The Preferences of Indonesian Outbound Tourists Toward Travel Types and Tourism Attributes

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Abstract. Outbound tourists in Indonesia showing increasement every year, so it is very appealing to know the preference of Indonesian tourists in travelling abroad. This study investigates on the preferences of Indonesian tourist, following to the travel types and tourism attributes by Cohen and Mill. The purpose of this study is to develop an understanding of the types and evaluations of Indonesian outbound tourists. The survey conducted by using questionnaire to 200 Indonesian tourists. Factor analysis applied to reduce total of 11 travel types items and 23 tourism attributes items consisting of general conditions at the destination as well as accommodation and transportation, become a more basic factor. The result shows that the travel types of Indonesian outbound tourists fall into the category of organized mass-tourist. While the hospitality, facilities and transportation become an important tourism attributes. Travel types and tourism attributes also have a significant and positive correlation one another.

Keywords: travel types, tourism attributes, outbound tourist, organized mass-tourist

Introduction

In the modern era, tourism is currently experiencing a rapid growth and development. The existence of tourism activities encourages people to travel and doing a trip. Along with development of globalization and transportation technology, travel is become more convenient, easy, borderless and no longer limited by distance and time. According to UNWTO [1], tourism will become a great industry with an average international tourist growth of 7% which equal to 1.3 million each year. In Indonesia, tourism has become a trend and lifestyle, mostly supported by growing level of welfare among Indonesia's citizen. According to Cigna Corporation, welfare index of Indonesia is among the top five globally [2] .

In traveling, tourists have preferences to determine the best value in order to decide the tour destinations. From the attributes selection and determination of the value of tourism, each tourist will show their own characteristic. According to Cohen [3] tourist are classified based on familiarization of the destination and travel/trip organizing, which are drifter, explorer, individual mass-tourist and organized mass-tourist. Tourism is an experience which only be felt by own self and it is very complex to measure. In this case the use of attributes can help, where the attributes itself are the dimensions or elements that formed an assessment to evaluate the consumption experience even though the experience is narrow or abroad [4]. According to Mill [5] the tourism attributes consist of attractions, facilities, transportation, and hospitality. Research by Brau and Cao [6] discovered that the most valued thing by tourist is the population density, in order to have sufficient access to the main tour/travel attraction. Thus, it is shown

that the supporting facilities such as recreational facilities or tourist attraction as well as destination access and location determinants that are close to other tours are the main determinants in attracting tourists.

Data shown by the Ministry of Tourism and BPS is showing steady and increase in national tourist growth. Data from Antavaya, one of prominent Indonesia travel agents, also showing that 85% of their Indonesia clientle is choose Europe and Asia as the most chosen destination countries. Hence, it's interesting to identified more detail about the travel type and the preferences of tourism attributes among Indonesian tourist in traveling abroad, and the relation of both variables. This research is also a part of joint research with Tunghai University Taiwan.

Research Method

This study uses a quantitative correlation research method, aim to find relations between variables and determine how closely the relationship is. The location of this research is mainly in the Jakarta area, considering that people who live in Jakarta are come from all over Indonesia and have a high level of mobility and prosperity. The field survey carried out using a questionnaire distributed to 200 respondens ranging in age from 12 years to over 66 years. To reach respondent living in different cities of Indonesia, both offline and online questionnaire with likert scale is used. The data obtained then processed using SPSS application for statistical analysis. This research uses two analysis:

a. Analysis of the respondent responses; this is to identify the highest and lowest data of travel type and tourism attributes.
b. Correlation analysis to find out the relationship between travel types with the tourism attributes.

After the data is obtained then analyzed with factor analysis to explain the relationship or correlation between variables to determine the right and appropriate preferences between types of travel with tourism attributes.

Finding and Discussion

From a total of 200 questionnaires distributed, the characteristics of respondents can be seen in table 1. The totals of female respondents are 63% while male respondents are 37%. Out of the seven age characteristics, the majority of the total respondents were young adults (50%) with an age range of 20-29 years while the elderly ages 60-65 years only 2%. Meanwhile, for the number of visits, having one visit is constitutes the majority answers from respondents with a frequency of 38%, and the lowest is four times with a frequency of 2.5%. The motivation of Indonesian outbound tourists is for vacation (82.5%) whilst the least motivation is carry out educational activities (11%). The top five of visited countries by Indonesian outbound tourists Indonesia are Australia (7.5%), Japan (26.5%), Malaysia with a frequency of 9%, the Netherlands with 7.5% and Singapore with a frequency of 19%. So it was found that the majority of respondents were young adult women with age range of 20-29 years with having only one-time experience visiting abroad, with the motivation for holiday and the most visited countries were Japan.

Table 1. Respondent Characteristic

Description	Characteristic	F	(%)
	Total Of Visit		
Never		0	0%
One time		76	38%
Two time		63	31.5%
Three times		28	14%
Four times		5	2.5%
Five times		15	7.5%
More then five times		13	6.5%
	Travel Motivation		
Holiday		165	82.5%
Visiting Friends & Relatives		3	1.5%
Business		1	0.5%
Study		22	11%
Medical Tourism		0	0%
Conferences and Exhibitions		0	0%
Others		9	4.5%
	Destinations Countries		
Australia		15	7.5%
Japan		53	26.5%
Malaysia		18	9%
Netherland		15	7.5%
Singapore		38	19%
Others		61	29%

Source: The researcher (2019)

Descriptive Analysis

Analysis conducted on the types of travel and tourism attributes, to find out which type of Indonesian tourists and attributes that support or are considered important for these types of Indonesian tourists. The results obtained for the types of Indonesian outbound tourist are as follows:

Table 3 Response of Travel Types

Statement	Indeks (%)
Use the travel package	72.6%
Plan yourself then use a travel agent	73.2%
Group trips organized by travel agent	87.2%
Solo travel or backpacker	82.7%
Use a travel guide	80.2%
Travel with family and friends	88.2%
Mingle with local life	64.1%
Travel comfort	90.1%
Avoid groups	57.1%
Visit the place that is still original	68%
Buy new items before price down	69.5%

Source: The researcher (2019)

Seen from the statements of respondents that the types of Indonesian outbound tourist are detailed in three categories, which is comfort while traveling is very important, amounting to 90.1%. Travel with family and friends, amounting to 88.2%. And travel with groups organized by travel agents, amounting to 87.2%. Those finding suggested that Indonesian outbound tourist are more related to the types organized mass-tourist. This type of tourist is prefer to only visit well-known tourist destinations, with facilities such as those that can be found in his origin country and his journey is always guided by a tour guide.

The results obtained for the general conditions attributes of Indonesian outbound tourist are as follows:

Table 4 Response of General Condition Attributes

Statements	Indeks (%)
Health attention	85.1%
Feeling secure	88%
Cultural and linguistic diversity	79.3%
Different sensation	83.4%
Have relative or friends at their destinations	72.7%
Cheap travel packages	84.4%
Disability friendly	75.8%
Many things for adults to see and do	81.1%
Information is easly to found on internet	84%
Desired goals	82.7%
Ease of visa process	89.8%
Family friendly	90.4%
Mosleem visitor friendly	78.3%
Direct flight	81.6%
Local culture	85.5%

Source: The Researcher (2019)

Seen from the statement of the respondents that the top three of common attributes of general conditions are family friendly destinations (90.4%), ease in visa process (89.9%) and the feeling secure (88%). The score showing the importance of these attributes according to Indonesian outbound tourists. These attributes are important because it fits to the travel type of Indonesian outbound tourists which is organized mass-tourist that look for comfort when traveling with family or group.

Whereas respondents statement who had the lowest score in is having friends or relatives at the destination (72.7%), destination that is friendly to people with disabilities (75.8%) and moslem visitor friendly (78.3%). Those lowest score showing that these attributes in destinations considered unimportant by Indonesian outbound tourists. These attributes are considered not important because the available or unavailability of these attributes do not influence Indonesian outbound tourists in traveling abroad.

The results obtained for the accommodation and transportation attributes of Indonesian outbound tourist are as follows:

Table 5 Response of accommodation and Transportation Attributtes

Statement	Index (%)
Luxury accmmodation	56.9%
Middle calssaccommodatios	71%
Affordable accommodation	49.3%
Homestay	54.1%
Camping site	49.3%
Comfort traveled by car	61.1%
Ease of diret access by plane	48.7%
Convenience of trains and buses	51.4%

Source: The researcher (2019)

Seen from the statement of respondents the attributes of accommodation and transportation are considered the most important in the three highest categories, that is the middle class accommodation (lodging) by 71%. comfort traveled by car, amounting to 61.1%. luxury accmmodation, amounting to 56.9%. With the highest score it contributes to the attributes of accommodation and transportation at the destination chosen by Indonesian outbound tourists. These attributes are important because according to the type of travel

(organized mass-tourist) outbound tourists need accommodation (accommodation) with a scale of four and five-star hotels and comfort when traveling using land vehicles at their destination.

Whereas with the statement of respondents who have the lowest value in three categories that is ease of direct access by plane, by 48.7%, campng site by 49.3% and affordable accommodation, amounting to 49.8%. With the lowest score making these attributes considered unimportant in general conditions in tourist destinations by Indonesian outbound tourists. These attributes are considered important according to tourists because the type of Indonesian outbound tourists does not matter direct and indirect or must transit during the flight because what is preferred by tourists is comfort.Affordable accommodation and camping spots are not important according to tourists because tourists need comfort and adequately services for accommodation.

In the general condition attribute, the most chosen attribute by the respondent is "family friendly " included in the Hospitality attribute. In the conditions of accommodation and transportation attributes, the most frequently chosen by respondents is " middle class accommodation" which is included in the attributes of facilities and "Comfort traveled by car" included in the transportation attribute. These attributes are in accordance with the theory put forward by Mill [5].

Correlation Analysis

Travel Type and General Condition Attributes

Based on the results of the correlation coefficient it can be understood that between the type of trip and the general condition attributes have a relationship that is directly proportional and the correlation is positive. This means that when an increasing type of travel (organized mass-tourist) travels abroad, it will be accompanied by a higher level of the general condition attributes to the assessment of Indonesian outbound tourists in traveling abroad. In accordance with the type of Indonesian outbound tourists, namely the type of organized mass-tourist trip, this type is the type of tourist who wants general conditions at the destination with high or very adequate conditions.

Travel Type with Accommodation and Transportation Attributes

Based on the results of the correlation coefficient it can be understood that between the type of travel with the attributes of accommodation and transportation have a relationship that is directly proportional and the correlation is positive. This means that when the type of travel (organized mass-tourist) to travel abroad increases, it will be accompanied by the higher attributes of accommodation and transportation into the assessment of Indonesian outbound tourists in traveling abroad. This type is the type of tourist who wants adequate accommodation conditions at their destination. This can also be seen from the results of the data obtained that the attributes of accommodation and transportation that have important values according to organized mass-tourist tourists.

Conclusion and Recommendation

In the results of research on the type of trip consisting of drifters, explorer, individual mass-tourist and organized mass-tourist, the results obtained that the highest type obtained is the type of organized mass-tourist. In the results of research on the attributes of tourism which consists of attractions, facilities, transportation and hospitality as outlined in the attributes of general conditions and attributes of accommodation and transportation. So that tourism attributes that are considered important by respondents can support Indonesian outbound tourist type travel activities.

Based on the results and discussion of the research, there is a proportional relationship and positive correlation between the type of travel with the attributes of the general conditions and the

attributes of the accommodation of transportation. The type of Indonesian outbound tourist travel is organized mass-tourist which has a significant relationship in the preferences of tourism attributes, namely the friendly for families, the ease of visas process, and having middle class accommodations and luxury class accommodation.

Based on the conclusions obtained from the research, some suggestions can be made as follows: Travel agencies have enormous chance and opportunities to develop tour packages for Indonesian outbound tourists in accordance with the criteria packages for organized mass-tourist types; Destination managers in destination countries should provide and take more attention to tourism attributes that are being considered important by Indonesian outbound tourists, especially in the area of hospitality, facilities and transportation; and Travel agencies and destination managers still need to provide good alternatives for travel packages and tourism attributes, to deal with the changing profile and dynamic trends of tourists.

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