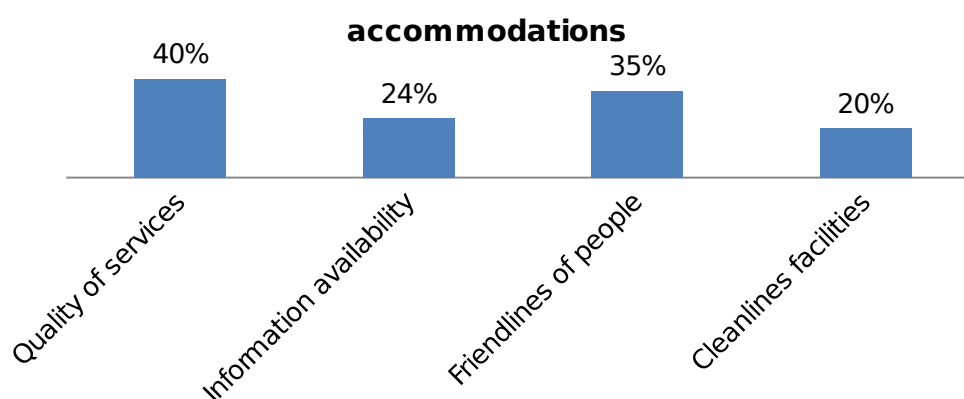
Overall visitors are satisfied with their trip to Toraja with over 85% giving a positive rating. The aspects rated highest are the friendliness of people (99% positive), appeal of attractions (95% positive) and the diversity of attractions (89% positive). The availability of information is average with slightly over 50% giving positive feedback. The aspects rated the lowest are the accessibility (35% positive), cleanliness of facilities (32% positive) and the cleanliness of the environment (20% positive).

5.2 Attractions



The satisfaction with attractions overall is quite good. The highest rated aspects are the variety and diversity (85% positive), the quality (78% positive), the price and the facilities (75% positive). Aspects that seemed of concern to visitors are the availability of information (55% positive), the information specifically in English (44% positive), the accessibility (40% positive) and especially the cleanliness (30% positive) and sanitary facilities (20% positive).

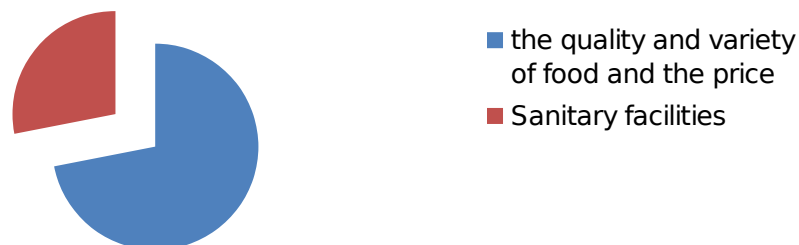
5.3 Accommodation



The overall satisfaction with accommodation in Toraja is good. All aspects get positive reviews of 60% or higher. The highest ones are the friendliness (95%), the quality of service (88%) and the facilities (85%). Those rated relatively lower are the availability of information, the communication in English, the cleanliness and the sanitary facilities.

5.4 Restaurants / F&B

F % B



The satisfaction with restaurants is slightly lower, but still all aspects except the sanitary facilities (45% positive) get positive reviews of over 50%. Those rated highest are the quality of service, the quality and variety of food and the price (all over 80% positive).

5.5 Tour operator

visitors used a tour operator during their trip	70% or higher positive reviews
Information availability	90% or higher positive reviews.

70% of visitors used a tour operator during their trip. They gave very positive ratings with all aspects receiving almost 90% or higher positive reviews.

5.5 Tour guides

Facilities	
visitors used the services of a tour guide during their stay in Toraja.	86%
the ability to communicate in foreign languages.	70%

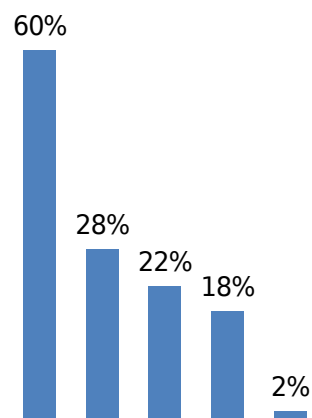
86% of visitors used the services of a tour guide during their stay in Toraja. Those who did not do so indicated that they went around with friends or simply wanted to explore by themselves. The satisfaction levels are high, although slightly lower than for tour operators. The lowest rated aspect, still with over 70% of positive reviews, is the ability to communicate in foreign languages.

6. Other aspects

This section covers aspects such as the most enjoyable experience, key constraints and recommendations for tourism, but also questions regarding first time or repeat visitors and likelihood to recommend the destination to others.

6.1 Most enjoyable experience

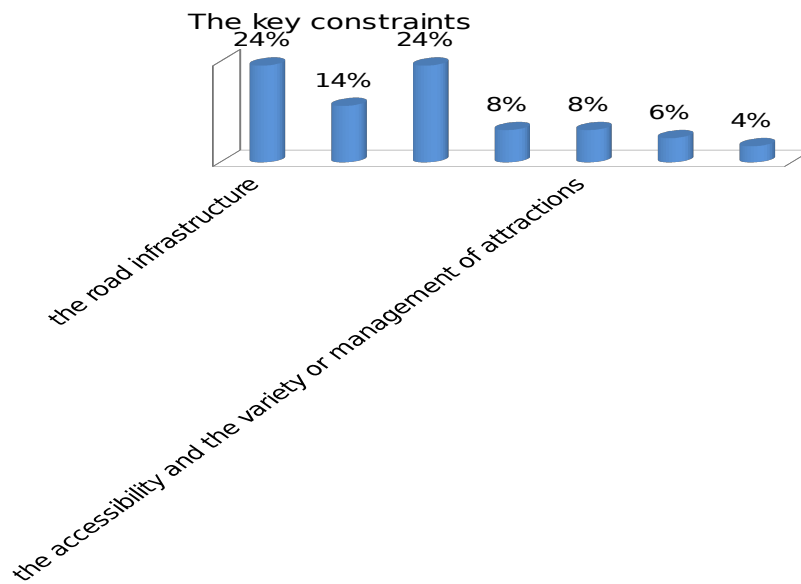
Most enjoyable experience



the visit to traditional villages, heritage sites and the participation in ceremonies

The most enjoyable experience for visitors to Toraja was the visit to traditional villages, heritage sites and the participation in ceremonies (60%). 28% found the views of the landscape and natural sites the best part of their trip. 22% mentioned the friendliness of locals and 18% the trekking or cycling trip they took. Other aspects were mentioned only by around 2%.

6.2 Key constraints



The main key constraint mentioned by visitors was the road infrastructure (24%). The lack of waste management was mentioned in second position (14%) and the lack of foreign language skills in third position (12%). A lack of information was mentioned by 10%. 8% found the accessibility and the variety or management of attractions a challenge. 6% mentioned a lack of signage around the destination. The cleanliness, the rudeness of guides insisting on offering their services and high prices were an issue for 4%.

D. CONCLUSION

This paper has adopted a complex network analysis perception to the study of tourism

Destinations that deal with the tourism attractions, amenities, accessibilities and services to visit Toraja.

Based on the result of analysis can be stated that

4. The natural view is the first interesting then followed by ceremonies.
5. Lack facilities enjoyed by the tourist at every tourist destination.
6. Poor of infrastructure have been faced by travellers. Attraction. The paper has also discussed a number of implications of the complexity of a tourism destination system such as difficulty in forecasting and the

consequent need for adaptive management. A number of techniques and measures have also been presented which demonstrate that there are practical means to analyse networks.

REFERENCES

- Agarwal, S.J. (1999), "Restructuring and local economic development: Implications for seaside resort regeneration in Southwest Britain", *Tourism Management*, Vol. 20 No. 4, pp. 511-22.
- Agostinho, M.E. and Teixeira de Castro, G. (2003), *Co-Creating a Self-Organizing Management System: A Brazilian Experience*, London School of Economics, 17-18 September 2003, available at: www.psych.lse.ac.uk/complexity/Conference/AgostinhoCastro.pdf
- Albert, R. and Barabási, A.-L. (2002), "Statistical mechanics of complex networks", *Review of Modern Physics*, Vol. 74, pp. 47-91.
- Amaral, L.A.N. and Ottino, J.M. (2004), "Complex networks – augmenting the framework for the study of complex systems", *The European Physical Journal B*, Vol. 38, pp. 147-62.
- Andersen, J.V. and Sornette, D. (2005), "A mechanism for pockets of predictability in complex adaptive systems", *Europhysics Letters*, Vol. 70 No. 5, pp. 697-703.
- Pongsapan, Nehru (2017). *Perecepatan Pembangunan Pariwisata Tana Toraja*. Tourism Department of North Toraja 2017.