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The Effect of Tourism Product, Promotion, and Individual Characteristics on Tourists' Decision

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Abstract: Global tourist market in the future requires the availability of the products are diverse, unique, and high-grade (high value production of unique commodities) and tend to leave the mass-scale tourism products. The tourism sector has contributed 11 percent of the world Gross Domestic Product, employment for more than 200 million people, and through tourism as well as many travelers have is traveling 700 people within one year. The figures are expected to double by 2020. Tourism has become one of the fields of export and largest source of foreign exchange earnings of more than 50 developing countries in the world. This study also aims to examine the influence of the tourism product attributes, promotions and individual characteristics (rating) on the decision to visit attractions on one tourist site in Central Sulawesi Province. This research is descriptive and quantitative observation, documentation and literature review. Data were analyzed by Structural Equation Model (SEM). Based on the results of this study, product attributes, promotion and tourist characteristics have significant effect on the tourists' decision to visit the tourist site.

Keywords: Tourism Product, Promotion, Tourists' characteristics, Tourists' Decision

INTRODUCTION

World tourism has been experienced a rapid development. In one hand it will open up many opportunities for fulfillment and the acquisition of the benefits of tourism activities, but on the other hand also spawned the challenges and problems that are not simple. Global tourist market in the future requires the availability of the products are diverse, unique, and high-grade and tend to leave the mass-scale tourism products. The tourism sector has contributed 11 percent of the world Gross Domestic Product, absorbed for more than 200 million people, and through tourism as well as many travelers have is traveling 700 people within one year. The figures are expected to double by 2020. Tourism has become one of the fields of export and largest source of foreign exchange earnings of more than 50 developing countries in the world. However, at the same time, there has been a 'leaks' for the repatriation of profit in these countries so that more than

85 percent in some African countries, 70 percent in Thailand and 40 percent in India. Situations such as this is clearly a barrier to development of the tourism sector for developing countries. United Nations Conference on Trade and Development (UNCTAD) at the ministerial conference in Sao Paulo Brazil in July 2004, has recommended some important things in order to promote the tourism industry in developing countries. One is through the promotion of sustainable tourism through the e-tourism (Ministry of Culture and Tourism, 2006).

The tendency is increasingly segmented market, making the promotion will be increasingly important tourist destination. The target of visitors to travel to Indonesia in 2008 was estimated at 5,295,112 or are expected to rise by 4.39% from the year 2007 amounted to 5,072,593 visits. The target of visitors to visit Central Sulawesi is estimated at 2,517 people increased from the previous year 2007 amounted to 2,477 (1.6%). European travellers market is the largest in Central Sulawesi, as much as 90 percent of foreign tourists visiting this area are European. Promotion of Indonesian tourism is still less consistent felt good in messaging strategy, intensity, quality of visual communication, planning promotion strategies, as well as the readiness of the packaging products. As a result, the influence of the implementation of its integrated campaign yet, because each region or town has a strategy, plans, and budgets respectively.

The results of study conducted by Suh and Gartner (2004), and Park (2004), showed that the factors causing consumers to visit a tourist attraction is as interested in the attributes both tangible and intangible. The promotion is part of a marketing strategy that aims for excellence to communicate and persuade target customers to purchase the product (Kotler, 2003; Payne, 1993; Sutisna, 2003). Then, previous researches show that consumer characteristics have significant impact on the tourists' decision to choose their destination (Goodall, 1991; Motinho, 1987; Chen, 2004). Therefore, this study investigates the relationship between tourism product, promotion, and tourists' characteristics on tourists' decision.

LITERATURE REVIEW

Tourism Product and Tourists' Decision

Middleton (1998) define tourism product include attraction, facilities at the destination and accessibility of the destination. Product attributes are elements or the inherent nature of the product, and considered important by consumers to consider in making a purchase decision. In effect the overall tourism product is a series of things that are not real, can only be obtained and perceived. Several studies found that tourism product has significant impact on tourists' decision to revisit the site. The core product in tourism sector include all value added which customer believe would satisfy theirs need (Kompupula, 2001). The core product may include novelty, relaxation, excitement and status (Mehmetoglu and Normann, 2013). Tourists visit their destination because the site creates new experience. Some of tourists revisit the sites because of the attraction, facilities and accessibilities. Using above arguments, the following hypothesis is proposed.

H1: Tourism Product have positive and significant impact on tourists' decision

Promotion and Tourists' Decision

Promotion is a part of marketing activities which aims to enhance the sale of products or services. Promotion contains information for potential and existing customer. Promotion can be used to persuade

the potential and existing customer to repurchase the product or service. Kobersy et al. (2016) states that there are strong relationship between advertising and promotion on the customer decision. Thus, marketing managers and research department need to collaborate in providing data for marketing decision (Lomova, et al. 2016). Both of parties need to understand that the marketing information contain macro and micro market information. Therefore, Lomova et al. (2016) suggest that computers are the appropriate tool to synchronize and analyze the data in each stage of marketing activities. Advertising can be used as a tool to describe the facts, information and experience (Sharma and Shruti, 2015). In addition, Puto and Wells (1984) argue that advertising should be contained informational and transformational. Puto and Wells state that informational engage the customer to use their rational buying decision, while transformational suggest the customer to level the value by the advertising. Based on the previous studies, the following hypothesis is proposed.

H2: Promotion has positive and significant impact on the tourists' decision

Tourists' characteristics and Tourists' Decision

The pattern of consumer behavior is based on several factors, such as, education, income, and occupation. The interest of consumer might different which based on what type and how the product or services deliver benefits (Monroe, 2003). In addition, there are customers who put attention to have value than service quality of products or service. A study of Hsu et al. (2016) found that men tend to care about value compare to woman. Meanwhile, there are also customer focuses on the price, risk and knowledge as well as involvement to obtain the product or service. Thus, the characteristics impact the customers on choosing which product they like and dislike. Segmentation is important to categorized the consumers and overcome any potential risks related to the level of sales. Based on the previous study, the following hypothesis is proposed as follow.

H3: Tourists' characteristics have a significant positive effect on tourists' decision

RESEARCH METHOD

This research can be categorized as a descriptive and hypothesis testing. The population in this study is domestic and foreign tourists, which are visit a favorite marine tourism destination in Tanjung Karang. The site is located in Donggala Regency in Central Sulawesi Province, Indonesia. Uma (2003) suggested several factors that need to be considered in determining the size or number of samples, among others, 1) the level of interest of the decision, 2) the nature of the research, 3) the number of variables, 4) the nature of the analysis, and 5) resource limitations. Therefore, this research is predominantly in consideration of the use of analytical tools and the number of variables used, although others remain to be considered in the study. SEM (Structural Equation Model) as an analytical tool used requires a sample of about 100-200 so that the outcome can be estimated and interpreted. Hair at. al. (1995) suggested that the appropriate sample size is between 100 to 200, when the sample size is more than 400 then the method becomes very sensitive so it is difficult to obtain measures of goodness of fit is good. Further, Hair et.al. (1995) suggest that the minimum sample size is five observations for each parameter to be estimated. Questionnaires were distributed to selected respondents planned as many as 210. The characteristic of respondents can also be seen in the following Table 1 below.

Table 1
Profile of Respondents

	<i>Number of firms</i>	<i>Percent</i>
18 – 25 year	41	27,3
26 – 35 year	82	54,7
36 – 45 year	16	10,7
46 – 55 year	7	4,7
> 55 year	4	2,7
one time	41	27,3
two times	65	43,3
three times	26	17,3
fourth times	18	12,0

Variables used in this research were independent and dependent variables. The independent include tourism product, promotion and individual characteristics, while dependent variable includes the tourist decision to visit the site. The measurement scales of this study can be seen in the following Table 2 as follow.

Table 2
Measurement Scales

1. Tourism product (X1)	<ol style="list-style-type: none"> 1. location (X1.1) 2. accommodation (X1.2) 3. facility cleanliness (X1.3) 4. prayer facilities (X1.4) 5. swimming pool (X1.5) 6. marine tourism facilities (X1.6) 7. souvenir (X1.7)
2. Promotion (X2)	<ol style="list-style-type: none"> 1. publication (brosur) (X2.1) 2. adds in the electronic media (X2.2) 3. adds di Media Cetak (X2.3) 4. participation in tourism event (X2.4) 5. word of mouth (X2.5) 6. internet (X2.6) 7. market of tourism (X2.7)
3. Individual characteristics (X3)	<ol style="list-style-type: none"> 1. motivation (X3.1) 2. experience (X3.2) 3. economy (X3.3) 4. life style (X3.4) 5. social (X3.5)
4. Tourists' decision (Y)	<ol style="list-style-type: none"> 1. needs of awareness (Y1.1) 2. looking for information (Y1.2) 3. alternative selection (Y1.3) 4. decision to visit (Y1.4) 5. post visit evaluation (Y1.5)

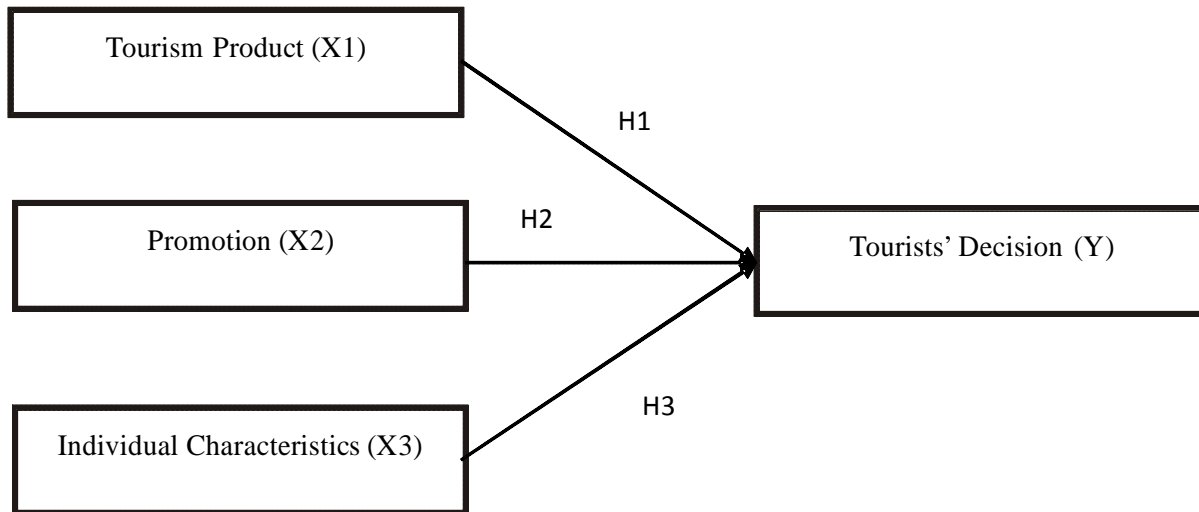


Figure 1: Conceptual Framework

RESULTS AND DISCUSSION

The Amos 20 show that the value for root mean square error of approximation (RMSEA) is 0.0910. Value for CMIN/DF (1.044), TLI (0.980), and CFI (0.985). The parameter estimate and associated t-value for tourism product to tourists' decision is 0.043. This significant, positive finding support hypothesis one. The structural path from promotion to tourists' decision is positive and significant with a t-value of 0.004 indicating support for hypothesis two. Furthermore, the structural path from individual characteristics to tourists' decision is also positive and significant with a t-value 0.000 indicating support for hypothesis three.

Table 3
Results of Hypotheses

Structural Paths	Regression Weight	Critical Ratio	Probability (p)	Hypothesis test
Tourism product → Tourists' decision	0.409	2.028	0.043	Supported
Promotion → Tourists' decision	0.448	2.882	0.004	Supported
Individual Characteristics → Tourists' decision	0.600	4.111	0.00	Supported

The results showed that travel attribute has a significant effect on tourists' decision to visit the site. The amenities in the site are adequate for visitors, where the location is easily accessible to transportation and easy access from the visitors. Equipment and facilities reasonably available and can support the visitors to enjoy the sights even there is a cost that is affordable enough and sufficiently varied.

The properties contained in the sales promotion, such as communication, incentive and invitation. According to Kotler and Keller (2004) stated that the nature of the communication means that promotion to attract the attention and provide information that introduces consumers to the product. The nature of privileges and incentives that provide value and stimuli for consumers who want to visit tourist attractions. The brochures are available for visitor and can be obtained from the manager. The role of local authorities

is also very helpful through promotion by holding various events so that people get information about the unique sights.

In addition to local visitors, tourists who come from outside the region were informed through local television. The advertising also informs the potential tourist about unique sites. Thus, the promotion is one of the factors that influence the decision to visit tourist attractions.

The tour location is a great place for visitors to relieve their fatigue and relax. The uniqueness of the tourist attractions is also one of the attractions for visitors to visit the sites. The tourist sites are natural and clean so that the tourists can enjoy the beach atmosphere with comfortable so that the visitor gets a different experience that is difficult to find in other places. In addition, the local communities also provide several facilities for visitors to enjoy the sites. Therefore, the characteristics of individuals who desire comfort of the tourist attractions that impacts the consumer's decision to visit tourist attractions.

CONCLUSION

Based on this research, tourism attribute significantly influence the decision of tourists. The location is easily accessible and the availability of facilities, making tourists interested in visiting the location. The local government enhance advertising through all media so that the tourist sites are easily identifiable by the tourists. Visitors could easy to find a place where they could relieve fatigue and beautiful place to visit as well as affordable accommodation in the tourist sites, making the tourists interested to visit tourist sites and return in the future. Developing the infrastructure and improving the hospitality of communities in the tourist sites would improve the convenience of visitors. The role of government is needed in empowering the community through increased skills in managing the tourist sites through training and improve facilities so that the tourist sites can provide jobs for people around sites.

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