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Society

The strategy of tourism sector (the tourist perspective) in Belitung Regency

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ABSTRACT

Tourism is a potential sector in boosting the province's economy Bangka Belitung Islands and the important sector's in driving productivity national economy because it has a multiplier effect on an economy's activity other. The purpose of this research is to develop tourism strategies in Belitung from the perspective of domestic and foreign tourists. Survey results show that 93 percent of domestic tourists and 100 percent of foreign tourists choose to travel to the beach, especially Tanjung Tinggi Beach, Tanjung Kelayang Beach, and Lengkuas Island. Primary data taken through interviews and distributing questionnaires to 30 domestic tourists and 30 foreign tourists. The research methodology used uses Importance Performance Analysis, by analyzing quadrant A which is the top priority, quadrant B being the defense, quadrant C being the second priority and quadrant D is considered an excessive item. The marketing strategy that must be carried out is to strengthen branding, strengthen marketing through the Unique Selling Proposition, and strengthen promotion through the Competitive Destination Model (CDM). Another factor that becomes a priority in the development of tourism is the strengthening of human resources in communicating foreign languages, technological capabilities, the ability to create culture, history and other local wisdom.

Keywords: Tourism Sector, Economic Development

I. INTRODUCTION

The interests of the mining and quarrying processing industry sector, especially the tin ore mining, greatly affect the economy of the Bangka Belitung Islands Province. The economic growth rate of the Bangka Belitung Islands Province if calculated without the tin commodity (issuing tin mining and the tin refining industry) experienced lower growth at 1.76 percent (YoY) compared to growth with tin at 2.79 percent. This shows that tin is still the mainstay commodity driving economic growth. However, improving tin interests will not have an impact on the economy of the Bangka Belitung Islands Province if it is not supported by improvements in other leading sectors.



Figure1. GRDP Growth Rate of the Province of Bangka Belitung Islands with Lead and No Lead ADHK 2010

The dependency of the Bangka Belitung Islands Province economy on the tin is quite high while tin is a nonrenewable commodity. The tin industry is classified as an industry that is not sufficiently sustainable as a long-term industry. From the environmental side, tin mining activities have an unfavorable impact on the natural preservation of the Bangka Belitung Islands Province, especially the coastal area. Based on the results of an evaluation conducted by the Ministry of Environment 2013, the Net Present Value (NPV) of tin mining in West Bangka minus Rp 336 trillion for the 2007-2012 period (Faradis & Afifah, 2018). The NPV value is caused by the large costs incurred for health, clean water supply, and financing for handling the decline in productivity of other sectors such as fisheries and agriculture. This shows that the Bangka Belitung Islands Province needs to encourage other new sources of economic growth that have the potential for GRDP growth and preserve the environment. Therefore, in order to reduce the dependence of the economy of the Bangka Belitung Islands Province on the tin, a study on non-tin commodities that has the potential to become leading Bangka Belitung Province needs to be conducted for the long term.

The potential of natural resources in the Bangka Belitung Islands Province must be managed with a good business strategy and supported by appropriate local government policies, which can contribute to increasing the GRDP and economic growth of the Bangka Belitung Islands for the long term. Therefore, a comprehensive and in-depth analysis is needed related to the development of superior commodities in the Bangka Belitung Islands Province, particularly the tourism sector in Belitung Regency, which has an impact on the downstream of products that can provide added value to businesses and can improve the welfare of the community.

II. LITERATURE REVIEW

A. The concept of tourism

The concept of tourism is one of the new industries that can encourage employment opportunities, income, living standards, and inactivating other production sectors in tourist recipient countries. Tourism can encourage the development of the national economic sector, by moving other sectors such as tourism services, which consist of transportation businesses, accommodation (hotels, motels, tourist huts). Tourism can expand new jobs such as demand for workers in the hotel or other lodging areas, travel businesses, government offices that take care of tourism and translators, handicraft and souvenir industries, and other places of sale, thus helping the development of regions remote if the area has a tourist attraction (Wahab, 2003). The development of tourism has the potential to develop regional tourism destinations in the area. This potential affects the motivation of tourists who will be interesting to come to visit the location of these attractions.

B. Tourist attraction

Tourism objects or tourist attractions are divided into three types, among others (Directorate General of Government in Sunaryo, 2013)

1. Natural tourism attraction is a tourist attraction developed with more based on the gift of beauty and uniqueness that has been available in nature, such as:
 - a) A beach with beautiful white sand, waves, and access to the sunrise or sunset.
 - b) The sea with various riches of coral reefs and fish.
 - c) Lake with its panoramic beauty.
 - d) Mountain with its Vulcano appeal.
 - e) Forests and savannas with their original flora and fauna.
 - f) River with water clarity and stream current.
 - g) Waterfall with panoramic steepness.
2. Cultural tourism attractions are tourist attractions that are developed more based on human works and creations, both in the form of cultural heritage (sites/heritage) and values culture that is still alive (the living culture) in life in a community, which can be in the form of

ceremonies/rituals, customs, performing arts, craft arts, literary arts, fine arts, or everyday uniqueness that is owned by a community. Some examples of cultural tourism attractions in Indonesia that are visited by many tourists are Sites (cultural heritage in the form of objects, buildings, areas, structures, etc.), Museums, Traditional Villages, Old Town Areas, National Monuments, Art Studio, Performances, Events, Festivals, Craft Arts, Traditional Customs and works of modern technology.

3. Special interest tourism attractions are special tourist attractions which are developed based more on activities to fulfill specific tourist desires, such as observing certain animals (birds watching), fishing (fishing), shopping (shopping), health and refreshment (spa and rejuvenation), rafting, Golf (sport), agro-tourism, Gambling/casino, attending meetings, meetings, incentive travel, exhibitions and other special interest tours that are usually related to hobbies or hobbies someone traveler.

C. Tourism marketing

Tourism marketing is a management process carried out by national and industrial organizations utilizing communication to determine and influence the desires, needs, motivations, likes and dislikes of local, national and international regions, and then formulates and adapts tourism products to achieve maximum satisfaction of tourists and benefit from the satisfaction of these tourists (Utama, 2017).

Marketing objectives consist of (Main, 2017):

1. Attracting tourists to visit a local, national or international tourist destination.
2. Attract tourists to use the services provided by the tourism industry, which is in the tourist area.

II. RESEARCH METHODOLOGY

A. Data Analysis

Primary data taken through interviews and distributing questionnaires to 30 domestic tourists and 30 foreign tourists. Questions asked about satisfaction and importance in the tourism sector.

B. Importance Performance Analysis

Since the tourism sector is related to tourist satisfaction, the next analysis tool used is the Importance Performance Analysis (IPA). Importance Performance Analysis (IPA) is used to measure the level of satisfaction of someone over the interests of other parties. Someone's satisfaction is measured by comparing the level of expectations with the interests carried out. In measuring the weighting of alternative values, the level of expectation and level of importance is carried out with a Likert scale as follows:

Table 1. Alternative Score Scores Answer Expectations and Satisfaction

Alternative Answers Satisfaction Level	Score	Alternative Answers to Expectations
Very satisfied	5	Very important
Satisfied	4	Urgent
Quite satisfied	3	Quite important
Not satisfied	2	Not important
Very Dissatisfied	1	Very unimportant

Source: Sugiyono, 2011

This technique wants respondents to assess the level of expectation and importance then the average value of the level of expectation and importance is analyzed on the Importance-Performance Matrix, where the x-axis represents perception while the y-axis represents expectation. Then you will get the results in the form of four quadrants according to the following picture:

Tabel 2. Quadran of Importance Performa Analysis

Quadran A Top Priority	Quadran B Good Work, Keep It Up
Quadran C Low Priority	Quadran D Over Priority

Source: J Supranto (2006)

The interpretation of the quadrant is as follows:

- Quadrant A is the main priority to be improved because this quadrant has high importance for domestic tourists but the satisfaction obtained by tourists is worthless.
- Quadrant B, which explains satisfaction and high importance so it is considered to be maintained because the factors in this quadrant are supporting factors for domestic tourist satisfaction
- Quadrant C: In this quadrant, there are factors that are considered to have a worthless level of importance and are unsatisfactory and must be corrected for long-term performance
- Quadrant D: In this quadrant, factors that are considered not too important and not very expected by tourists, but very satisfying

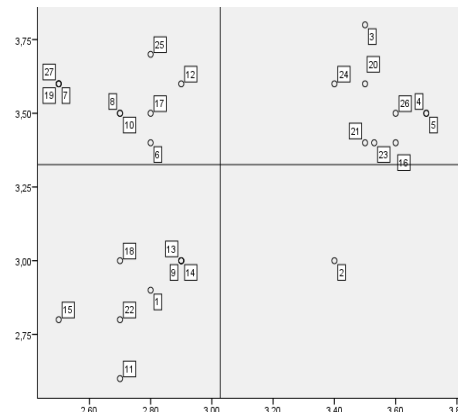
C. RESULT

3.1. The characteristics of domestic tourist respondents

The number of domestic tourist respondents surveyed was 30 people with the following characteristics:

- Gender: 53 percent of women and 47 percent are men.
- Origin: 66 percent are from Jakarta.
- Employment: 46 percent work as private employees
- Transportation: 100 percent of tourists use air (airplane) transportation
- Destination: 93 percent vacation at a beach destination 93 percent
- Expenditures: 60 percent of the total expenditure is IDR 3,000,000.
- Length of Stay: 3 days 2 nights as much as the remaining 86 percent
- Information Sources: 40 percent know that tourism information in the area comes from social media

3.2. The characteristics of foreign tourist respondents



The number of respondents of foreign tourists surveyed was 5 people with the following characteristics:

- Gender: 80 percent are male and 20 percent female
- Origin: 40 percent German and Italian
- Job: Private Employee
- Transportation: 100 percent of tourists use air (airplane) transportation
- Destination: Beach Tourism
- Expenditures: 10 million to 30 million (depending on the length of stay)
- Length of Stay: 3 to 14 days
- Source of Information: Social Media

D. DISCUSSION

4.1. Importance performance analysis of domestic tourist

Based on a questionnaire distributed to 30 domestic tourists as respondents, researchers divided into 3 variables, namely prices, facilities and physical conditions (infrastructure) and guarantees (including services), with questionnaires and quadrants based on the results of the Importance Performance Analysis (IPA) analysis of domestic tourists then the following quadrant picture is obtained:

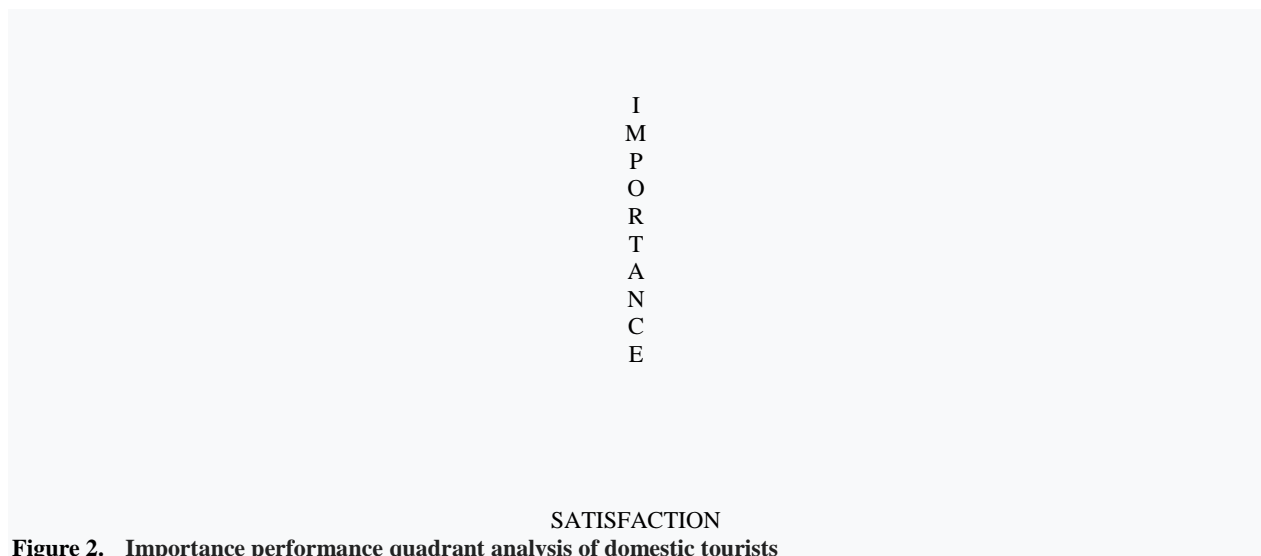


Figure 2. Importance performance quadrant analysis of domestic tourists

Quadrant A is the main priority to be improved because this quadrant has high importance for domestic tourists but the satisfaction obtained by tourists is very low. The factors included in this quadrant area. Prices consist of the price of airplane tickets (6) and paid baggage (7). b. Physical Condition facilities consist of various types of play facilities at the destination (8); availability of transportation information to the tourist areas (10); availability of tourism maps in tourist areas (12); airport comfort and information on tourist attractions at the airport (17); Availability of ATMs, non-cash transactions and money changers (19) c. The guarantee consists of communication skills (foreign) officers and the community (25), diversity of package tour packages such as ecotourism, culture, and heritage (27). There are 9 (nine) factors of concern to domestic tourists with perceived low satisfaction and very high importance. This condition illustrates that domestic tourists consider the price factor when going on a tour, both airplane ticket prices and baggage fees paid. This has an

impact on the level of tourist visits and spending when shopping for souvenirs. A high interest in some facilities but has not provided high satisfaction, such as a variety of playground facilities at the destination; availability of transportation information to the tourist attractions; availability of tourism maps in the area of tourist attractions; airport comfort and information on tourist attractions at the airport; availability of atm, non-cash transactions, and money changers; modern shopping centers/night entertainment, communication skills (foreign) officers and the public as well; diversity of package tours such as ecotourism, culture, and heritage.

Quadrant B, which explains satisfaction and high importance so it is considered to be maintained because the factors in this quadrant are supporting factors for domestic tourist satisfaction, these factors are as follows: a. Prices consist of food and souvenir prices (3), hotel/home stay room prices (4), vehicle rental prices (5) b. Facilities Physical Conditions consist of comfort, cleanliness, hotel/home stay (16), regional food specialties (20), photo spot locations (21) c. Guarantees consist of beauty of marine tourism objects (23), suitability of tour packages enjoyed by promotions (24), community friendliness and service officers (26) There are 9 (nine) factors that are considered by domestic tourists with a high level of satisfaction and importance, namely food and souvenir prices, hotel/home stay prices, vehicle rental prices, comfort, cleanliness, hotel/home stay, regional food specialties, photo spot location. The beauty of marine tourism objects, the appropriateness of the tour packages enjoyed by the promotions that have been offered, the friendliness of the people and the service of officers.

Quadrant C: In this quadrant some factors are considered to have a low level of importance and are not too satisfactory and must be corrected for long-term performance, consisting of:

- a. Prices consist of tour package prices (1)
- b. Facilities Physical Conditions consist of availability of souvenir galleries in tourist areas (9), availability of toilet facilities and worship facilities in tourist areas / Belitung (11), environmental cleanliness in tourist areas (13), security, order, safety facilities in regions tourist attractions (14), quality of maintenance of facilities/infrastructure in the area of tourist attractions (18), modern shopping centers/nightlife (22)

c. Guarantee: there is no guarantee factor in quadrant C

There are 7 (seven) factors of concern to domestic tourists that have a low level of importance and are not too satisfactory but must be improved for long-term performance, namely the price of tour packages, the availability of souvenir galleries in tourist areas, the availability of toilet facilities and worship facilities in tourist areas, environmental cleanliness in tourist areas, security, order, safety facilities in tourist areas, quality of maintenance of facilities/infrastructure in tourist areas, modern shopping centers/night entertainment.

Quadrant D: In this quadrant there are factors that are considered not too important and not very expected by tourists but are very satisfying. These factors are as follows: a. Prices consist of: the price of admission to the tourist area (2). b. Facilities Physical Condition: there are no facilities and physical condition factors in quadrant D. c. Collateral consists of: there is no guarantee factor in quadrant D There is 1 (one) factor that is of concern to domestic tourists who have an excessive level of satisfaction but are not expected to be the price of admission to the tourist area.

4.2 Importance performa analysis of foreign tourist

IMPORTANCE

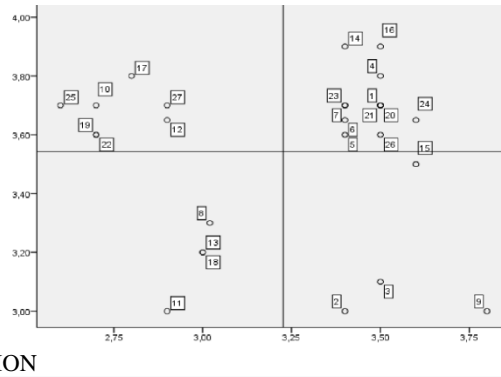


Figure 3. Importance performance quadrant analysis of foreign tourists

Quadrant A is the main priority to be improved because in this quadrant foreign tourists have high interests but the satisfaction obtained by tourists is very low. The factors included in this quadrant are:

- a. Facilities and Physical Conditions consist of availability of transportation information to THE TOURIST AREA (10), availability of tourism maps and THE TOURIST AREA (12), airport convenience and THE TOURIST AREA information at the Airport (17), availability of ATMs, non-cash transactions and money changers (19) and centers modern shopping/nightlife (22).
- b. Guarantees consist of: Communication skills (foreign) officers and the community (25) and diversity of tour packages such as ecotourism, culture, and heritage (27).

There are 7 (seven) factors of concern to foreign tourists with a perceived level of satisfaction that is still low and a very high level of importance and should be a top priority for stakeholders for improvement, namely the availability of transportation information to THE TOURIST AREA; availability of tourism map on THE TOURIST AREA; airport comfort and THE TOURIST AREA information at the airport, availability of ATMs, non-cash transactions and money changers, modern shopping centers/nightlife, communication skills (foreign) officers and the public as well as diversity of package tour packages such as ecotourism, culture, and heritage.

Quadrant B, which explains satisfaction and high importance so it is considered to be maintained, because the factors in this quadrant are factors supporting the satisfaction of foreign tourists. These factors are as follows:

- a. Prices consist of airplane ticket prices (6), paid baggage prices (7), tour package prices (1) and hotel/homestay room prices (4)
- b. Physical Condition facilities consist of: security at THE TOURIST AREA (14), comfort, cleanliness, hotel/homestay (16), regional food specialties (20) and photo spot locations (21)
- c. Guarantees consist of: the beauty of marine tourism objects (23), the suitability of tour packages enjoyed by promotions (24), community friendliness and service officers (26).

There are 11 (eleven) factors that are of concern to foreign tourists with a high level of satisfaction and importance, namely the price of plane tickets, the price of paid baggage, tour packages, hotel/home stay room prices, security at THE TOURIST AREA, comfort, cleanliness, hotel/home stay, culinary specialties of the region, the location of the photo spot, the beauty of marine tourism objects, the suitability of the tour packages enjoyed by promotions, community hospitality, and service officers.

Quadrant C: In this quadrant some factors are considered to have a low level of importance and are not too satisfactory and must be corrected for long-term performance, consisting of:

- a. Price consists of: there is no guarantee factor in quadrant C
- b. Facilities Physical Conditions consist of: a variety of playground facilities at destination (8), availability of toilet facilities and THE TOURIST AREA / Belitung worship facilities (11) and

environmental cleanliness at THE TOURIST AREA (13), Quality of Facilities / Infrastructure Maintenance at THE TOURIST AREA (18)

- c. Guarantee: there is no guarantee factor in quadrant C

There are 4 (four) factors in quadrant C with a low level of satisfaction and high importance that are of concern to foreign tourists and are a low priority for stakeholders to improve, namely the variety of playground facilities at the destination, availability of toilet facilities and the tourist area / Belitung worship facilities and environmental cleanliness on THE tourist area.

Quadrant D: In this quadrant there are factors that are considered not too important and not very expected by tourists but are very satisfying. These factors are as follows:

- a. Prices consist of: the price of admission to the tourist area (2), the price of food and souvenirs (3)
- b. The Physical Condition facilities consist of: the availability of souvenir galleries at the tourist area (9), the availability, comfort of cleaning the stalls/restaurants at the tourist area (15) and the quality of facilities/infrastructure maintenance at the tourist area (18)
- c. Collateral: there is no guarantee factor in quadrant D

There are 5 (five) factors that are of concern to foreign tourists with a high level of satisfaction even though their interests or interests are low, namely the price of the tourist area entrance tickets, food and souvenir prices, availability of the tourist area souvenir galleries, availability, convenience of cleanliness of stalls/restaurants at the tourist area.

4.3. Tourism Development Strategy

1. The beach with rocks is a distinct feature of Belitung tourism that attracts tourists. The rocks are then integrated into a geopark, namely (1) Sebrang Interpreter; (2) Terong Tourism Village; (3) Sijuk Qualification; (4) Peramun Hill; (5) Tanjung Kelayang; (6) Bedil Stones; (7) Salu Open Pit; (8) Pulas Stone; (9) Lumut Mountain; (10) Kerangas Cendil Forest; (11) Bathing Birds; (12) Lava Pillow Siantu; (13) Mount Sharp; (14) Baginde Stone; (15) Punai Beach; (16) Rasau debate; (17) The Garumedang Tektites. One well-known geopark like Juru Sebrang should be managed by blending it with local culture such as holding a scorched festive festival on a certain day or combined with a culture of beguiling near the beach.
2. The marketing strategy that must be carried out in developing Belitung tourism is by strengthening branding, strengthening marketing through the Unique Selling Proposition (USP) and Competitive Destination Model (CDM).
3. Increase national and international events.
Schedule national and international events with annual event calendars and consider other regional events so they don't happen at the same time. These events are made sustainable, such as the Tanjung Kelayang festival which is held every year so that it becomes a thing that is highly awaited by tourists. Besides, the local government as well as the Provincial Government of the Bangka Belitung Islands through synergy with existing offices or agencies at the regional, central and vertical levels, organizations, communities, and others to carry out festivals/seminars/workshops or annual meetings, etc. others are carried out in Belitung. This is expected to increase the number of tourist visits.
4. Providing transportation information to the tourist areas; tourist maps in the area of tourist attractions; airport comfort and information on tourist attractions at the airport; ATM, non-cash transactions and money changers; souvenir galleries in tourist areas and central markets for souvenirs; the adequacy of toilet facilities and facilities for worshipping tourist areas for other

religions; environmental cleanliness in tourist areas; security, order, safety facilities in the tourist area; quality of maintenance of facilities / infrastructure in the area of tourist attractions; modern shopping center / nightlife.

V. CONCLUSION

1. Beach is the main tourist destination for tourists, but tourists expect cultural potential to be packaged into attractions that are shown to selected destinations that are visited a lot.
2. Increase national and international events, increase promotion through social media, develop or strengthen the availability of physical facilities needed by tourists, do development by building new destinations or repackaging old ones with a new look.
3. The marketing strategy that must be carried out in developing Belitung tourism is by strengthening branding, strengthening marketing through the Unique Selling Proposition (USP) and Competitive Destination Model (CDM).

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The strategy of tourism sector (the tourist perspective) in Belitung Regency

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ABSTRACT

Tourism is a potential sector in boosting the province's economy Bangka Belitung Islands and the important sector's in driving productivity national economy because it has a multiplier effect on an economy's activity other. The purpose of this research is to develop tourism strategies in Belitung from the perspective of domestic and foreign tourists. Survey results show that 93 percent of domestic tourists and 100 percent of foreign tourists choose to travel to the beach, especially Tanjung Tinggi Beach, Tanjung Kelayang Beach, and Lengkuas Island. Primary data taken through interviews and distributing questionnaires to 30 domestic tourists and 30 foreign tourists. The research methodology used uses Importance Performance Analysis, by analyzing quadrant A which is the top priority, quadrant B being the defense, quadrant C being the second priority and quadrant D is considered an excessive item. The marketing strategy that must be carried out is to strengthen branding, strengthen marketing through the Unique Selling Proposition, and strengthen promotion through the Competitive Destination Model (CDM). Another factor that becomes a priority in the development of tourism is the strengthening of human resources in communicating foreign languages, technological capabilities, the ability to create culture, history and other local wisdom.

Comment [i-1]: Abstractions can be added to a maximum of 300 words

Keywords: Tourism Sector, Economic Development

I. INTRODUCTION

The interests of the mining and quarrying processing industry sector, especially the tin ore mining, greatly affect the economy of the Bangka Belitung Islands Province. The economic growth rate of the Bangka Belitung Islands Province if calculated without the tin commodity (issuing tin mining and the tin refining industry) experienced lower growth at 1.76 percent (YoY) compared to growth with tin at 2.79 percent. This shows that tin is still the mainstay commodity driving economic growth. However, improving tin interests will not have an impact on the economy of the Bangka Belitung Islands Province if it is not supported by improvements in other leading sectors.

Comment [A2]: Give the preface about the tourism sector in Bangka Belitung

Comment [A3]: Give the summary explanation about the tourism sector strategy

Comment [A4]: Enrich the quotation sources as the supporting of background problem

Comment [A5]: Source

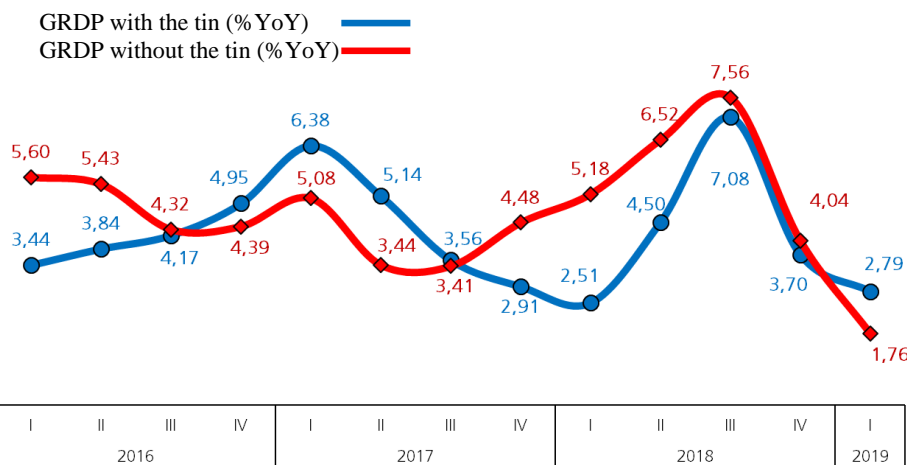


Figure1. GRDP Growth Rate of the Province of Bangka Belitung Islands with Lead and No Lead ADHK 2010

The dependency of the Bangka Belitung Islands Province economy on the tin is quite high while tin is a nonrenewable commodity. The tin industry is classified as an industry that is not sufficiently sustainable as a long-term industry. From the environmental side, tin mining activities have an unfavorable impact on the natural preservation of the Bangka Belitung Islands Province, especially the coastal area. Based on the results of an evaluation conducted by the Ministry of Environment 2013, the Net Present Value (NPV) of tin mining in West Bangka minus Rp 336 trillion for the 2007-2012 period (Faradis & Afifah, 2018). The NPV value is caused by the large costs incurred for health, clean water supply, and financing for handling the decline in productivity of other sectors such as fisheries and agriculture. This shows that the Bangka Belitung Islands Province needs to encourage other new sources of economic growth that have the potential for GRDP growth and preserve the environment. Therefore, in order to reduce the dependence of the economy of the Bangka Belitung Islands Province on the tin, a study on non-tin commodities that has the potential to become leading Bangka Belitung Province needs to be conducted for the long term.

Comment [A6]: Source

The potential of natural resources in the Bangka Belitung Islands Province must be managed with a good business strategy and supported by appropriate local government policies, which can contribute to increasing the GRDP and economic growth of the Bangka Belitung Islands for the long term. Therefore, a comprehensive and in-depth analysis is needed related to the development of superior commodities in the Bangka Belitung Islands Province, particularly the tourism sector in Belitung Regency, which has an impact on the downstream of products that can provide added value to businesses and can improve the welfare of the community.

Comment [A7]: Convey in the sentence formulation of the problem

II. LITERATURE REVIEW

A. The concept of tourism

The concept of tourism is one of the new industries that can encourage employment opportunities, income, living standards, and inactivating other production sectors in tourist recipient countries. Tourism can encourage the development of the national economic sector, by moving other sectors such as tourism services, which consist of transportation businesses, accommodation (hotels, motels, tourist huts). Tourism can expand new jobs such as demand for workers in the hotel or other lodging areas, travel businesses, government offices that take care of tourism and translators, handicraft and souvenir industries, and other places of sale, thus helping the development of regions remote if the area has a tourist attraction (Wahab, 2003). The development of tourism has the potential to develop regional tourism destinations in the area. This potential affects the motivation of tourists who will be interesting to come to visit the location of these attractions.

Comment [A8]: Source

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B. Tourist attraction

Tourism objects or tourist attractions are divided into three types, among others (Directorate General of Government in Sunaryo, 2013)

1. Natural tourism attraction is a tourist attraction developed with more based on the gift of beauty and uniqueness that has been available in nature, such as:
 - a) A beach with beautiful white sand, waves, and access to the sunrise or sunset.
 - b) The sea with various riches of coral reefs and fish.
 - c) Lake with its panoramic beauty.
 - d) Mountain with its Vulcano appeal.
 - e) Forests and savannas with their original flora and fauna.
 - f) River with water clarity and stream current.
 - g) Waterfall with panoramic steepness.
2. Cultural tourism attractions are tourist attractions that are developed more based on human works and creations, both in the form of cultural heritage (sites/heritage) and values culture that is still alive (the living culture) in life in a community, which can be in the form of

ceremonies/rituals, customs, performing arts, craft arts, literary arts, fine arts, or everyday uniqueness that is owned by a community. Some examples of cultural tourism attractions in Indonesia that are visited by many tourists are Sites (cultural heritage in the form of objects, buildings, areas, structures, etc.), Museums, Traditional Villages, Old Town Areas, National Monuments, Art Studio, Performances, Events, Festivals, Craft Arts, Traditional Customs and works of modern technology.

3. Special interest tourism attractions are special tourist attractions which are developed based more on activities 25 to fulfill specific tourist desires, such as observing certain animals (birds watching), fishing (fishing), shopping (shopping), health and refreshment (spa and rejuvenation), rafting, Golf (sport), agro-tourism, Gambling/casino, attending meetings, meetings, incentive travel, exhibitions and other special interest tours that are usually related to hobbies or hobbies someone traveler.

C. Tourism marketing

Tourism marketing is a management process carried out by national and industrial organizations utilizing communication to determine and influence the desires, needs, motivations, likes and dislikes of local, national and international regions, and then formulates and adapts tourism products to achieve maximum satisfaction of tourists and benefit from the satisfaction of these tourists (Utama, 2017).

Marketing objectives consist of (Main, 2017):

1. Attracting tourists to visit a local, national or international tourist destination.
2. Attract tourists to use the services provided by the tourism industry, which is in the tourist area.

II. RESEARCH METHODOLOGY

A. Data Analysis

Primary data taken through interviews and distributing questionnaires to 30 domestic tourists and 30 foreign tourists. Questions asked about satisfaction and importance in the tourism sector.

B. Importance Performance Analysis

Since the tourism sector is related to tourist satisfaction, the next analysis tool used is the Importance Performance Analysis (IPA). Importance Performance Analysis (IPA) is used to measure the level of satisfaction of someone over the interests of other parties. Someone's satisfaction is measured by comparing the level of expectations with the interests carried out. In measuring the weighting of alternative values, the level of expectation and level of importance is carried out with a Likert scale as follows:

Table 1. Alternative Score Scores Answer Expectations and Satisfaction

Alternative Answers Satisfaction Level	Score	Alternative Answers to Expectations
Very satisfied	5	Very important
Satisfied	4	Urgent
Quite satisfied	3	Quite important
Not satisfied	2	Not important
Very Dissatisfied	1	Very unimportant

Comment [A10]: Explain the method used in general

Comment [A11]: Source

Source: Sugiyono, 2011

This technique wants respondents to assess the level of expectation and importance then the average value of the level of expectation and importance is analyzed on the Importance-Performance Matrix, where the x-axis represents perception while the y-axis represents expectation. Then you will get the results in the form of four quadrants according to the following picture:

Tabel 2. Quadrant of Importance Performa Analysis

Quadrant A Top Priority	Quadrant B Good Work, Keep It Up
Quadrant C Low Priority	Quadrant D Over Priority

Source: J Supranto (2006)

The interpretation of the quadrant is as follows:

- Quadrant A is the main priority to be improved because this quadrant has high importance for domestic tourists but the satisfaction obtained by tourists is worthless.
- Quadrant B, which explains satisfaction and high importance so it is considered to be maintained because the factors in this quadrant are supporting factors for domestic tourist satisfaction
- Quadrant C: In this quadrant, there are factors that are considered to have a worthless level of importance and are unsatisfactory and must be corrected for long-term performance
- Quadrant D: In this quadrant, factors that are considered not too important and not very expected by tourists, but very satisfying

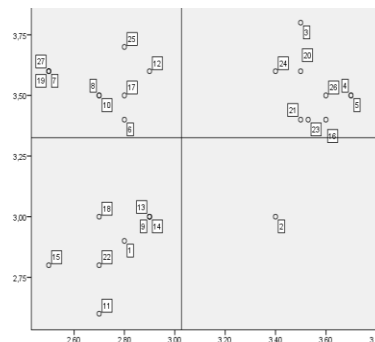
C. **RESULT**

3.1. The characteristics of domestic tourist respondents

The number of domestic tourist respondents surveyed was 30 people with the following characteristics:

- Gender: 53 percent of women and 47 percent are men.
- Origin: 66 percent are from Jakarta.
- Employment: 46 percent work as private employees
- Transportation: 100 percent of tourists use air (airplane) transportation
- Destination: 93 percent vacation at a beach destination 93 percent
- Expenditures: 60 percent of the total expenditure is IDR 3,000,000.
- Length of Stay: 3 days 2 nights as much as the remaining 86 percent
- Information Sources: 40 percent know that tourism information in the area comes from social media

3.2. The characteristics of foreign tourist respondents



Comment [A12]: Enrich again the result in accordance with the field finding

The number of respondents of foreign tourists surveyed was 5 people with the following characteristics:

- Gender: 80 percent are male and 20 percent female
- Origin: 40 percent German and Italian
- Job: Private Employee
- Transportation: 100 percent of tourists use air (airplane) transportation
- Destination: Beach Tourism
- Expenditures: 10 million to 30 million (depending on the length of stay)
- Length of Stay: 3 to 14 days
- Source of Information: Social Media

D. DISCUSSION

4.1. Importance performance analysis of domestic tourist

Based on a questionnaire distributed to 30 domestic tourists as respondents, researchers divided into 3 variables, namely prices, facilities and physical conditions (infrastructure) and guarantees (including services), with questionnaires and quadrants based on the results of the Importance Performance Analysis (IPA) analysis of domestic tourists then the following quadrant picture is obtained:

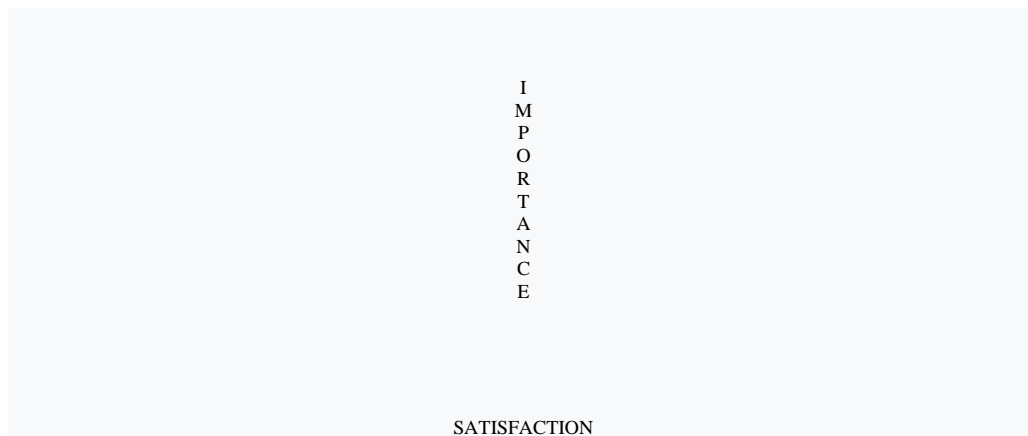


Figure 2. Importance performance quadrant analysis of domestic tourists

Quadrant A is the main priority to be improved because this quadrant has high importance for domestic tourists but the satisfaction obtained by tourists is very low. The factors included in this quadrant area. Prices consist of the price of airplane tickets (6) and paid baggage (7). b. Physical Condition facilities consist of various types of play facilities at the destination (8); availability of transportation information to the tourist areas (10); availability of tourism maps in tourist areas (12); airport comfort and information on tourist attractions at the airport (17); Availability of ATMs, non-cash transactions and money changers (19) c. The guarantee consists of communication skills (foreign) officers and the community (25), diversity of package tour packages such as ecotourism, culture, and heritage (27). There are 9 (nine) factors of concern to domestic tourists with perceived low satisfaction and very high importance. This condition illustrates that domestic tourists consider the price factor when going on a tour, both airplane ticket prices and baggage fees paid. This has an

impact on the level of tourist visits and spending when shopping for souvenirs. A high interest in some facilities but has not provided high satisfaction, such as a variety of playground facilities at the destination; availability of transportation information to the tourist attractions; availability of tourism maps in the area of tourist attractions; airport comfort and information on tourist attractions at the airport; availability of atm, non-cash transactions, and money changers; modern shopping centers/night entertainment, communication skills (foreign) officers and the public as well; diversity of package tours such as ecotourism, culture, and heritage.

Quadrant B, which explains satisfaction and high importance so it is considered to be maintained because the factors in this quadrant are supporting factors for domestic tourist satisfaction, these factors are as follows: a. Prices consist of food and souvenir prices (3), hotel/home stay room prices (4), vehicle rental prices (5) b. Facilities Physical Conditions consist of comfort, cleanliness, hotel/home stay (16), regional food specialties (20), photo spot locations (21) c. Guarantees consist of beauty of marine tourism objects (23), suitability of tour packages enjoyed by promotions (24), community friendliness and service officers (26) There are 9 (nine) factors that are considered by domestic tourists with a high level of satisfaction and importance, namely food and souvenir prices, hotel/home stay prices, vehicle rental prices, comfort, cleanliness, hotel/home stay, regional food specialties, photo spot location. The beauty of marine tourism objects, the appropriateness of the tour packages enjoyed by the promotions that have been offered, the friendliness of the people and the service of officers.

Quadrant C: In this quadrant some factors are considered to have a low level of importance and are not too satisfactory and must be corrected for long-term performance, consisting of:

- a. Prices consist of tour package prices (1)
- b. Facilities Physical Conditions consist of availability of souvenir galleries in tourist areas (9), availability of toilet facilities and worship facilities in tourist areas / Belitung (11), environmental cleanliness in tourist areas (13), security, order, safety facilities in regions tourist attractions (14), quality of maintenance of facilities/infrastructure in the area of tourist attractions (18), modern shopping centers/nightlife (22)
- c. Guarantee: there is no guarantee factor in quadrant C

There are 7 (seven) factors of concern to domestic tourists that have a low level of importance and are not too satisfactory but must be improved for long-term performance, namely the price of tour packages, the availability of souvenir galleries in tourist areas, the availability of toilet facilities and worship facilities in tourist areas, environmental cleanliness in tourist areas, security, order, safety facilities in tourist areas, quality of maintenance of facilities/infrastructure in tourist areas, modern shopping centers/night entertainment.

Quadrant D: In this quadrant there are factors that are considered not too important and not very expected by tourists but are very satisfying. These factors are as follows: a. Prices consist of: the price of admission to the tourist area (2). b. Facilities Physical Condition: there are no facilities and physical condition factors in quadrant D. c. Collateral consists of: there is no guarantee factor in quadrant D There is 1 (one) factor that is of concern to domestic tourists who have an excessive level of satisfaction but are not expected to be the price of admission to the tourist area.

4.2 Importance performa analysis of foreign tourist

IMPORTANCE

Comment [A13]: Give the explanation of conclusion in order to make each quadrant easily to be understood

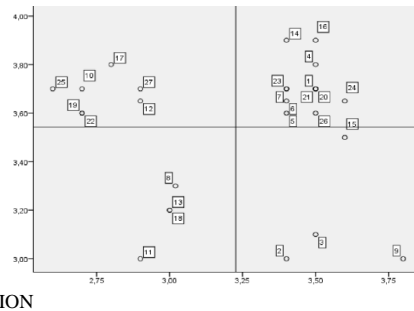


Figure 3. Importance performance quadrant analysis of foreign tourists

Quadrant A is the main priority to be improved because in this quadrant foreign tourists have high interests but the satisfaction obtained by tourists is very low. The factors included in this quadrant are:

- a. Facilities and Physical Conditions consist of availability of transportation information to THE TOURIST AREA (10), availability of tourism maps and THE TOURIST AREA (12), airport convenience and THE TOURIST AREA information at the Airport (17), availability of ATMs, non-cash transactions and money changers (19) and centers modern shopping/nightlife (22).
- b. Guarantees consist of: Communication skills (foreign) officers and the community (25) and diversity of tour packages such as ecotourism, culture, and heritage (27).

There are 7 (seven) factors of concern to foreign tourists with a perceived level of satisfaction that is still low and a very high level of importance and should be a top priority for stakeholders for improvement, namely the availability of transportation information to THE TOURIST AREA; availability of tourism map on THE TOURIST AREA; airport comfort and THE TOURIST AREA information at the airport, availability of ATMs, non-cash transactions and money changers, modern shopping centers/nightlife, communication skills (foreign) officers and the public as well as diversity of package tour packages such as ecotourism, culture, and heritage.

Comment [A14]: Explain it in detail about the factors of each quadrant

Quadrant B, which explains satisfaction and high importance so it is considered to be maintained, because the factors in this quadrant are factors supporting the satisfaction of foreign tourists. These factors are as follows:

- a. Prices consist of airplane ticket prices (6), paid baggage prices (7), tour package prices (1) and hotel/homestay room prices (4)
- b. Physical Condition facilities consist of: security at THE TOURIST AREA (14), comfort, cleanliness, hotel/homestay (16), regional food specialties (20) and photo spot locations (21)
- c. Guarantees consist of: the beauty of marine tourism objects (23), the suitability of tour packages enjoyed by promotions (24), community friendliness and service officers (26).

There are 11 (eleven) factors that are of concern to foreign tourists with a high level of satisfaction and importance, namely the price of plane tickets, the price of paid baggage, tour packages, hotel/home stay room prices, security at THE TOURIST AREA, comfort, cleanliness, hotel/home stay, culinary specialties of the region, the location of the photo spot, the beauty of marine tourism objects, the suitability of the tour packages enjoyed by promotions, community hospitality, and service officers.

Quadrant C: In this quadrant some factors are considered to have a low level of importance and are not too satisfactory and must be corrected for long-term performance, consisting of:

- a. Price consists of: there is no guarantee factor in quadrant C
- b. Facilities Physical Conditions consist of: a variety of playground facilities at destination (8), availability of toilet facilities and THE TOURIST AREA / Belitung worship facilities (11) and

environmental cleanliness at THE TOURIST AREA (13), Quality of Facilities / Infrastructure Maintenance at THE TOURIST AREA (18)

- c. Guarantee: there is no guarantee factor in quadrant C

There are 4 (four) factors in quadrant C with a low level of satisfaction and high importance that are of concern to foreign tourists and are a low priority for stakeholders to improve, namely the variety of playground facilities at the destination, availability of toilet facilities and the tourist area / Belitung worship facilities and environmental cleanliness on THE tourist area.

Quadrant D: In this quadrant there are factors that are considered not too important and not very expected by tourists but are very satisfying. These factors are as follows:

- a. Prices consist of: the price of admission to the tourist area (2), the price of food and souvenirs (3)
- b. The Physical Condition facilities consist of: the availability of souvenir galleries at the tourist area (9), the availability, comfort of cleaning the stalls/restaurants at the tourist area (15) and the quality of facilities/infrastructure maintenance at the tourist area (18)
- c. Collateral: there is no guarantee factor in quadrant D

There are 5 (five) factors that are of concern to foreign tourists with a high level of satisfaction even though their interests or interests are low, namely the price of the tourist area entrance tickets, food and souvenir prices, availability of the tourist area souvenir galleries, availability, convenience of cleanliness of stalls/restaurants at the tourist area.

4.3. Tourism Development Strategy

1. The beach with rocks is a distinct feature of Belitung tourism that attracts tourists. The rocks are then integrated into a geopark, namely (1) Sebrang Interpreter; (2) Terong Tourism Village; (3) Sijuk Qualification; (4) Peramun Hill; (5) Tanjung Kelayang; (6) Bedil Stones; (7) Salu Open Pit; (8) Pulas Stone; (9) Lumut Mountain; (10) Kerangas Cendil Forest; (11) Bathing Birds; (12) Lava Pillow Siantu; (13) Mount Sharp; (14) Baginde Stone; (15) Punai Beach; (16) Rasau debate; (17) The Garumedang Tektites. One well-known geopark like Juru Sebrang should be managed by blending it with local culture such as holding a scorched festive festival on a certain day or combined with a culture of beguiling near the beach.
2. The marketing strategy that must be carried out in developing Belitung tourism is by strengthening branding, strengthening marketing through the Unique Selling Proposition (USP) and Competitive Destination Model (CDM).
3. Increase national and international events.
Schedule national and international events with annual event calendars and consider other regional events so they don't happen at the same time. These events are made sustainable, such as the Tanjung Kelayang festival which is held every year so that it becomes a thing that is highly awaited by tourists. Besides, the local government as well as the Provincial Government of the Bangka Belitung Islands through synergy with existing offices or agencies at the regional, central and vertical levels, organizations, communities, and others to carry out festivals/seminars/workshops or annual meetings, etc. others are carried out in Belitung. This is expected to increase the number of tourist visits.
4. Providing transportation information to the tourist areas; tourist maps in the area of tourist attractions; airport comfort and information on tourist attractions at the airport; ATM, non-cash transactions and money changers; souvenir galleries in tourist areas and central markets for souvenirs; the adequacy of toilet facilities and facilities for worshiping tourist areas for other

religions; environmental cleanliness in tourist areas; security, order, safety facilities in the tourist area; quality of maintenance of facilities / infrastructure in the area of tourist attractions; modern shopping center / nightlife.

V. CONCLUSION

1. Beach is the main tourist destination for tourists, but tourists expect cultural potential to be packaged into attractions that are shown to selected destinations that are visited a lot.
2. Increase national and international events, increase promotion through social media, develop or strengthen the availability of physical facilities needed by tourists, do development by building new destinations or repackaging old ones with a new look.
3. The marketing strategy that must be carried out in developing Belitung tourism is by strengthening branding, strengthening marketing through the Unique Selling Proposition (USP) and Competitive Destination Model (CDM).

Comment [A15]: Give the explanation in accordance with the formula of the problem

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Review From

Please complete this review sheet. All entries to the Author will be kept confidential.

Abstract

The abstract components serve the purpose of research, they include the purpose of research, research methods, locus of research, and their representation. However, define the theory or concept used in this research. Abstractions can be added to a maximum of 300 words. Keyword also matches the substance of the research.

Introduction

Give the preface about the tourism sector in Bangka Belitung. Give the summary explanation about the tourism sector strategy. Enrich the quotation sources as the supporting of background problem. Convey in the sentence formulation of the problem.

Material and Method

Explain the method used in general.

Result

Enrich again the result in accordance with the field finding.

Discussion

Give the explanation of conclusion in order to make each quadrant easily to be understood. Explain it in detail about the factors of each quadrant.

Acknowledgements

If this research has the co-operation, partnership, contribution of certain parties, it needs to be included acknowledgements (Thank you at the end).

Literatur Cited

Have to meet the standards APA set out in the research.

Advice

Further research will need to be done with recommendations and Suggestions given in each component.

Conclusion

Give the explanation in accordance with the formula of the problem.

Further I took decision that the manuscript

Based on the results of the review of the articles, I've decided that this article needs to go through a revised process.

Note/Reason

Some input needs attention and improvement, and this post provides a description of “The strategy of tourism sector (the tourist perspective) in Belitung Regency”.

Please immediately go over the revised process and make it easier on the publishing process.

Review File

**The manuscript has been revised based on
pre-review results by the Editor and is ready
for the review stage**

2020-03-11

The strategy of tourism sector (the tourist perspective) in Belitung Regency

ABSTRACT

Tourism is a potential sector in boosting the province's economy Bangka Belitung Islands and the important sector's in driving productivity national economy because it has a multiplier effect on an economy's activity other. The purpose of this research is to develop tourism strategies in Belitung Regency from the perspective of domestic and foreign tourists. The research was conducted by primary data which survey method, involving 30 domestic tourists and 30 foreign tourists visiting Belitung Regency. The research methodology used uses Importance Performance Analysis (IPA), by analyzing quadrant A which is the top priority, quadrant B being the defense, quadrant C being the second priority and quadrant D is considered an excessive item. The marketing strategy that must be carried out is to strengthen branding, strengthen marketing through the Unique Selling Proposition, and strengthen promotion through the Competitive Destination Model (CDM). Survey results show that 93 percent of domestic tourists and 100 percent of foreign tourists choose to travel to the beach, especially Tanjung Tinggi Beach, Tanjung Kelayang Beach, and Lengkuas Island. Another factor that becomes a priority in the development of tourism is the strengthening of human resources in communicating foreign languages, technological capabilities, the ability to create culture, history and other local wisdom.

Keywords: *Belitung Tourism Strategy, Importance Performance Analysis, Competitive Destination Model*

I. INTRODUCTION

The dependency of the Bangka Belitung Islands Province economy on the tin is quite high while tin is a nonrenewable commodity. The tin industry is classified as an industry that is not sufficiently sustainable as a long-term industry. From the environmental side, tin mining activities have an unfavorable impact on the natural preservation of the Bangka Belitung Islands Province, especially the coastal area. Based on the results of an evaluation conducted by the Ministry of Environment 2013, the Net Present Value (NPV) of tin mining in West Bangka minus Rp 336 trillion for the 2007-2012 period (Faradis & Afifah, 2018). The NPV value is caused by the large costs incurred for health, clean water supply, and financing for handling the decline in productivity of other sectors such as fisheries and agriculture (European Commission, 2014). This shows that the Bangka Belitung Islands Province needs to encourage other new sources of economic growth that have the potential for GRDP growth and preserve the environment. Therefore, in order to reduce the dependence of the economy of the Bangka Belitung Islands Province on the tin, a study on non-tin commodities that has the potential to become leading Bangka Belitung Province needs to be conducted for the long term.

The potential of natural resources in the Bangka Belitung Islands Province must be managed with a good business strategy and supported by appropriate local government policies, which can contribute to increasing the GRDP and economic growth of the Bangka Belitung Islands for the long term. Another sector that is used as a substitute for the tin mining sector is the tourism sector which consists of the trade, hotel and restaurant sector (Wardhani, R. S., & Valeriani, 2016). For decades tourism industry growth has been a major contributor to increased economic activity throughout the world (Rajesh, 2013). It has created jobs in both large and small communities and is a major industry in many places (Zaei & Zaei, 2013). It is the dominant economic activity in some communities (Haarhoff, 2018). Yet, the impacts of tourism to a community are not widely understood – even where tourism is growing dramatically and should be of the greatest interest or concern (Kleeman, 2001).

Goods-service expenditure is representation of tourism promotion and marketing in which it is still unable to increase number of tourist visits and consumption although it is expected to affect regional economic growth. The increase of tourist visits each year is not due to goods-service expenditure of promotion spent by the government; however, there are other factors such as spontaneous promotion from booming event of “Laskar Pelangi” movie (Valeriani et al., 2017). The development of community based tourism in Belitung regency, based on the readiness of society and criteria of tourism, which can be done through two strategies: The first strategy is to design a variety of tourism products such as program tourist packages, such as tour guide, the destination to small islands, snorkeling and

also visiting historical places (museums, temple, lighthouse, and funerals of indigenous leaders) (Hugo, 2014)(Laksana, 2015). The second strategy is to improve the ability, skills and competencies of the community in order to manage the tourism, because the community based tourism itself becomes a major role in its management (Subash, 2014) (Badarab et al., 2017).

Based on this background, this research aims to analyze the development of tourism commodity strategies in Belitung Regency in a comprehensive and in-depth manner, to create downstream products that can provide added value to the business to improve the welfare of the community.

II. LITERATURE REVIEW

A. The concept of tourism

The concept of tourism is one of the new industries that can encourage employment opportunities, income, living standards, and inactivating other production sectors in tourist recipient countries (Zaei & Zaei, 2013)(Aynalem et al., 2016). Tourism can encourage the development of the national economic sector, by moving other sectors such as tourism services, which consist of transportation businesses, accommodation (hotels, motels, tourist huts). Tourism can expand new jobs such as demand for workers in the hotel or other lodging areas, travel businesses, government offices that take care of tourism and translators, handicraft and souvenir industries, and other places of sale, thus helping the development of regions remote if the area has a tourist attraction (*ILO*, 2010) (Leung et al., 2018). The development of tourism has the potential to develop regional tourism destinations in the area(Ariya et al., 2017). This potential affects the motivation of tourists who will be interesting to come to visit the location of these attractions (Bertan & Altıntaş, 2013).

B. Tourist attraction

Tourism objects or tourist attractions are divided into three types, among others (Manafe et al., 2016)

1. Natural tourism attraction is a tourist attraction developed with more based on the gift of beauty and uniqueness that has been available in nature, such as:
 - a) A beach with beautiful white sand, waves, and access to the sunrise or sunset.
 - b) The sea with various riches of coral reefs and fish.
 - c) Lake with its panoramic beauty.
 - d) Mountain with its Vulcano appeal.
 - e) Forests and savannas with their original flora and fauna.
 - f) River with water clarity and stream current.
 - g) Waterfall with panoramic steepness.
2. Cultural tourism attractions are tourist attractions that are developed more based on human works and creations, both in the form of cultural heritage (sites/heritage) and values culture that is still alive (the living culture) in life in a community, which can be in the form of ceremonies/rituals, customs, performing arts, craft arts, literary arts, fine arts, or everyday uniqueness that is owned by a community. Some examples of cultural tourism attractions in Indonesia that are visited by many tourists are Sites (cultural heritage in the form of objects, buildings, areas, structures, etc.), Museums, Traditional Villages, Old Town Areas, National Monuments, Art Studio, Performances, Events, Festivals, Craft Arts, Traditional Customs and works of modern technology.
3. Special interest tourism attractions are special tourist attractions which are developed based more on activities 25 to fulfill specific tourist desires, such as observing certain animals (birds watching), fishing (fishing), shopping (shopping), health and refreshment (spa and rejuvenation), rafting, Golf (sport), agro-tourism, Gambling/casino, attending meetings, meetings, incentive travel, exhibitions and other special interest tours that are usually related to hobbies or hobbies someone traveler.

C. Tourism marketing

Tourism marketing is a management process carried out by national and industrial organizations utilizing communication to determine and influence the desires, needs, motivations, likes and dislikes of local, national and international regions, and then formulates and adapts tourism products to achieve maximum satisfaction of tourists and benefit from the satisfaction of these tourists (Molina et al., 2010) (Manafe et al., 2016).

Marketing objectives consist of (Hams, 2005):

1. Attracting tourists to visit a local, national or international tourist destination.
2. Attract tourists to use the services provided by the tourism industry, which is in the tourist area.

II. RESEARCH METHODOLOGY

A. Place and Time of Research

This research was carried out in Belitung Regency by involving 30 domestic tourists and 30 foreign tourists. The time of the research was eight months, from March to October 2019.

B. Type and Source of Data Analysis

The type of data used was primary. Primary data taken through interviews and distributing questionnaires. Questions asked about satisfaction and importance in the tourism sector. Someone's satisfaction is measured by comparing the level of expectations with the interests carried out. In measuring the weighting of alternative values, the level of expectation and level of importance is carried out with a likert scale as follows:

Table 1. Alternative Score Scores Answer Expectations and Satisfaction

Alternative Answers Satisfaction Level	Score	Alternative Answers to Expectations
Very satisfied	5	Very important
Satisfied	4	Urgent
Quite satisfied	3	Quite important
Not satisfied	2	Not important
Very Dissatisfied	1	Very unimportant

Source: (Budiaji, 2013)

C. Design Analysis

Since the tourism sector is related to tourist satisfaction, the next analysis tool used is the Importance Performance Analysis (IPA). Importance Performance Analysis (IPA) is used to measure the level of satisfaction of someone over the interests of other parties (Hariany, 2014) (Kasnadi & Indrayani, 2019).

This technique wants respondents to assess the level of expectation and importance then the average value of the level of expectation and importance is analyzed on the Importance-Performance Matrix, where the x-axis represents perception while the y-axis represents expectation (Badarab et al., 2017). Then you will get the results in the form of four quadrants according to the following table 2.

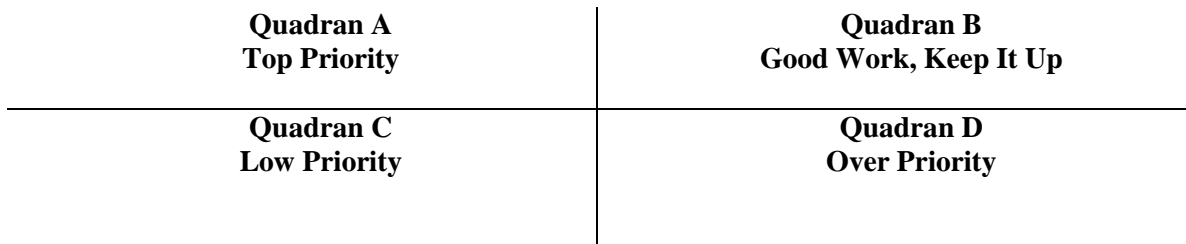


Figure 1. Quadran of Importance Performa Analysis

Source: (Wong et al., 2011)

The interpretation of the quadrant is as follows:

- Quadrant A is the main priority to be improved because this quadrant has high importance for domestic tourists but the satisfaction obtained by tourists is worthless.
- Quadrant B, which explains satisfaction and high importance so it is considered to be maintained because the factors in this quadrant are supporting factors for domestic tourist satisfaction
- Quadrant C: In this quadrant, there are factors that are considered to have a worthless level of importance and are unsatisfactory and must be corrected for long-term performance
- Quadrant D: In this quadrant, factors that are considered not too important and not very expected by tourists, but very satisfying

D. RESULT

3.1. The characteristics of domestic tourist respondents

The number of domestic tourist respondents surveyed was 30 people with the following characteristics:

- Gender: 53 percent of women and 47 percent are men.
- Origin: 66 percent are from Jakarta.
- Employment: 46 percent work as private employees.
- Transportation: 100 percent of tourists use air (airplane) transportation.
- Destination: 93 percent vacation at a beach destination 93 percent.
- Expenditures: 60 percent of the total expenditure is IDR 3,000,000.
- Length of Stay: 3 days 2 nights as much as the remaining 86 percent.
- Information Sources: 40 percent know that tourism information in the area comes from social media.

3.2. The characteristics of foreign tourist respondents

The number of respondents of foreign tourists surveyed was 5 people with the following characteristics:

- Gender: 80 percent are male and 20 percent female
- Origin: 40 percent German and Italian
- Job: Private Employee
- Transportation: 100 percent of tourists use air (airplane) transportation
- Destination: Beach Tourism
- Expenditures: 10 million to 30 million (depending on the length of stay)
- Length of Stay: 3 to 14 days
- Source of Information: Social Media

3.3. Choice of favorite destinations and opinions about Belitung tourism branding

Based on the results of interviews with tourists, there are several reasons why 93 percent of vacation destinations to the beach. The results of the answers to these questions are in Figure 2.

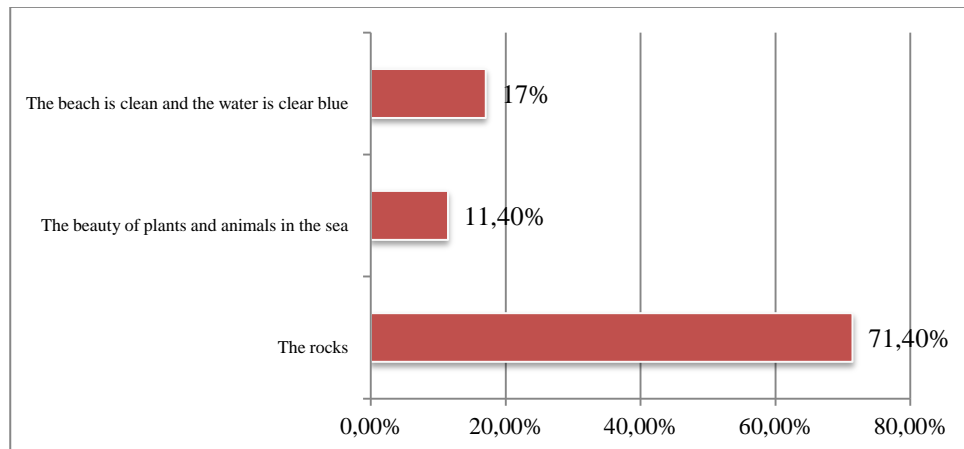


Figure 2. The result answer about the reason beach become a favorite tourists destination

Source: processed, 2019

The results of the interview distribution obtained that 71.40 percent or as many as 25 tourists like the characteristics of rocks that are naturally arranged, not only on the beach but also in the middle of the sea, which is not found in other tourist areas. Then an interview was also conducted about the beaches most favored by tourists, the distribution of answers can be seen in Figure 3.

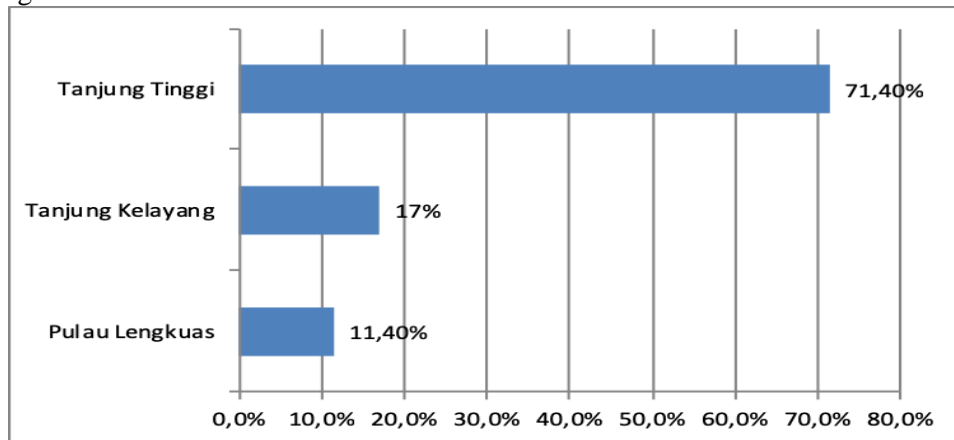


Figure 3. The most favored beach tourist

Source: processed, 2019

The results of the interview distribution obtained that 71.40 percent or as many as 25 tourists like the characteristics of rocks that are naturally arranged, not only on the beach but also in the middle of the sea, which is not found in other tourist areas.

Then an interview was also conducted about the beaches most favored by tourists, the distribution of answers can be seen in Figure 4.

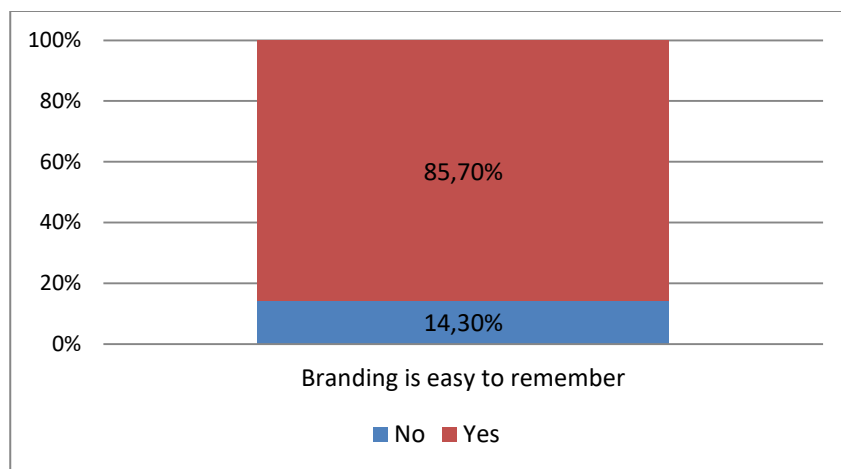


Figure 4. Opinion of tourists about the branding Let's go Belitung

Source: processed, 2019

As many as 30 people or 85.70 percent answered that the Let's Go Belitung branding is easy to remember, while 5 people or 14.30 percent thought this branding was not too easy to remember.

Some things that become suggestions from tourists towards the development of tourism in Belitung Regency:

1. Strengthening English proficiency in human resources in tourism and society.
2. Money changer, ATMs and non-cash transaction facilities.
3. Road or map infrastructure in each destination using Indonesian and English.
4. Adding a vehicle to play on the beach, especially for children.
5. Beach cleanliness and completeness of facilities at tourist destinations.
6. Arrangement of parking lots and stalls around tourist destinations.
7. Adding a variety of culinary tourism.

Most foreign tourists visiting Belitung Regency were tourists from Southeast Asia and South Korea, but in this survey, the foreign tourists surveyed were tourists from Europe because the number of European tourist arrivals is currently showing an increase (source: FGD of the Belitung Regency Tourism Office, 2019)

E. DISCUSSION

4.1. Importance performa analysis of domestic tourist

Based on a questionnaire distributed to 30 domestic tourists as respondents, researchers divided into 3 variables, namely prices, facilities and physical conditions (infrastructure) and guarantees (including services), with questionnaires and quadrants based on the results of the Importance Performance Analysis (IPA) analysis of domestic tourists then the following quadrant picture is obtained:

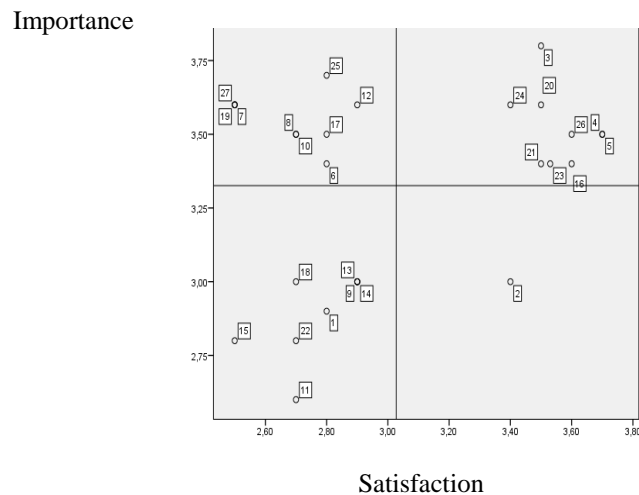


Figure 5. Importance performance quadrant analysis of domestic tourists
 Source: processed, 2019

Quadrant A is the main priority to be improved because this quadrant has high importance for domestic tourists but the satisfaction obtained by tourists is very low. The factors included in this quadrant area. Prices consist of the price of airplane tickets (6) and paid baggage (7). b. Physical Condition facilities consist of various types of play facilities at the destination (8); availability of transportation information to the tourist areas (10); availability of tourism maps in tourist areas (12); airport comfort and information on tourist attractions at the airport (17); Availability of ATMs, non-cash transactions and money changers (19) c. The guarantee consists of communication skills (foreign) officers and the community (25), diversity of package tour packages such as ecotourism, culture, and heritage (27). There are 9 (nine) factors of concern to domestic tourists with perceived low satisfaction and very high importance. This condition illustrates that domestic tourists consider the price factor when going on a tour, both airplane ticket prices and baggage fees paid. This has an impact on the level of tourist visits and spending when shopping for souvenirs. A high interest in some facilities but has not provided high satisfaction, such as a variety of playground facilities at the destination; availability of transportation information to the tourist attractions; availability of tourism maps in the area of tourist attractions; airport comfort and information on tourist attractions at the airport; availability of atm, non-cash transactions, and money changers; modern shopping centers/night entertainment, communication skills (foreign) officers and the public as well; diversity of package tours such as ecotourism, culture, and heritage.

Quadrant B, which explains satisfaction and high importance so it is considered to be maintained because the factors in this quadrant are supporting factors for domestic tourist satisfaction, these factors are as follows: a. Prices consist of food and souvenir prices (3), hotel/home stay room prices (4), vehicle rental prices (5) b. Facilities Physical Conditions consist of comfort, cleanliness, hotel/home stay (16), regional food specialties (20), photo spot locations (21) c. Guarantees consist of beauty of marine tourism objects (23), suitability of tour packages enjoyed by promotions (24), community friendliness and service officers (26) There are 9 (nine) factors that are considered by domestic tourists with a high level of satisfaction and importance, namely food and souvenir prices, hotel/home stay prices, vehicle rental prices, comfort, cleanliness, hotel/home stay, regional food specialties, photo spot location. The beauty of marine tourism objects, the appropriateness of the tour packages enjoyed by the promotions that have been offered, the friendliness of the people and the service of officers.

Quadrant C: In this quadrant some factors are considered to have a low level of importance and are not too satisfactory and must be corrected for long-term performance, consisting of:

a. Prices consist of tour package prices (1)

b. Facilities Physical Conditions consist of availability of souvenir galleries in tourist areas (9), availability of toilet facilities and worship facilities in tourist areas / Belitung (11), environmental cleanliness in tourist areas (13), security, order, safety facilities in regions tourist attractions (14), quality of maintenance of facilities/infrastructure in the area of tourist attractions (18), modern shopping centers/nightlife (22)

c. Guarantee: there is no guarantee factor in quadrant C

There are 7 (seven) factors of concern to domestic tourists that have a low level of importance and are not too satisfactory but must be improved for long-term performance, namely the price of tour packages, the availability of souvenir galleries in tourist areas, the availability of toilet facilities and worship facilities in tourist areas, environmental cleanliness in tourist areas, security, order, safety facilities in tourist areas, quality of maintenance of facilities/infrastructure in tourist areas, modern shopping centers/night entertainment.

Quadrant D: In this quadrant there are factors that are considered not too important and not very expected by tourists but are very satisfying. These factors are as follows: a. Prices consist of: the price of admission to the tourist area (2). b. Facilities Physical Condition: there are no facilities and physical condition factors in quadrant D. c. Collateral consists of: there is no guarantee factor in quadrant D There is 1 (one) factor that is of concern to domestic tourists who have an excessive level of satisfaction but are not expected to be the price of admission to the tourist area.

Based on the results of the IPA in the four quadrants of domestic tourist respondents, it can be concluded that the main priority factors (factors in quadrant A) of concern in tourism development, consist of airplane ticket prices and paid baggage prices for domestic tourists; The high price of airplane tickets is a consideration for domestic tourists when going to travel and the tendency to compare tourist destinations with one another. While the effect of paid baggage affects the amount of souvenir shopping done by tourists, so some tourists choose to limit the number of souvenirs to be purchased. But some tourists still buy souvenirs in the desired amount but use airlines that apply unpaid baggage.

Variety of vehicle facilities to play at the destination; availability of transportation information to the tourist's attraction; availability of maps on the tourist's attraction; airport convenience and the tourist's attraction information at the airport; ATM availability and non-cash transactions. Tourists want a variety of facilities such as a children's playground, considering that many families take a vacation with their children and want these facilities. Other facilities that domestic tourists desire are the availability of various information, because not all domestic tourists travel using groups, travel or guides so that information about the tourist's attraction, transportation, and tourist map. The arrival space of the airport feels very limited in comfort, this is felt when there is an arrival at the same time, while the conveyor belt for luggage there is only 1 unit, so it is very crowded and time-consuming. Besides, ATM facilities and non-cash transactions are needed, because many tourists who when shopping at several restaurants, restaurants, and souvenir shops at tourist destinations still do not provide machines for non-cash transactions, so are also expected at several destinations adjacent to the availability of an ATMs.

Communication skills (foreign languages) of officers and the public as well as cultural attractions and diversity of package tour packages such as agro-tourism, culture, and heritage. The communication skills of officers in foreign languages are felt by domestic tourists to be limited, this is felt when domestic tourists traveling in the same group as foreign tourists seem to still be limited in explaining destinations in foreign languages. Another important thing is that there are no attractions or cultural shows that are entertaining and educational which are performed at the

destination, or certain places and the variety of tourism enjoyed by tourists is still dominated by marine tourism.

4.2 Importance performa analysis of foreign tourist

Based on a questionnaire distributed to 30 foreign tourists as respondents, researchers divided into 3 variables, namely prices, facilities and physical conditions (infrastructure) and guarantees (including services), with questionnaires and quadrants based on the results of the Importance Performance Analysis (IPA) analysis of foreign tourists then the following quadrant picture is obtained:

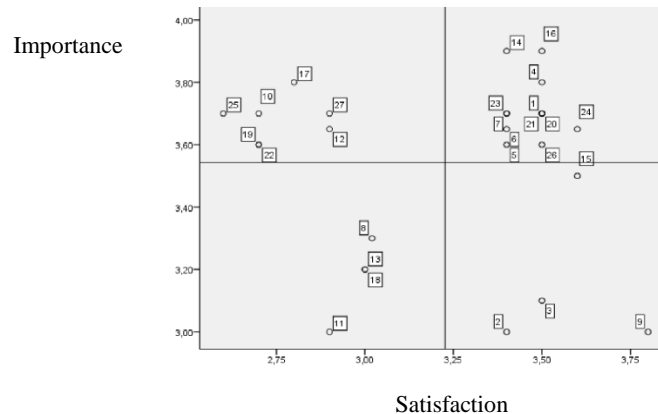


Figure 5. Importance Performance quadrant analysis of foreign tourists

Source: processed, 2019

Quadrant A is the main priority to be improved because in this quadrant foreign tourists have high interests but the satisfaction obtained by tourists is very low. The factors included in this quadrant are:

- Facilities and Physical Conditions consist of availability of transportation information to the tourist area (10), availability of tourism maps and the tourist area (12), airport convenience and the tourist area information at the airport (17), availability of atms, non-cash transactions and money changers (19) and centers modern shopping/nightlife (22).
- Guarantees consist of: Communication skills (foreign) officers and the community (25) and diversity of tour packages such as ecotourism, culture, and heritage (27).

There are 7 (seven) factors of concern to foreign tourists with a perceived level of satisfaction that is still low and a very high level of importance and should be a top priority for stakeholders for improvement, namely the availability of transportation information to the tourist area; availability of tourism map on the tourist area; airport comfort and the tourist area information at the airport, availability of ATMs, non-cash transactions and money changers, modern shopping centers/nightlife, communication skills (foreign) officers and the public as well as diversity of package tour packages such as ecotourism, culture, and heritage.

Quadrant B, which explains satisfaction and high importance so it is considered to be maintained, because the factors in this quadrant are factors supporting the satisfaction of foreign tourists. These factors are as follows:

- Prices consist of airplane ticket prices (6), paid baggage prices (7), tour package prices (1) and hotel/homestay room prices (4)
- Physical Condition facilities consist of: security at the tourist area (14), comfort, cleanliness, hotel/homestay (16), regional food specialties (20) and photo spot locations (21)

- c. Guarantees consist of: the beauty of marine tourism objects (23), the suitability of tour packages enjoyed by promotions (24), community friendliness and service officers (26).

There are 11 (eleven) factors that are of concern to foreign tourists with a high level of satisfaction and importance, namely the price of plane tickets, the price of paid baggage, tour packages, hotel/home stay room prices, security at the tourist area, comfort, cleanliness, hotel/home stay, culinary specialties of the region, the location of the photo spot, the beauty of marine tourism objects, the suitability of the tour packages enjoyed by promotions, community hospitality, and service officers.

Quadrant C: In this quadrant some factors are considered to have a low level of importance and are not too satisfactory and must be corrected for long-term performance, consisting of:

- a. Price consists of: there is no guarantee factor in quadrant C
- b. Facilities Physical Conditions consist of: a variety of playground facilities at destination (8), availability of toilet facilities and the tourist area / Belitung worship facilities (11) and environmental cleanliness at the tourist area (13), quality of facilities / infrastructure maintenance at the tourist area (18)
- c. Guarantee: there is no guarantee factor in quadrant C

There are 4 (four) factors in quadrant C with a low level of satisfaction and high importance that are of concern to foreign tourists and are a low priority for stakeholders to improve, namely the variety of playground facilities at the destination, availability of toilet facilities and the tourist area / Belitung worship facilities and environmental cleanliness on the tourist area.

Quadrant D: In this quadrant there are factors that are considered not too important and not very expected by tourists but are very satisfying. These factors are as follows:

- a. Prices consist of: the price of admission to the tourist area (2), the price of food and souvenirs (3)
- b. The Physical Condition facilities consist of: the availability of souvenir galleries at the tourist area (9), the availability, comfort of cleaning the stalls/restaurants at the tourist area (15) and the quality of facilities/infrastructure maintenance at the tourist area (18)
- c. Collateral: there is no guarantee factor in quadrant D

There are 5 (five) factors that are of concern to foreign tourists with a high level of satisfaction even though their interests or interests are low, namely the price of the tourist area entrance tickets, food and souvenir prices, availability of the tourist area souvenir galleries, availability, convenience of cleanliness of stalls/restaurants at the tourist area.

4.3. Tourism Development Strategy

1. The beach with rocks is a distinct feature of Belitung tourism that attracts tourists. The rocks are then integrated into a geopark, namely (1) Sebrang Interpreter; (2) Terong Tourism Village; (3) Sijuk Qualification; (4) Peramun Hill; (5) Tanjung Kelayang; (6) Bedil Stones; (7) Salu Open Pit; (8) Pulas Stone; (9) Lumut Mountain; (10) Kerangas Cendil Forest; (11) Bathing Birds; (12) Lava Pillow Siantu; (13) Mount Sharp; (14) Baginde Stone; (15) Punai Beach; (16) Rasau debate; (17) The Garumedang Tektites. One well-known geopark like Juru Sebrang should be managed by blending it with local culture such as holding a scorched festive festival on a certain day or combined with a culture of beguiling near the beach.
2. The marketing strategy that must be carried out in developing Belitung tourism is by strengthening branding, strengthening marketing through the Unique Selling Proposition (USP) and Competitive Destination Model (CDM).

3. Increase national and international events.
Schedule national and international events with annual event calendars and consider other regional events so they don't happen at the same time. These events are made sustainable, such as the Tanjung Kelayang festival which is held every year so that it becomes a thing that is highly awaited by tourists. Besides, the local government as well as the Provincial Government of the Bangka Belitung Islands through synergy with existing offices or agencies at the regional, central and vertical levels, organizations, communities, and others to carry out festivals/seminars/workshops or annual meetings, etc. others are carried out in Belitung. This is expected to increase the number of tourist visits.
4. Providing transportation information to the tourist areas; tourist maps in the area of tourist attractions; airport comfort and information on tourist attractions at the airport; ATM, non-cash transactions and money changers; souvenir galleries in tourist areas and central markets for souvenirs; the adequacy of toilet facilities and facilities for worshiping tourist areas for other religions; environmental cleanliness in tourist areas; security, order, safety facilities in the tourist area; quality of maintenance of facilities / infrastructure in the area of tourist attractions; modern shopping center / nightlife.

V. CONCLUSION

The results of the study indicate that tourists both domestic and foreign want cultural attractions in the destinations they visit or some destinations present a variety of cultures. Tourists do not specify the type of culture they want as long as they bring local wisdom, whether in the form of dances, legendary stories or traditional ceremonies. The cultural potential that is owned and can be packaged into attractions at tourist destinations is:

- a. Dressed: Begubang, Begampus, Betiong
- b. Playing a traditional musical instrument: Lesong Panjang, Stambul Fajar
- c. Traditional dances and games: Sepen Dance, Beripat Beregong, Sea Measles Dance, Land Measles Danced. Legend and drama: Dulmulok, Antu Bubu
- e. Customary rituals: Muang Jong, Nirak Nanggok, Maras Taun
- f. Customary traditions: Eat Bedulang

The variety of cultures can be packaged in tour packages that can be offered to tourists, so tourists besides enjoying the beauty of nature can also enjoy the beauty of culture.

Alternative packaging for cultural diversity that can be used as an attraction at the Tanjung Tinggi destination (because of the crowds of visitors), namely the sea measles dance, land measles dance, begong and betiong, folding in groups and eating a meal. In addition to the cultural diversity, there is an annual cultural diversity, which can be an attraction to be shown for tourists, including Muang Jong and Maras Taun and to package regional songs into the Belitung tourism soundtrack.

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Review

Round 1

2020-03-18 - 2020-04-01

The strategy of tourism sector (the tourist perspersion) in Belitung Regency

ABSTRACT

Tourism is a potential sector in boosting the province's economy Bangka Belitung Islands and the important sector's in driving productivity national economy because it has a multiplier effect on an economy's activity other. The purpose of this research is to develop tourism strategies in Belitung Regency from the perspective of domestic and foreign tourists. The research was conducted by primary data which survey method, involving 30 domestic tourists and 30 foreign tourists visiting Belitung Regency. The research methodology used uses Importance Performance Analysis (IPA), by analyzing quadrant A which is the top priority, quadrant B being the defense, quadrant C being the second priority and quadrant D is considered an excessive item. The marketing strategy that must be carried out is to strengthen branding, strengthen marketing through the Unique Selling Proposition, and strengthen promotion through the Competitive Destination Model (CDM). Survey results show that 93 percent of domestic tourists and 100 percent of foreign tourists choose to travel to the beach, especially Tanjung Tinggi Beach, Tanjung Kelayang Beach, and Lengkuas Island. Another factor that becomes a priority in the development of tourism is the strengthening of human resources in communicating foreign languages, technological capabilities, the ability to create culture, history and other local wisdom.

Keywords: Belitung Tourism Strategy, Importance Performance Analysis, Competitive Destination Model

I. INTRODUCTION

The dependency of the Bangka Belitung Islands Province economy on the tin is quite high while tin is a nonrenewable commodity. The tin industry is classified as an industry that is not sufficiently sustainable as a long-term industry. From the environmental side, tin mining activities have an unfavorable impact on the natural preservation of the Bangka Belitung Islands Province, especially the coastal area. Based on the results of an evaluation conducted by the Ministry of Environment 2013, the Net Present Value (NPV) of tin mining in West Bangka minus Rp 336 trillion for the 2007-2012 period (Faradis & Afifah, 2018). The NPV value is caused by the large costs incurred for health, clean water supply, and financing for handling the decline in productivity of other sectors such as fisheries and agriculture (European Commission, 2014). This shows that the Bangka Belitung Islands Province needs to encourage other new sources of economic growth that have the potential for GRDP growth and preserve the environment. Therefore, in order to reduce the dependence of the economy of the Bangka Belitung Islands Province on the tin, a study on non-tin commodities that has the potential to become leading Bangka Belitung Province needs to be conducted for the long term.

The potential of natural resources in the Bangka Belitung Islands Province must be managed with a good business strategy and supported by appropriate local government policies, which can contribute to increasing the GRDP and economic growth of the Bangka Belitung Islands for the long term. Another sector that is used as a substitute for the tin mining sector is the tourism sector which consists of the trade, hotel and restaurant sector (Wardhani, R. S., & Valeriani, 2016). For decades tourism industry growth has been a major contributor to increased economic activity throughout the world (Rajesh, 2013). It has created jobs in both large and small communities and is a major industry in many places (Zaei & Zaei, 2013). It is the dominant economic activity in some communities (Haarhoff, 2018). Yet, the impacts of tourism to a community are not widely understood – even where tourism is growing dramatically and should be of the greatest interest or concern (Kleeman, 2001).

Goods-service expenditure is representation of tourism promotion and marketing in which it is still unable to increase number of tourist visits and consumption although it is expected to affect regional economic growth. The increase of tourist visits each year is not due to goods-service expenditure of promotion spent by the government; however, there are other factors such as spontaneous promotion from booming event of "Laskar Pelangi" movie (Valeriani et al., 2017). The development of community based tourism in Belitung regency, based on the readiness of society and criteria of tourism, which can be done through two strategies. The first strategy is to design a variety of tourism products such as program tourist packages, such as tour guide, the destination to small islands, snorkeling and

Comment [A1]: You can modify the title like the example :
The strategy of tourism sector in Belitung Regency: the tourist perspersion etc
It can make your title more clear

Comment [A2]: Check grammar

Comment [A3]: That sounds good for the initial gap of the research

Comment [A4]: I did not find your review of tourism development strategies from a tourist perspective. You didn't explain it explicitly. are these two community-based development strategies that is a tourist perspective? if yes, link relevance to the perspective of tourists both at domestic and abroad.

also visiting historical places (museums, temple, lighthouse, and funerals of indigenous leaders) (Hugo, 2014)(Laksana, 2015). The second strategy is to improve the ability, skills and competencies of the community in order to manage the tourism, because the community based tourism itself becomes a major role in its management (Subash, 2014) (Badarab et al., 2017).

Based on this background, this research aims to analyze the development of tourism commodity strategies in Belitung Regency in a comprehensive and in-depth manner, to create downstream products that can provide added value to the business to improve the welfare of the community.

II. LITERATURE REVIEW

A. The concept of tourism

The concept of tourism is one of the new industries that can encourage employment opportunities, income, living standards, and inactivating other production sectors in tourist recipient countries (Zaei & Zaei, 2013)(Aynalem et al., 2016). Tourism can encourage the development of the national economic sector, by moving other sectors such as tourism services, which consist of transportation businesses, accommodation (hotels, motels, tourist huts). Tourism can expand new jobs such as demand for workers in the hotel or other lodging areas, travel businesses, government offices that take care of tourism and translators, handicraft and souvenir industries, and other places of sale, thus helping the development of regions remote if the area has a tourist attraction (ILO, 2010) (Leung et al., 2018). The development of tourism has the potential to develop regional tourism destinations in the area(Ariya et al., 2017). This potential affects the motivation of tourists who will be interesting to come to visit the location of these attractions (Bertan & Altıntaş, 2013).

B. Tourist attraction

Tourism objects or tourist attractions are divided into three types, among others (Manafe et al., 2016)

1. Natural tourism attraction is a tourist attraction developed with more based on the gift of beauty and uniqueness that has been available in nature, such as:
 - a) A beach with beautiful white sand, waves, and access to the sunrise or sunset.
 - b) The sea with various riches of coral reefs and fish.
 - c) Lake with its panoramic beauty.
 - d) Mountain with its Vulcano appeal.
 - e) Forests and savannas with their original flora and fauna.
 - f) River with water clarity and stream current.
 - g) Waterfall with panoramic steepness.
2. Cultural tourism attractions are tourist attractions that are developed more based on human works and creations, both in the form of cultural heritage (sites/heritage) and values culture that is still alive (the living culture) in life in a community, which can be in the form of ceremonies/rituals, customs, performing arts, craft arts, literary arts, fine arts, or everyday uniqueness that is owned by a community. Some examples of cultural tourism attractions in Indonesia that are visited by many tourists are Sites (cultural heritage in the form of objects, buildings, areas, structures, etc.), Museums, Traditional Villages, Old Town Areas, National Monuments, Art Studio, Performances, Events, Festivals, Craft Arts, Traditional Customs and works of modern technology.
3. Special interest tourism attractions are special tourist attractions which are developed based more on activities 25 to fulfill specific tourist desires, such as observing certain animals (birds watching), fishing (fishing), shopping (shopping), health and refreshment (spa and rejuvenation), rafting, Golf (sport), agro-tourism, Gambling/casino, attending meetings, meetings, incentive travel, exhibitions and other special interest tours that are usually related to hobbies or hobbies someone traveler.

Comment [A5]: consider the following points to revise your title for the purpose of this research:

- Strategy development of the tourism,
- Comprehensive manner; tourist perspective, community based tourism, added value business
- Improve welfare for community

Comment [A6]: Just confirming, inactivating or activating??

C. Tourism marketing

Tourism marketing is a management process carried out by national and industrial organizations utilizing communication to determine and influence the desires, needs, motivations, likes and dislikes of local, national and international regions, and then formulates and adapts tourism products to achieve maximum satisfaction of tourists and benefit from the satisfaction of these tourists (Molina et al., 2010) (Manafe et al., 2016).

Marketing objectives consist of (Hams, 2005):

1. Attracting tourists to visit a local, national or international tourist destination.
2. Attract tourists to use the services provided by the tourism industry, which is in the tourist area.

Comment [A7]: You can relate the concept of tourism marketing with channels and practices of marketing strategies carried out by the government and the community to develop tourism in belitung

II. RESEARCH METHODOLOGY

A. Place and Time of Research

This research was carried out in Belitung Regancy by involving 30 domestic tourists and 30 foreign tourists. The time of the research was eight months, from March to October 2019.

Comment [A8]: is there a justification for the minimum number of respondents in order to be able to do an IPA analysis? I think you should explain it and find the reference.

B. Type and Source of Data Analysis

The type of data used was primary. Primary data taken through interviews and distributing questionnaires. Questions asked about satisfaction and importance in the tourism sector. Someone's satisfaction is measured by comparing the level of expectations with the interests carried out. In measuring the weighting of alternative values, the level of expectation and level of importance is carried out with a likert scale as follows:

Comment [A9]: I think its better for your give the example of the questions about satisfaction and importance matrix. It can be guidance for the next research to review or replicate your research

Table 1. Alternative Score Scores Answer Expectations and Satisfaction

Alternative Answers Satisfaction Level	Score	Alternative Answers to Expectations
Very satisfied	5	Very important
Satisfied	4	Urgent
Quite satisfied	3	Quite important
Not satisfied	2	Not important
Very Dissatisfied	1	Very unimportant

Source: (Budijati, 2013)

Comment [A10]: Check grammar

C. Design Analysis

Since the tourism sector is related to tourist satisfaction, the next analysis tool used is the Importance Performance Analysis (IPA). Importance Performance Analysis (IPA) is used to measure the level of satisfaction of someone over the interests of other parties (Hariany, 2014) (Kasnadi & Indrayani, 2019).

This technique wants respondents to assess the level of expectation and importance then the average value of the level of expectation and importance is analyzed on the Importance-Performance Matrix, where the x-axis represents perception while the y-axis represents expectation (Badarab et al., 2017). Then you will get the results in the form of four quadrants according to the following table 2.

Comment [A11]: Thats sounds weird, replace that words

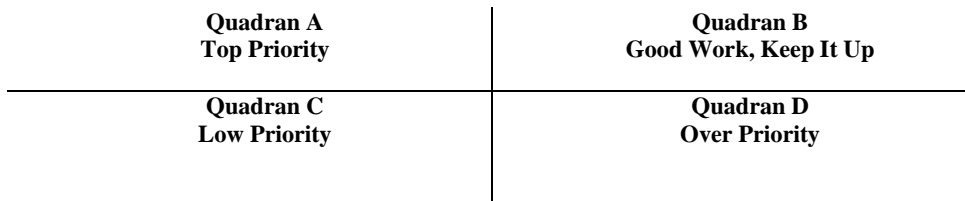


Figure 1. Quadran of Importance Performa Analysis

Source: (Wong et al., 2011)

The interpretation of the quadrant is as follows:

- Quadrant A is the main priority to be improved because this quadrant has high importance for domestic tourists but the satisfaction obtained by tourists is worthless.
- Quadrant B, which explains satisfaction and high importance so it is considered to be maintained because the factors in this quadrant are supporting factors for domestic tourist satisfaction
- Quadrant C: In this quadrant, there are factors that are considered to have a worthless level of importance and are unsatisfactory and must be corrected for long-term performance
- Quadrant D: In this quadrant, factors that are considered not too important and not very expected by tourists, but very satisfying

Comment [A12]: You analyze domestic or either foreign tourist? You have to explain all of your objects

D. RESULT

3.1. The characteristics of domestic tourist respondents

The number of domestic tourist respondents surveyed was 30 people with the following characteristics:

- Gender: 53 percent of women and 47 percent are men.
- Origin: 66 percent are from Jakarta.
- Employment: 46 percent work as private employees.
- Transportation: 100 percent of tourists use air (airplane) transportation.
- Destination: 93 percent vacation at a beach destination 93 percent.
- Expenditures: 60 percent of the total expenditure is IDR 3,000,000.
- Length of Stay: 3 days 2 nights as much as the remaining 86 percent.
- Information Sources: 40 percent know that tourism information in the area comes from social media.

Comment [A13]: You can explain the characteristics of respondents through the results of descriptive statistical analysis with spss software. your results will be more accurate and there is information on the mean results, mode, and standard deviations of each respondent profile category. I think it's better for you to use simple statistics like that even though this is a purely social science field

3.2. The characteristics of foreign tourist respondents

The number of respondents of foreign tourists surveyed was 5 people with the following characteristics:

- Gender: 80 percent are male and 20 percent female
- Origin: 40 percent German and Italian
- Job: Private Employee
- Transportation: 100 percent of tourists use air (airplane) transportation
- Destination: Beach Tourism
- Expenditures: 10 million to 30 million (depending on the length of stay)
- Length of Stay: 3 to 14 days
- Source of Information: Social Media

Comment [A14]: You write down the above that you use 30 respondent of foreign tourist to observe, why you only choose 5?? It is crucial for explaining

3.3. Choice of favorite destinations and opinions about Belitung tourism branding

Based on the results of interviews with tourists, there are several reasons why 93 percent of vacation destinations to the beach. The results of the answers to these questions are in Figure 2.

Comment [A15]: What application do you use to analyze these results including IPA analysis for further discussion? Like spss, excel, pls, or another software...

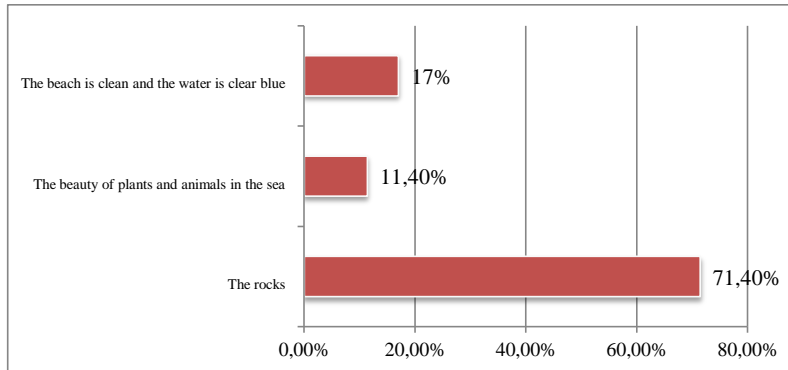


Figure 2. The result answer about the reason beach become a favorite tourists destination

Source: processed, 2019

The results of the interview distribution obtained that 71.40 percent or as many as 25 tourists like the characteristics of rocks that are naturally arranged, not only on the beach but also in the middle of the sea, which is not found in other tourist areas. Then an interview was also conducted about the beaches most favored by tourists, the distribution of answers can be seen in Figure 3.

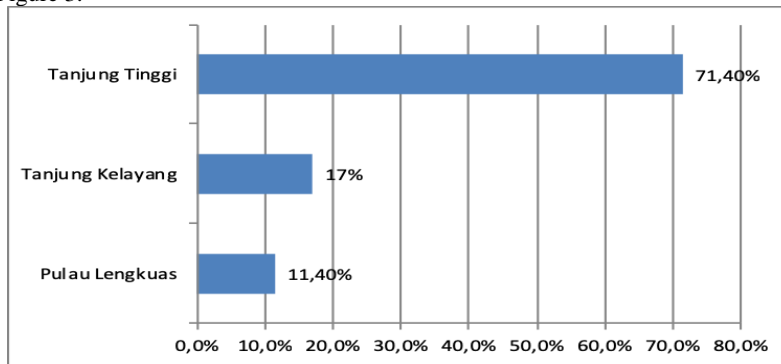


Figure 3. The most favored beach tourist

Source: processed, 2019

The results of the interview distribution obtained that 71.40 percent or as many as 25 tourists like the characteristics of rocks that are naturally arranged, not only on the beach but also in the middle of the sea, which is not found in other tourist areas.

Then an interview was also conducted about the beaches most favored by tourists, the distribution of answers can be seen in Figure 4.

Comment [A16]: This is the same sentence from the above paragraph

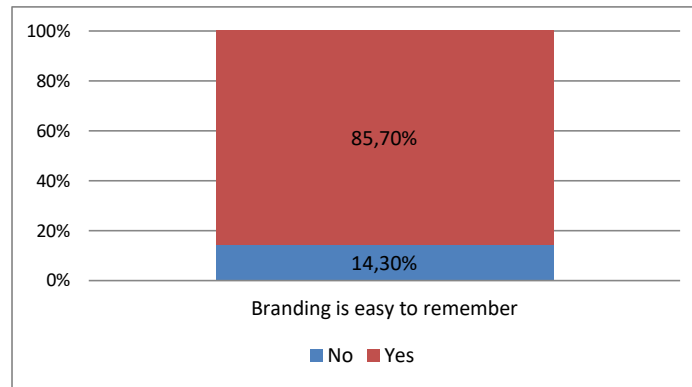


Figure 4. Opinion of tourists about the branding Let's go Belitung

Source: processed, 2019

As many as 30 people or 85.70 percent answered that the Let's Go Belitung branding is easy to remember, while 5 people or 14.30 percent thought this branding was not too easy to remember.

Some things that become suggestions from tourists towards the development of tourism in Belitung Regency:

1. Strengthening English proficiency in human resources in tourism and society.
2. Money changer, ATMs and non-cash transaction facilities.
3. Road or map infrastructure in each destination using Indonesian and English.
4. Adding a vehicle to play on the beach, especially for children.
5. Beach cleanliness and completeness of facilities at tourist destinations.
6. Arrangement of parking lots and stalls around tourist destinations.
7. Adding a variety of culinary tourism.

Most foreign tourists visiting Belitung Regency were tourists from Southeast Asia and South Korea, but in this survey, the foreign tourists surveyed were tourists from Europe because the number of European tourist arrivals is currently showing an increase (source: FGD of the Belitung Regency Tourism Office, 2019)

E. DISCUSSION

4.1. Importance performance analysis of domestic tourist

Based on a questionnaire distributed to 30 domestic tourists as respondents, researchers divided into 3 variables, namely prices, facilities and physical conditions (infrastructure) and guarantees (including services), with questionnaires and quadrants based on the results of the Importance Performance Analysis (IPA) analysis of domestic tourists then the following quadrant picture is obtained:

Comment [A17]: this is important. why do you separate the results of the IPA analysis for domestic and foreign tourists and merge the descriptive analysis of domestic and foreign tourists. Does not the descriptive analysis have a significant difference between domestic and foreign tourist respondents?

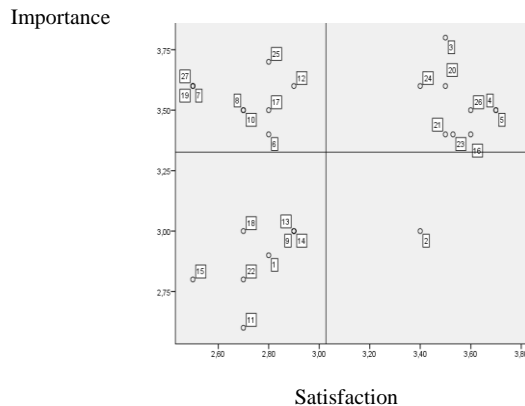


Figure 5. Importance performance quadrant analysis of domestic tourists
Source: processed, 2019

Quadrant A is the main priority to be improved because this quadrant has high importance for domestic tourists but the satisfaction obtained by tourists is very low. The factors included in this quadrant area. Prices consist of the price of airplane tickets (6) and paid baggage (7). b. Physical Condition facilities consist of various types of play facilities at the destination (8); availability of transportation information to the tourist areas (10); availability of tourism maps in tourist areas (12); airport comfort and information on tourist attractions at the airport (17); Availability of ATMs, non-cash transactions and money changers (19) c. The guarantee consists of communication skills (foreign) officers and the community (25), diversity of package tour packages such as ecotourism, culture, and heritage (27). There are 9 (nine) factors of concern to domestic tourists with perceived low satisfaction and very high importance. This condition illustrates that domestic tourists consider the price factor when going on a tour, both airplane ticket prices and baggage fees paid. This has an impact on the level of tourist visits and spending when shopping for souvenirs. A high interest in some facilities but has not provided high satisfaction, such as a variety of playground facilities at the destination; availability of transportation information to the tourist attractions; availability of tourism maps in the area of tourist attractions; airport comfort and information on tourist attractions at the airport; availability of atm, non-cash transactions, and money changers; modern shopping centers/night entertainment, communication skills (foreign) officers and the public as well; diversity of package tours such as ecotourism, culture, and heritage.

Quadrant B, which explains satisfaction and high importance so it is considered to be maintained because the factors in this quadrant are supporting factors for domestic tourist satisfaction, these factors are as follows: a. Prices consist of food and souvenir prices (3), hotel/home stay room prices (4), vehicle rental prices (5) b. Facilities Physical Conditions consist of comfort, cleanliness, hotel/home stay (16), regional food specialties (20), photo spot locations (21) c. Guarantees consist of beauty of marine tourism objects (23), suitability of tour packages enjoyed by promotions (24), community friendliness and service officers (26) There are 9 (nine) factors that are considered by domestic tourists with a high level of satisfaction and importance, namely food and souvenir prices, hotel/home stay prices, vehicle rental prices, comfort, cleanliness, hotel/home stay, regional food specialties, photo spot location. The beauty of marine tourism objects, the appropriateness of the tour packages enjoyed by the promotions that have been offered, the friendliness of the people and the service of officers.

Comment [A18]: Which is quadrant A? The reader is do difficult to understand your figure because you dont give the information about that figure

Comment [A19]: You must list the number of factors with the explanation before. Its the same for the explanation for quadrant B, C, and D

Quadrant C: In this quadrant some factors are considered to have a low level of importance and are not too satisfactory and must be corrected for long-term performance, consisting of:

- a. Prices consist of tour package prices (1)
- b. Facilities Physical Conditions consist of availability of souvenir galleries in tourist areas (9), availability of toilet facilities and worship facilities in tourist areas / Belitung (11), environmental cleanliness in tourist areas (13), security, order, safety facilities in regions tourist attractions (14), quality of maintenance of facilities/infrastructure in the area of tourist attractions (18), modern shopping centers/nightlife (22)
- c. Guarantee: there is no guarantee factor in quadrant C

There are 7 (seven) factors of concern to domestic tourists that have a low level of importance and are not too satisfactory but must be improved for long-term performance, namely the price of tour packages, the availability of souvenir galleries in tourist areas, the availability of toilet facilities and worship facilities in tourist areas, environmental cleanliness in tourist areas, security, order, safety facilities in tourist areas, quality of maintenance of facilities/infrastructure in tourist areas, modern shopping centers/night entertainment.

Quadrant D: In this quadrant there are factors that are considered not too important and not very expected by tourists but are very satisfying. These factors are as follows: a. Prices consist of: the price of admission to the tourist area (2). b. Facilities Physical Condition: there are no facilities and physical condition factors in quadrant D. c. Collateral consists of: there is no guarantee factor in quadrant D There is 1 (one) factor that is of concern to domestic tourists who have an excessive level of satisfaction but are not expected to be the price of admission to the tourist area.

Based on the results of the IPA in the four quadrants of domestic tourist respondents, it can be concluded that the main priority factors (factors in quadrant A) of concern in tourism development, consist of airplane ticket prices and paid baggage prices for domestic tourists; The high price of airplane tickets is a consideration for domestic tourists when going to travel and the tendency to compare tourist destinations with one another. While the effect of paid baggage affects the amount of souvenir shopping done by tourists, so some tourists choose to limit the number of souvenirs to be purchased. But some tourists still buy souvenirs in the desired amount but use airlines that apply unpaid baggage.

Variety of vehicle facilities to play at the destination; availability of transportation information to the tourist's attraction; availability of maps on the tourist's attraction; airport convenience and the tourist's attraction information at the airport; ATM availability and non-cash transactions. Tourists want a variety of facilities such as a children's playground, considering that many families take a vacation with their children and want these facilities. Other facilities that domestic tourists desire are the availability of various information, because not all domestic tourists travel using groups, travel or guides so that information about the tourist's attraction, transportation, and tourist map. The arrival space of the airport feels very limited in comfort, this is felt when there is an arrival at the same time, while the conveyor belt for luggage there is only 1 unit, so it is very crowded and time-consuming. Besides, ATM facilities and non-cash transactions are needed, because many tourists who when shopping at several restaurants, restaurants, and souvenir shops at tourist destinations still do not provide machines for non-cash transactions, so are also expected at several destinations adjacent to the availability of an ATMs.

Communication skills (foreign languages) of officers and the public as well as cultural attractions and diversity of package tour packages such as agro-tourism, culture, and heritage. The communication skills of officers in foreign languages are felt by domestic tourists to be limited, this is felt when domestic tourists traveling in the same group as foreign tourists seem to still be limited in explaining destinations in foreign languages. Another important thing is that there are no attractions or cultural shows that are entertaining and educational which are performed at the

Comment [A20]: I think you can give explanation more simple if you write down these result on the table format

destination, or certain places and the variety of tourism enjoyed by tourists is still dominated by marine tourism.

4.2 Importance performance analysis of foreign tourist

Based on a questionnaire distributed to 30 foreign tourists as respondents, researchers divided into 3 variables, namely prices, facilities and physical conditions (infrastructure) and guarantees (including services), with questionnaires and quadrants based on the results of the Importance Performance Analysis (IPA) analysis of foreign tourists then the following quadrant picture is obtained:

Comment [A21]: You analyze 5 or 30 foreign tourist??

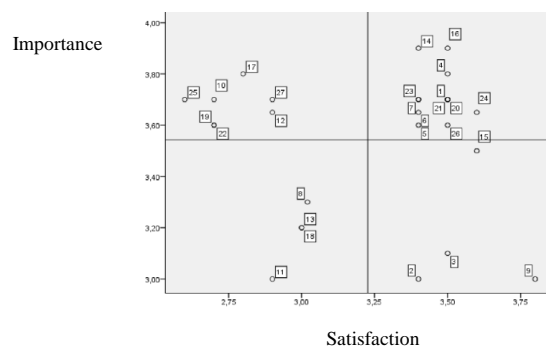


Figure 5. Importance Performance quadrant analysis of foreign tourists

Source: processed, 2019

Quadrant A is the main priority to be improved because in this quadrant foreign tourists have high interests but the satisfaction obtained by tourists is very low. The factors included in this quadrant are:

- Facilities and Physical Conditions consist of availability of transportation information to the tourist area (10), availability of tourism maps and the tourist area (12), airport convenience and the tourist area information at the airport (17), availability of ATMs, non-cash transactions and money changers (19) and centers modern shopping/nightlife (22).
- Guarantees consist of: Communication skills (foreign) officers and the community (25) and diversity of tour packages such as ecotourism, culture, and heritage (27).

Comment [A22]: See my comment to the result of IPA of domestic tourist respondent

There are 7 (seven) factors of concern to foreign tourists with a perceived level of satisfaction that is still low and a very high level of importance and should be a top priority for stakeholders for improvement, namely the availability of transportation information to the tourist area; availability of tourism map on the tourist area; airport comfort and the tourist area information at the airport, availability of ATMs, non-cash transactions and money changers, modern shopping centers/nightlife, communication skills (foreign) officers and the public as well as diversity of package tour packages such as ecotourism, culture, and heritage.

Quadrant B, which explains satisfaction and high importance so it is considered to be maintained, because the factors in this quadrant are factors supporting the satisfaction of foreign tourists. These factors are as follows:

- Prices consist of airplane ticket prices (6), paid baggage prices (7), tour package prices (1) and hotel/homestay room prices (4)
- Physical Condition facilities consist of: security at the tourist area (14), comfort, cleanliness, hotel/homestay (16), regional food specialties (20) and photo spot locations (21)

- c. Guarantees consist of: the beauty of marine tourism objects (23), the suitability of tour packages enjoyed by promotions (24), community friendliness and service officers (26).

There are 11 (eleven) factors that are of concern to foreign tourists with a high level of satisfaction and importance, namely the price of plane tickets, the price of paid baggage, tour packages, hotel/home stay room prices, security at the tourist area, comfort, cleanliness, hotel/home stay, culinary specialties of the region, the location of the photo spot, the beauty of marine tourism objects, the suitability of the tour packages enjoyed by promotions, community hospitality, and service officers.

Quadrant C: In this quadrant some factors are considered to have a low level of importance and are not too satisfactory and must be corrected for long-term performance, consisting of:

- a. Price consists of: there is no guarantee factor in quadrant C
- b. Facilities Physical Conditions consist of: a variety of playground facilities at destination (8), availability of toilet facilities and the tourist area / Belitung worship facilities (11) and environmental cleanliness at the tourist area (13), quality of facilities / infrastructure maintenance at the tourist area (18)
- c. Guarantee: there is no guarantee factor in quadrant C

There are 4 (four) factors in quadrant C with a low level of satisfaction and high importance that are of concern to foreign tourists and are a low priority for stakeholders to improve, namely the variety of playground facilities at the destination, availability of toilet facilities and the tourist area / Belitung worship facilities and environmental cleanliness on the tourist area.

Quadrant D: In this quadrant there are factors that are considered not too important and not very expected by tourists but are very satisfying. These factors are as follows:

- a. Prices consist of: the price of admission to the tourist area (2), the price of food and souvenirs (3)
- b. The Physical Condition facilities consist of: the availability of souvenir galleries at the tourist area (9), the availability, comfort of cleaning the stalls/restaurants at the tourist area (15) and the quality of facilities/infrastructure maintenance at the tourist area (18)
- c. Collateral: there is no guarantee factor in quadrant D

There are 5 (five) factors that are of concern to foreign tourists with a high level of satisfaction even though their interests or interests are low, namely the price of the tourist area entrance tickets, food and souvenir prices, availability of the tourist area souvenir galleries, availability, convenience of cleanliness of stalls/restaurants at the tourist area.

4.3. Tourism Development Strategy

1. The beach with rocks is a distinct feature of Belitung tourism that attracts tourists. The rocks are then integrated into a geopark, namely (1) Sebrang Interpreter; (2) Terong Tourism Village; (3) Sijuk Qualification; (4) Peramun Hill; (5) Tanjung Kelayang; (6) Bedil Stones; (7) Salu Open Pit; (8) Pulas Stone; (9) Lumut Mountain; (10) Kerangas Cendil Forest; (11) Bathing Birds; (12) Lava Pillow Siantu; (13) Mount Sharp; (14) Baginde Stone; (15) Punai Beach; (16) Rasau debate; (17) The Garumedang Tektites. One well-known geopark like Juru Sebrang should be managed by blending it with local culture such as holding a scorched festive festival on a certain day or combined with a culture of beguiling near the beach.
2. The marketing strategy that must be carried out in developing Belitung tourism is by strengthening branding, strengthening marketing through the **Unique Selling Proposition (USP) and Competitive Destination Model (CDM)**.

Comment [A23]: You can justify this concept by explanation for this USP and CDM. You propose as recommendation or both concept belong to your part of analyzes? If it belongs to your analyzes, you have to explain too to the literature review part

3. Increase national and international events.

Schedule national and international events with annual event calendars and consider other regional events so they don't happen at the same time. These events are made sustainable, such as the Tanjung Kelayang festival which is held every year so that it becomes a thing that is highly awaited by tourists. Besides, the local government as well as the Provincial Government of the Bangka Belitung Islands through synergy with existing offices or agencies at the regional, central and vertical levels, organizations, communities, and others to carry out festivals/seminars/workshops or annual meetings, etc. others are carried out in Belitung. This is expected to increase the number of tourist visits.

4. Providing transportation information to the tourist areas; tourist maps in the area of tourist attractions; airport comfort and information on tourist attractions at the airport; ATM, non-cash transactions and money changers; souvenir galleries in tourist areas and central markets for souvenirs; the adequacy of toilet facilities and facilities for worshipping tourist areas for other religions; environmental cleanliness in tourist areas; security, order, safety facilities in the tourist area; quality of maintenance of facilities / infrastructure in the area of tourist attractions; modern shopping center / nightlife.

V. CONCLUSION

The results of the study indicate that tourists both domestic and foreign want cultural attractions in the destinations they visit or some destinations present a variety of cultures. Tourists do not specify the type of culture they want as long as they bring local wisdom, whether in the form of dances, legendary stories or traditional ceremonies. The cultural potential that is owned and can be packaged into attractions at tourist destinations is:

- a. Dressed: Begubang, Begambus, Betiong
- b. Playing a traditional musical instrument: Lesong Panjang, Stambul Fajar
- c. Traditional dances and games: Sepen Dance, Beripat Beregong, Sea Measles Dance, Land Measles Danced. Legend and drama: Dulmulok, Antu Bubu
- e. Customary rituals: Muang Jong, Nirak Nanggok, Maras Taun
- f. Customary traditions: Eat Bedulang

The variety of cultures can be packaged in tour packages that can be offered to tourists, so tourists besides enjoying the beauty of nature can also enjoy the beauty of culture.

Alternative packaging for cultural diversity that can be used as an attraction at the Tanjung Tinggi destination (because of the crowds of visitors), namely the sea measles dance, land measles dance, begong and betiong, folding in groups and eating a meal. In addition to the cultural diversity, there is an annual cultural diversity, which can be an attraction to be shown for tourists, including Muang Jong and Maras Taun and to package regional songs into the Belitung tourism soundtrack.

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Review From

Please complete this review sheet. All entries to the Author will be kept confidential.

Abstract

check grammar again. the rest is okay

Introduction

I did not find the review of tourism development strategies from a tourist perspective. The article didn't explain it explicitly.

Material and Method

The method should be explained in detail and systematically starting from the sampling technique, there is no instrument testing phase, descriptive analysis could be explained completely, and finally explaining the stage of IPA analysis.
The questionnaire was not given an example so the reader could not participate reviewing the research methods of this article.
The author looks inconsistent in explaining the number of respondents and the number of samples analyzed from foreign tourists.

Result

Results are not explained in a table so that the reader can more easily understand them.

Discussion

The author does not explain the information from the results of the IPA analysis in the form of information on the order of the quadrants and the numbers scattered in each quadrant. If the quadrant results are related to the literature review explanation, it is even more confusing.

Acknowledgements

-

Literatur Cited

Its good, scientifically relevant.

Advice

The writer must seriously revise the part from the method to the discussion.

Conclusion

Major revision.

Further I took decision that the manuscript

Major revision.

Note/Reason

consideration is:

- research methods that are still considered less robust. maybe just because of a lack of structured delivery content and steps
- the author does not confirm in the discussion and conclusions about the answers to the research questions at the beginning or at least the results of the research have reached the goal in the background or not
- actually, this research is practically very good and relevant to the Indonesian government's agenda regarding the development of tourism ecosystems in the regions

Resubmit for Review

An Editor Decision

2020-04-02

Revision File
(Review Round 1)
Submitted by author
2020-04-10

2020-04-10

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A revised version of "The strategy of tourism sector (the tourist perspective) in Belitung Regency" has been uploaded by the author Devi Valeriani.

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Herdiyanti, S.Sos., M.Si.

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The Strategy of Tourism Sector In Belitung Regency : The Tourist Perspection

ABSTRACT

Tourism is a potential sector in boosting the economy of the Bangka Belitung Islands province and an important sector in boosting national economic productivity because it has multiple effects on other economic activities. The purpose of this study is to determine the tourism development strategy in Belitung Regency from the perspective of domestic tourists and foreign tourists. This study uses primary data with a survey method, which involved 30 domestic tourists and 30 foreign tourists visiting Belitung Regency. The research method uses Importance Performance Analysis (IPA), by analyzing quadrant A as the main priority, quadrant B being the defense, quadrant C being the second priority and quadrant D are considered as excessive components. Survey results show that 93 percent of domestic tourists and 100 percent of foreign tourists choose to travel to the beach, especially Tanjung Tinggi Beach, Tanjung Kelayang Beach, and Lengkuas Island. Development strategies based on interests and for tourist satisfaction are by strengthening infrastructure facilities, strengthening human resources in communicating foreign languages, technological capabilities, strengthening culture by packaging them in tour packages desired by tourists.

Keywords: *Tourism Development Strategy, Importance Performance Analysis, Tourist Perspection*

INTRODUCTION

The dependency of the Bangka Belitung Islands Province economy on the tin is quite high while tin is a nonrenewable commodity. The tin industry is classified as an industry that is not sufficiently sustainable as a long-term industry. From the environmental side, tin mining activities have an unfavorable impact on the natural preservation of the Bangka Belitung Islands Province, especially the coastal area. Based on the results of an evaluation conducted by the Ministry of Environment 2013, the Net Present Value (NPV) of tin mining in West Bangka minus Rp 336 trillion for the 2007-2012 period (Faradis & Afifah, 2018). The NPV value is caused by the large costs incurred for health, clean water supply, and financing for handling the decline in productivity of other sectors such as fisheries and agriculture (European Commission, 2014). This shows that the Bangka Belitung Islands Province needs to encourage other new sources of economic growth that have the potential for GRDP growth and preserve the environment. Therefore, in order to reduce the dependence of the economy of the Bangka Belitung Islands Province on the tin, a study on non-tin commodities that has the potential to become leading Bangka Belitung Province needs to be conducted for the long term (Ibrahim et al., 2019).

The potential of natural resources in the Bangka Belitung Islands Province must be managed with a good business strategy and supported by appropriate local government policies, which can contribute to increasing the GRDP and economic growth of the Bangka Belitung Islands for the long term. Another sector that is used as a substitute for the tin mining sector is the tourism sector which consists of the trade, hotel and restaurant sector (Wardhani, R. S., & Valeriani, 2016). For decades tourism industry growth has been a major contributor to increased economic activity throughout the world (Rajesh, 2013). It has created jobs in both large and small communities and is a major industry in many places (Zaei & Zaei, 2013). It is the dominant economic activity in some communities (Haarhoff, 2018). Yet, the impacts of tourism to a community are not widely understood – even where tourism is growing dramatically and should be of the greatest interest or concern (Kleeman, 2001).

Goods-service expenditure is representation of tourism promotion and marketing in which it is still unable to increase number of tourist visits and consumption although it is expected to affect regional economic growth. The increase of tourist visits each year is not due to goods-service expenditure of promotion spent by the government; however, there are other factors such as spontaneous promotion from booming event of “Laskar Pelangi” movie (Valeriani et al., 2017). The development of community based tourism in Belitung regency, based on the readiness of society and criteria of tourism, which can be done through three strategies: The first strategy is to design a variety of tourism products such

as program tourist packages, such as tour guide, the destination to small islands, snorkeling and also visiting historical places (museums, temple, lighthouse, and funerals of indigenous leaders) (Hugo, 2014)(Laksana, 2015). The second strategy is to improve the ability, skills and competencies of the community in order to manage the tourism, because the community based tourism itself becomes a major role in its management (Subash, 2014) (Badarab et al., 2017). The third strategy is to combine ordinary effort (branding, advertising, selling) and extra ordinary effort (incentive access, hotdeal, CDM) become super extra ordinary effort (border tourism, tourism connector, low cost terminal) (Kementerian Pariwisata, 2018).

Based on this background, this research aims to analyze the strategies of tourism sector in Belitung Regency using the tourist perception.

II. LITERATURE REVIEW

A. The Concept of Tourism

The concept of tourism is one of the new industries that can encourage employment opportunities, income, living standards, and activating other production sectors in tourist recipient countries (Zaei & Zaei, 2013)(Aynalem et al., 2016). Tourism can encourage the development of the national economic sector, by moving other sectors such as tourism services, which consist of transportation businesses, accommodation (hotels, motels, tourist huts). Tourism can expand new jobs such as demand for workers in the hotel or other lodging areas, travel businesses, government offices that take care of tourism and translators, handicraft and souvenir industries, and other places of sale, thus helping the development of regions remote if the area has a tourist attraction (ILO, 2010) (Leung et al., 2018). The development of tourism has the potential to develop regional tourism destinations in the area(Ariya et al., 2017). This potential affects the motivation of tourists who will be interesting to come to visit the location of these attractions (Bertan & Altintaş, 2013).

B. Tourist Attraction

Tourism objects or tourist attractions are divided into three types, among others (Manafe et al., 2016)

1. Natural tourism attraction is a tourist attraction developed with more based on the gift of beauty and uniqueness that has been available in nature, such as: (a) A beach with beautiful white sand, waves, and access to the sunrise or sunset; (b) The sea with various riches of coral reefs and fish; (c) Lake with its panoramic beauty; (d) Mountain with its Vulcano appeal; (e)Forests and savannas with their original flora and fauna; (f) River with water clarity and stream current; (g) Waterfall with panoramic steepness.
2. Cultural tourism attractions are tourist attractions that are developed more based on human works and creations, both in the form of cultural heritage (sites/heritage) and values culture that is still alive (the living culture) in life in a community, which can be in the form of ceremonies/rituals, customs, performing arts, craft arts, literary arts, fine arts, or everyday uniqueness that is owned by a community. Some examples of cultural tourism attractions in Indonesia that are visited by many tourists are Sites (cultural heritage in the form of objects, buildings, areas, structures, etc.), Museums, Traditional Villages, Old Town Areas, National Monuments, Art Studio, Performances, Events, Festivals, Craft Arts, Traditional Customs and works of modern technology.
3. Special interest tourism attractions are special tourist attractions which are developed based more on activities to fulfill specific tourist desires, such as observing certain animals (birds watching), fishing (fishing), shopping (shopping), health and refreshment (spa and rejuvenation), rafting, Golf (sport), agro-tourism, Gambling/casino, attending meetings, meetings, incentive travel, exhibitions and other special interest tours that are usually related to hobbies or hobbies someone traveler.

C. Tourism Marketing

Tourism marketing is a management process carried out by national and industrial organizations utilizing communication to determine and influence the desires, needs, motivations, likes and dislikes of

local, national and international regions, and then formulates and adapts tourism products to achieve maximum satisfaction of tourists and benefit from the satisfaction of these tourists (Molina et al., 2010) (Manafe et al., 2016). Marketing objectives consist of (Hams, 2005): (1) Attracting tourists to visit a local, national or international tourist destination. (2) Attract tourists to use the services provided by the tourism industry, which is in the tourist area.

The concept of tourism marketing carried out by the Indonesian government compiled by the Ministry of Tourism (Kementerian Pariwisata, 2018) include: (1) Tourism ecosystem development strategy, which emphasizes harmony and integration (networking, value chains, and linkages) in tourism management starting from tourism institutions and human resources, tourism industry and regulation, as well as tourism marketing development in realizing world-class Indonesian tourism; (2) Tourism investment development strategies by developing quality destinations including attractions, amenities, and accessibility. This development needs to use large funds, through APBN and Non-APBN funding sources, one of which comes from domestic and foreign investment; (3) Implementation of sustainable destinations; (4) Development of amenities such as providing facilities and infrastructure for tourists, including the provision of homestays; (5) Developing accessibility and connectivity; (6) The development of attractions in tourist attractions; (7) Segmentation that focuses on the country for foreign tourists and the province of origin for domestic tourists is an effort to find out the character and behavior of tourists; (8) Marketing branding destinations that include 3 (three) great namely great Riau Islands, great Jakarta, great Bali, and Jogja-Solo-Semarang (Joglosemar), Lombok, Bandung, Makassar, Bunaken-WakatobiRaja Ampat. The marketing of national priority tourism destinations includes Lake Toba; Tanjung Kelayang; Tanjung Lesung; Thousand Islands; Borobodur and surroundings; Bromo-Tengger-Semeru; Mandalika; Labuan Bajo; Wakatobi; and Morotai; (9) Increasing seasonal tourism sales is a marketing effort in accordance with the momentum. Timeliness of tourism sales will affect the level of tourist purchases.

RESEARCH METHODOLOGY

A. Place and Time of Research

This research was carried out in Belitung Regancy by involving 30 domestic tourists and 30 foreign tourists (Kanamori, 2008); (Alwi, 2015). The time of the research was eight months, from March to October 2019.

B. Type and Source of Data Analysis

The type of data used was primary. Primary data taken through interviews and distributing questionnaires. Questions asked about satisfaction and importance in the tourism sector. Someone's satisfaction is measured by comparing the level of expectations with the interests carried out. In measuring the weighting of alternative values, the level of expectation and level of importance is carried out with a likert scale, along with examples of questions:

Table 1. The Example of Question

Satisfied					Question	Expectations				
1	2	3	4	5		1	2	3	4	5
PRICE										
					1. Tour Package Prices					
					2. Ticket prices Entrance area tourist attractions					
					3. Food and Souvenir Prices					
					4. Hotel / Home Stay Room					
					5. Prices					
					6. Vehicle Rental Prices					
					7. Plane Ticket Prices					
					8. Baggage Price Paid					

Source: processed, 2019

The linkert scale in the question in table 1 is explained as follows:

Table 2. Likert scale answer satisfaction and expectations

Alternative Answers Satisfaction Level	Score	Alternative Answers to Expectations
Very satisfied	5	Very important
Satisfied	4	Urgent
Quite satisfied	3	Quite important
Not satisfied	2	Not important
Very Dissatisfied	1	Very unimportant

Source: Budiaji, 2013

C. Design Analysis

Since the tourism sector is related to tourist satisfaction, the next analysis tool used is the Importance Performance Analysis (IPA). Importance Performance Analysis (IPA) is used to measure the level of satisfaction of someone over the interests of other parties (Hariany, 2014) (Kasnadi & Indrayani, 2019).

This technique wants respondents to assess the level of expectation and importance then the average value of the level of expectation and importance is analyzed on the Importance-Performance Matrix, where the x-axis represents perception while the y-axis represents expectation (Badarab et al., 2017). Then the results in the form of four quadrants according to the following figure 1.

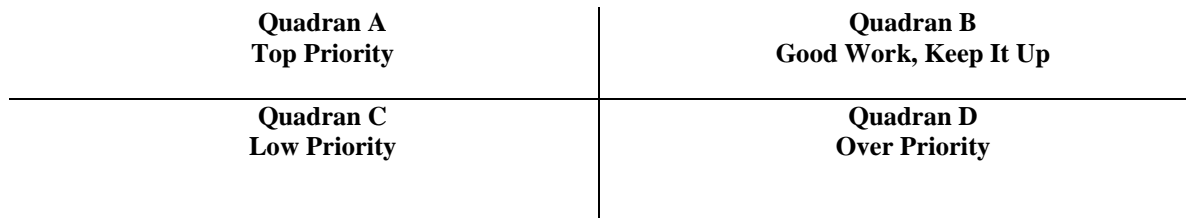


Figure 1. Quadran of Importance Performa Analysis

Source: Wong et al., 2011

The interpretation of the quadrant is as follows:

Quadrant A is the main priority to be improved because this quadrant has high importance for domestic and foreign tourists but the satisfaction obtained by tourists is worthless.

Quadrant B, which explains satisfaction and high importance so it is considered to be maintained because the factors in this quadrant are supporting factors for domestic and foreign tourist satisfaction

Quadrant C: In this quadrant, there are factors that are considered to have a worthless level of importance and are unsatisfactory and must be corrected for long-term performance

Quadrant D: In this quadrant, factors that are considered not too important and not very expected by tourists, but very satisfying

D. RESULT

D.1. The Characteristics of Domestic Tourist Respondents

The number of domestic and foreign tourist respondents surveyed was 60 people with the following characteristics:

Gender: Distribution of respondents by gender can be seen in the following figure:

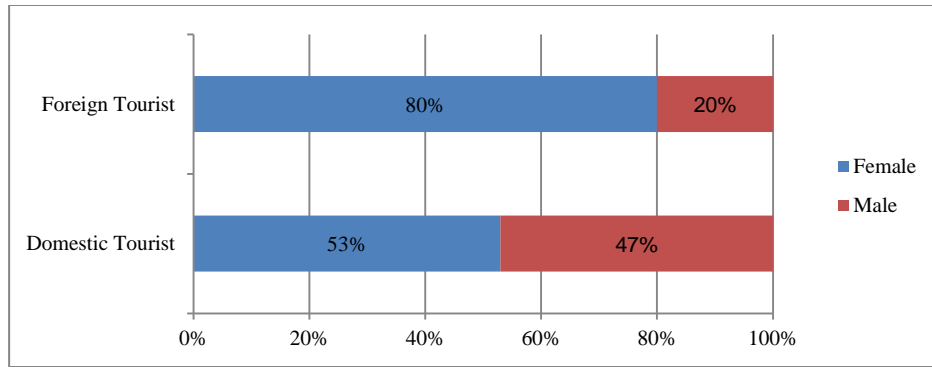


Figure 2. The Number of Gender Respondent

Source: processed, 2019

Domestic respondents surveyed 53 percent were women and 47 percent were men, while foreign respondents were mostly dominated by men as much as 80 percent and 20 percent were women.

Region/Country of Origin: Most of the domestic tourists surveyed came from Jakarta by 66 percent, the second-largest came from Pangkalpinang by 20 percent. Distribution overview as follows:

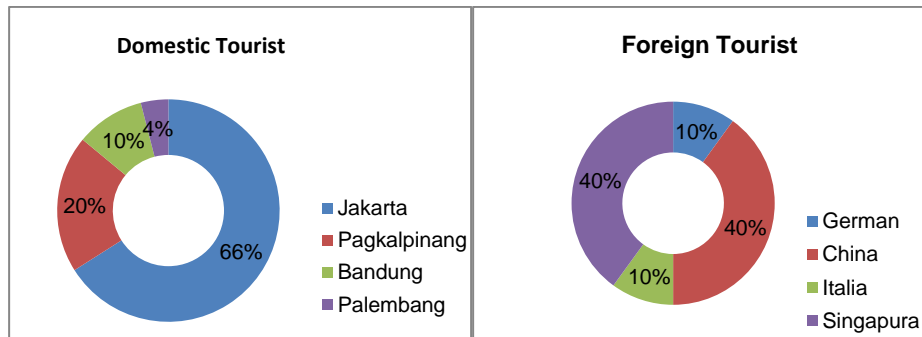


Figure 3. The distribuion of region/country respondent

Source: processed, 2019

Overseas respondents surveyed came from China and Germany by 40 percent. Incidentally, when the survey was conducted there were families from Germany who were on vacation. While respondents from China often come to Belitung because there are religious visits.

Employment : Domestic tourists visiting Belitung have a variety of jobs, in contrast to foreign tourists who vacation in Belitung 100 percent work in the private labor, the following is the distribution of tourist jobs:

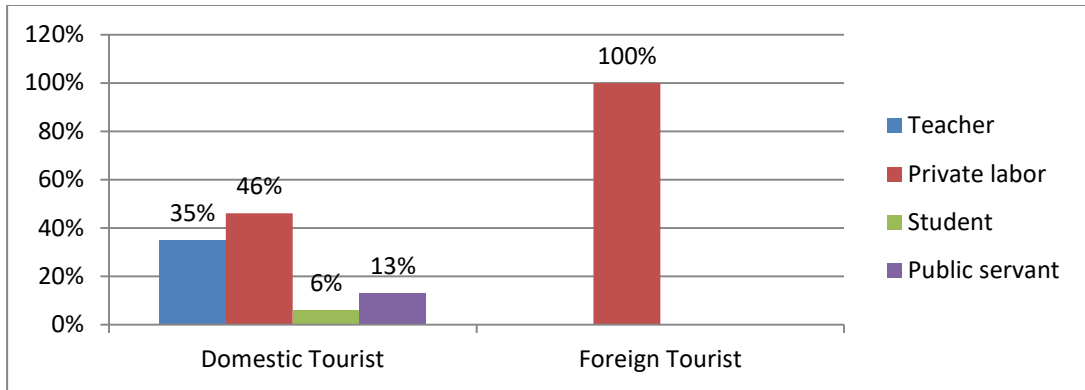


Figure 4. The Distribution of Employment Respondent

Source: processed, 2019

Most domestic tourists work as private laborers, as many as 46 percent, while 35 percent work as teachers, 13 percent as public servants and 6 percent are students.

Transportation: Both domestic and foreign tourists surveyed, vacationing to Belitung came by airplane. The distribution of answers can be seen in the picture 5:

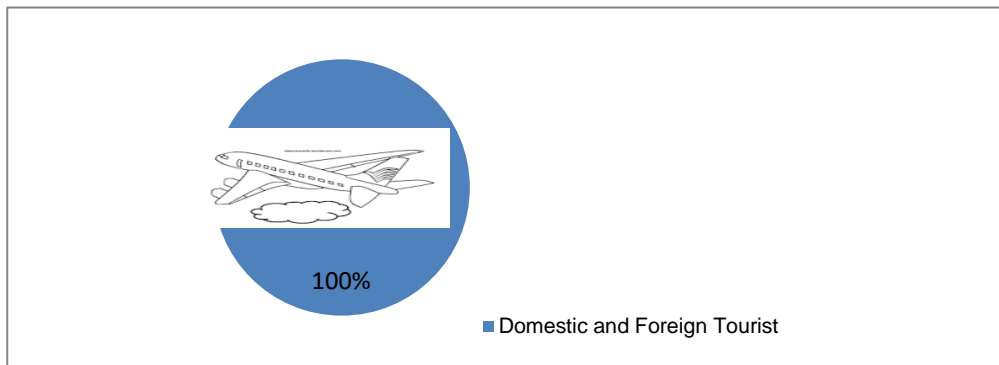


Figure 5. The Distribuion of Transportation Respondent

Source: processed, 2019

Destination: There are differences in tourist destinations visited by domestic and foreign tourists. The distribution of answers can be seen in figure 6.

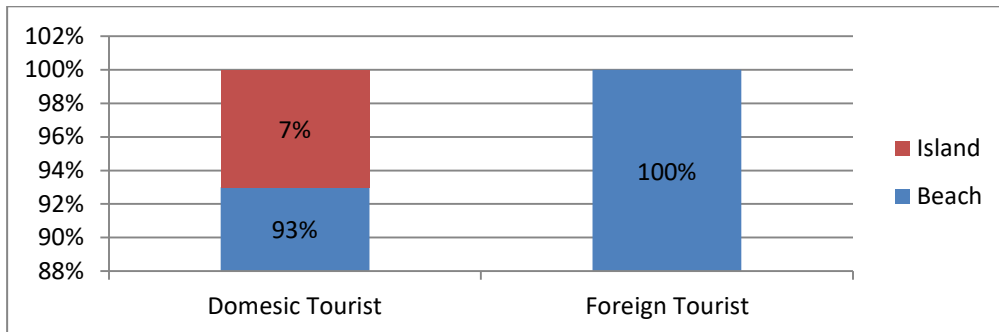


Figure 6. The Distribution of Destination Respondent

Source: processed, 2019

Foreign tourists vacation in Belitung to go to the beach. While 93 percent of domestic tourists vacation at the beach and 7 percent go to island destinations.

Expenditures: The distribution of domestic and foreign tourist expenditure varies, but the amount of foreign tourist expenditure is greater than domestic tourists. The distribution of answers can be seen in figure 7.

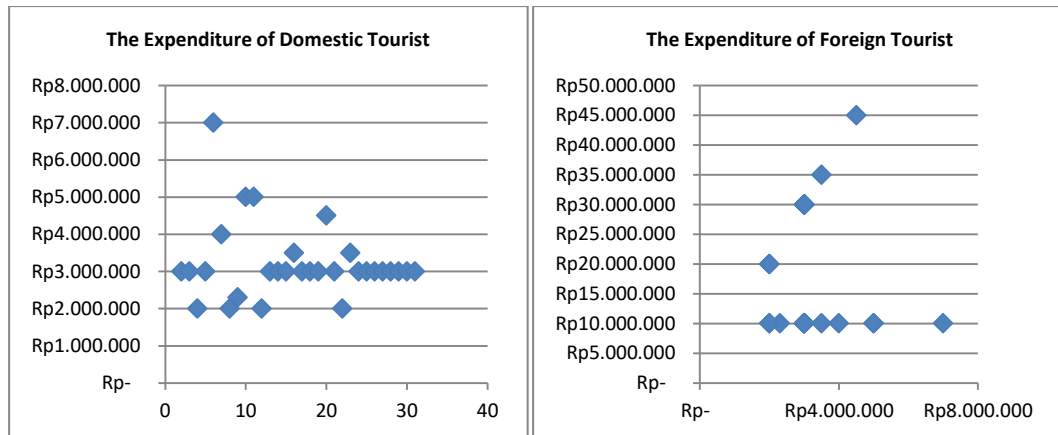


Figure 7. The Distribution of Expenditure Respondent

Source: processed, 2019

Foreign tourist spending is far greater than the expenditure of domestic tourists. As many as 50 percents or 15 foreign tourists have expenditures of Rp 10.000.000 while 43 percent or 13 people have expenditures of Rp 30.000.000 and above, while 6 percent or 2 people have expenditures of Rp 20.000.000. The expenditure of domestic tourists for a vacation to Belitung was 18 people or 60 percent spent Rp 3,000,000, while 7 people or 23.3 percent spent Rp.3500,000-Rp5,000,000, and 5 people or 16.7 percent spent Rp2,000,000 - IDR 2,500,000.

Length of Stay: Foreign tourists who stay for 3 days 2 nights are 10 percent while those who stay 4 days 3 nights are 25 percent and 60 percent choose to stay more than 4 days 3 nights. The distribution of answers to the length of stay can be seen in Figure 8.

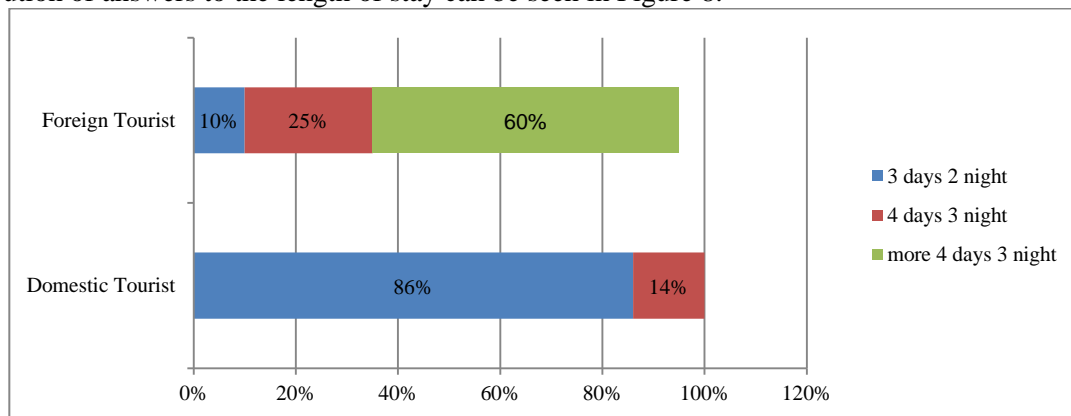


Figure 8. The Distribuion of Length of Stay Respondent

Source: processed, 2019

Domestic tourists who choose to stay in Belitung for 3 days 2 nights as much as 80 percent and 14 percent stay for 4 days 3 nights.

D.2. Choice of Favorite Destinations and Opinions about Belitung Tourism Branding

Based on the results of interviews with tourists processed using excel. There are several reasons why 93 percent of vacation destinations go to the beach. The results of the answers to these questions are in Figure 9.

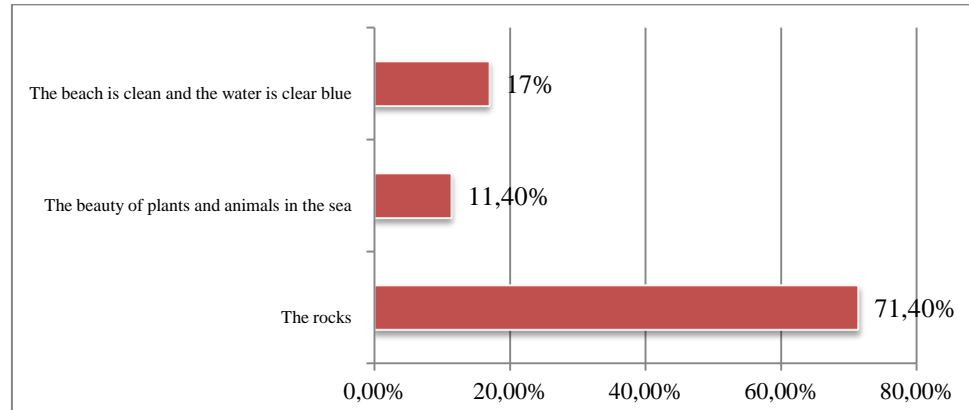


Figure 9. The Result Answer about The Reason Beach Become a Favorite Tourists Destination

Source: processed, 2019

The results of the interview distribution obtained that 71.40 percent or as many as 25 tourists like the characteristics of rocks that are naturally arranged, not only on the beach but also in the middle of the sea, which is not found in other tourist areas. Then an interview was also conducted about the beaches most favored by tourists, the distribution of answers can be seen in Figure 10.

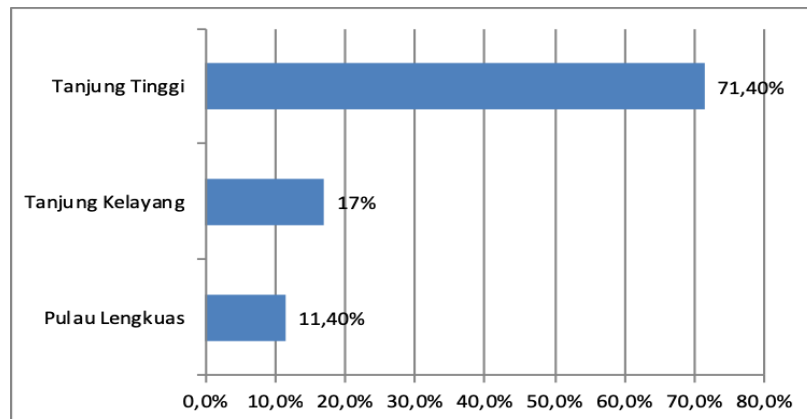


Figure 10. The Most Favored Beach Tourist

Source: processed, 2019

The results of the distribution of beaches most favored by tourists are 71.4 percent or 25 people like the coast of Tanjung Tinggi because the beach is a shooting location for the rainbow army, and the unique rocks on the beach are accompanied by white sand and clear blue water.

Then an interview was also conducted about the beaches most favored by tourists, the distribution of answers can be seen in Figure 11.

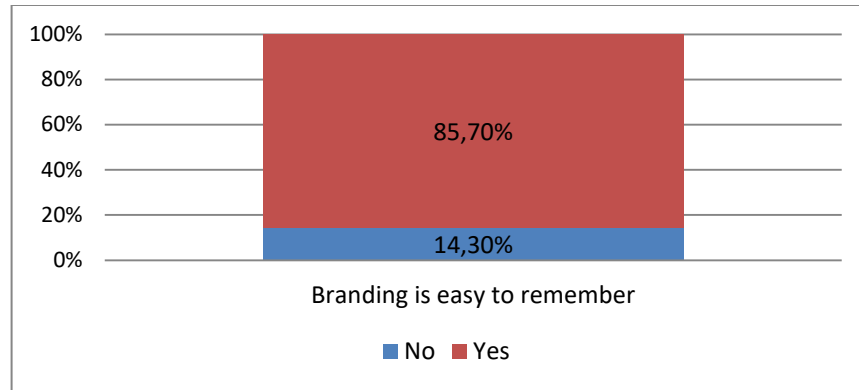


Figure 11. Opinion of Tourists about The Branding *Let's Go Belitung*

Source: processed, 2019

As many as 30 people or 85.70 percent answered that the *Let's Go Belitung* branding is easy to remember, while 5 people or 14.30 percent thought this branding was not too easy to remember.

Some things that become suggestions from tourists towards the development of tourism in Belitung Regency: (1) Strengthening English proficiency in human resources in tourism and society; (2) Money changer, ATMs and non-cash transaction facilities; (3) Road or map infrastructure in each destination using Indonesian and English. (4) Adding a vehicle to play on the beach, especially for children. (5) Beach cleanliness and completeness of facilities at tourist destinations. (6) Arrangement of parking lots and stalls around tourist destinations. (7) Adding a variety of culinary tourism.

Most foreign tourists visiting Belitung Regency were tourists from Southeast Asia and South Korea, but in this survey, the foreign tourists surveyed were tourists from Europe because the number of European tourist arrivals is currently showing an increase (source: FGD of the Belitung Regency Tourism Office, 2019)

E. DISCUSSION

E.1. Importance Performance Analysis of Domestic Tourist

Based on a questionnaire distributed to 30 domestic tourists as respondents, researchers divided into 3 variables, namely prices, facilities and physical conditions (infrastructure) and guarantees (including services), with questionnaires and quadrants based on the results of the Importance Performance Analysis (IPA) analysis of domestic tourists then the following quadrant picture is obtained:

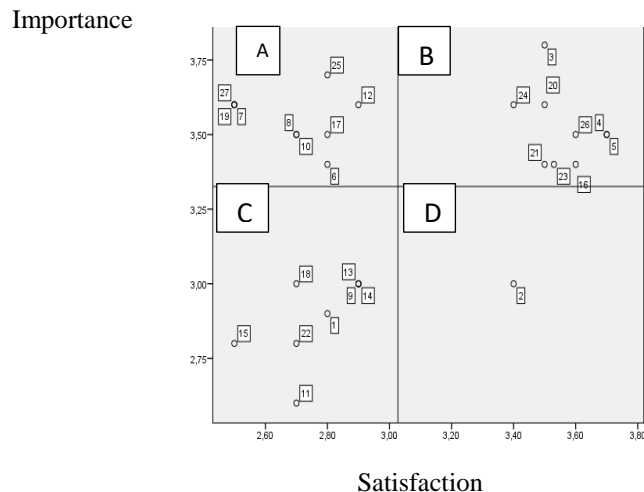


Figure 12. Importance Performance Quadrant Analysis of Domestic Tourists

Source: processed, 2019

Quadrant A is the main priority to be improved because this quadrant has high importance for domestic tourists but the satisfaction obtained by tourists is very low. The factors included in this quadrant area. Prices consist of the price of airplane tickets (6) and paid baggage (7). b. Physical Condition facilities consist of various types of play facilities at the destination (8); availability of transportation information to the tourist areas (10); availability of tourism maps in tourist areas (12); airport comfort and information on tourist attractions at the airport (17); Availability of ATMs, non-cash transactions and money changers (19) c. The guarantee consists of communication skills (foreign) officers and the community (25), diversity of package tour packages such as ecotourism, culture, and heritage (27). There are 9 (nine) factors of concern to domestic tourists with perceived low satisfaction and very high importance. This condition illustrates that domestic tourists consider the price factor when going on a tour, both airplane ticket prices and baggage fees paid.

This has an impact on the level of tourist visits and spending when shopping for souvenirs. A high interest in some facilities but has not provided high satisfaction, such as a variety of playground facilities at the destination; availability of transportation information to the tourist attractions; availability of tourism maps in the area of tourist attractions; airport comfort and information on tourist attractions at the airport; availability of atm, non-cash transactions, and money changers; modern shopping centers/night entertainment, communication skills (foreign) officers and the public as well; diversity of package tours such as ecotourism, culture, and heritage.

Quadrant B: which explains satisfaction and high importance so it is considered to be maintained because the factors in this quadrant are supporting factors for domestic tourist satisfaction, these factors are as follows: a. Prices consist of food and souvenir prices (3), hotel/home stay room prices (4), vehicle rental prices (5) b. Facilities Physical Conditions consist of comfort, cleanliness, hotel/home stay (16), regional food specialties (20), photo spot locations (21) c. Guarantees consist of beauty of marine tourism objects (23), suitability of tour packages enjoyed by promotions (24), community friendliness and service officers (26).

There are 9 (nine) factors that are considered by domestic tourists with a high level of satisfaction and importance, namely food and souvenir prices, hotel/home stay prices, vehicle rental prices, comfort, cleanliness, hotel/home stay, regional food specialties, photo spot location. The beauty of marine tourism objects, the appropriateness of the tour packages enjoyed by the promotions that have been offered, the friendliness of the people and the service of officers.

Quadrant C: In this quadrant some factors are considered to have a low level of importance and are not too satisfactory and must be corrected for long-term performance, consisting of:

- a. Prices consist of tour package prices (1)
- b. Facilities Physical Conditions consist of availability of souvenir galleries in tourist areas (9), availability of toilet facilities and worship facilities in tourist areas / Belitung (11), environmental cleanliness in tourist areas (13), security, order, safety facilities in regions tourist attractions (14), quality of maintenance of facilities/infrastructure in the area of tourist attractions (18), modern shopping centers/nightlife (22)
- c. Guarantee: there is no guarantee factor in quadrant C

There are 7 (seven) factors of concern to domestic tourists that have a low level of importance and are not too satisfactory but must be improved for long-term performance, namely the price of tour packages, the availability of souvenir galleries in tourist areas, the availability of toilet facilities and worship facilities in tourist areas, environmental cleanliness in

tourist areas, security, order, safety facilities in tourist areas, quality of maintenance of facilities/infrastructure in tourist areas, modern shopping centers/night entertainment.

Quadrant D: In this quadrant there are factors that are considered not too important and not very expected by tourists but are very satisfying. These factors are as follows: a. Prices consist of: the price of admission to the tourist area (2). b. Facilities Physical Condition: there are no facilities and physical condition factors in quadrant D. c. Collateral consists of: there is no guarantee factor in quadrant D There is 1 (one) factor that is of concern to domestic tourists who have an excessive level of satisfaction but are not expected to be the price of admission to the tourist area.

Based on the results of the IPA in the four quadrants of domestic tourist respondents, it can be concluded that the main priority factors (factors in quadrant A) of concern in tourism development, consist of airplane ticket prices and paid baggage prices for domestic tourists;

1. The high price of airplane tickets is a consideration for domestic tourists when going to travel and the tendency to compare tourist destinations with one another. While the effect of paid baggage affects the amount of souvenir shopping done by tourists, so some tourists choose to limit the number of souvenirs to be purchased. But some tourists still buy souvenirs in the desired amount but use airlines that apply unpaid baggage.
2. Variety of vehicle facilities to play at the destination.
3. Availability of transportation information to the tourist's attraction.
4. Availability of maps on the tourist's attraction.
5. Airport convenience and the tourist's attraction information at the airport.
6. ATM availability and non-cash transactions. Many tourists who when shopping at several restaurants, restaurants, and souvenir shops at tourist destinations still do not provide machines for non-cash transactions, so are also expected at several destinations adjacent to the availability of an ATMs.
7. Tourists want a variety of facilities such as a children's playground, considering that many families take a vacation with their children and want these facilities. Other facilities that domestic tourists desire are the availability of various information, because not all domestic tourists travel using groups, travel or guides so that information about the tourist's attraction, transportation, and tourist map.
8. The arrival space of the airport feels very limited in comfort, this is felt when there is an arrival at the same time, while the conveyor belt for luggage there is only 1 unit, so it is very crowded and time-consuming.
9. Communication skills (foreign languages) of officers and the public as well as cultural attractions and diversity of package tour packages such as agro-tourism, culture, and heritage. The communication skills of officers in foreign languages are felt by domestic tourists to be limited, this is felt when domestic tourists traveling in the same group as foreign tourists seem to still be limited in explaining destinations in foreign languages.
10. Another important thing is that there are no attractions or cultural shows that are entertaining and educational which are performed at the destination, or certain places and the variety of tourism enjoyed by tourists is still dominated by marine tourism.

E.2 Importance Performance Analysis of Foreign Tourist

Based on a questionnaire distributed to 30 foreign tourists as respondents, researchers divided into 3 variables, namely prices, facilities and physical conditions (infrastructure) and guarantees (including services), with questionnaires and quadrants based on the results of the Importance Performance Analysis (IPA) analysis of foreign tourists then the following quadrant picture is obtained:

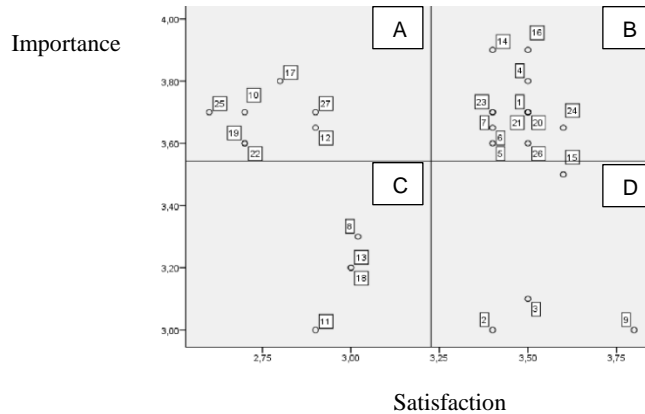


Figure 13. Importance Performance quadrant analysis of foreign tourists

Source: processed, 2019

Quadrant A is the main priority to be improved because in this quadrant foreign tourists have high interests but the satisfaction obtained by tourists is very low. The factors included in this quadrant are:

- a. Facilities and Physical Conditions consist of availability of transportation information to the tourist area (10), availability of tourism maps and the tourist area (12), airport convenience and the tourist area information at the airport (17), availability of ATMs, non-cash transactions and money changers (19) and centers modern shopping/nightlife (22).
- b. Guarantees consist of: Communication skills (foreign) officers and the community (25) and diversity of tour packages such as ecotourism, culture, and heritage (27).

There are 7 (seven) factors of concern to foreign tourists with a perceived level of satisfaction that is still low and a very high level of importance and should be a top priority for stakeholders for improvement, namely the availability of transportation information to the tourist area; availability of tourism map on the tourist area; airport comfort and the tourist area information at the airport, availability of ATMs, non-cash transactions and money changers, modern shopping centers/nightlife, communication skills (foreign) officers and the public as well as diversity of package tour packages such as ecotourism, culture, and heritage.

Quadrant B, which explains satisfaction and high importance so it is considered to be maintained, because the factors in this quadrant are factors supporting the satisfaction of foreign tourists. These factors are as follows:

- a. Prices consist of airplane ticket prices (6), paid baggage prices (7), tour package prices (1) and hotel/homestay room prices (4)
- b. Physical condition facilities consist of: security at the tourist area (14), comfort, cleanliness, hotel/homestay (16), regional food specialties (20) and photo spot locations (21)
- c. Guarantees consist of: the beauty of marine tourism objects (23), the suitability of tour packages enjoyed by promotions (24), community friendliness and service officers (26).

There are 11 (eleven) factors that are of concern to foreign tourists with a high level of satisfaction and importance, namely the price of plane tickets, the price of paid baggage, tour packages, hotel/home stay room prices, security at the tourist area, comfort, cleanliness, hotel/home stay, culinary specialties of the region, the location of the photo spot, the beauty of marine tourism objects, the suitability of the tour packages enjoyed by promotions, community hospitality, and service officers.

Quadrant C: In this quadrant some factors are considered to have a low level of importance and are not too satisfactory and must be corrected for long-term performance, consisting of:

- a. Price consists of: there is no guarantee factor in quadrant C
- b. Facilities Physical Conditions consist of: a variety of playground facilities at destination (8), availability of toilet facilities and the tourist area / Belitung worship facilities (11) and environmental cleanliness at the tourist area (13), quality of facilities / infrastructure maintenance at the tourist area (18)
- c. Guarantee: there is no guarantee factor in quadrant C

There are 4 (four) factors in quadrant C with a low level of satisfaction and high importance that are of concern to foreign tourists and are a low priority for stakeholders to improve, namely the variety of playground facilities at the destination, availability of toilet facilities and the tourist area / Belitung worship facilities and environmental cleanliness on the tourist area.

Quadrant D: In this quadrant there are factors that are considered not too important and not very expected by tourists but are very satisfying. These factors are as follows:

- a. Prices consist of: the price of admission to the tourist area (2), the price of food and souvenirs (3)
- b. The Physical Condition facilities consist of: the availability of souvenir galleries at the tourist area (9), the availability, comfort of cleaning the stalls/restaurants at the tourist area (15) and the quality of facilities/infrastructure maintenance at the tourist area (18)
- c. Collateral: there is no guarantee factor in quadrant D

There are 5 (five) factors that are of concern to foreign tourists with a high level of satisfaction even though their interests or interests are low, namely the price of the tourist area entrance tickets, food and souvenir prices, availability of the tourist area souvenir galleries, availability, convenience of cleanliness of stalls/restaurants at the tourist area.

E.3. Tourism Development Strategy

1. The beach with rocks is a distinct feature of Belitung tourism that attracts tourists. The rocks are then integrated into a geopark, namely (1) Juru Sebrang; (2) Desa Wisata Terong; (3) Kuale Sijuk; (4) Bukit Peramun; (5) Tanjung Kelayang; (6) Batu Bedil; (7) Pit Terbuka Salu; (8) Batu Pulas; (9) Gunung Lumut; (10) Hutan Kerangas Cendil; (11) Burung Mandi; (12) Lava Bantal Siantu; (13) Gunung Tajam; (14) Batu Baginde; (15) Pantai Punai; (16) Tebat Rasau; (17) The Garumedang Tektites.. One well-known geopark like Juru Sebrang should be managed by blending it with local culture such as holding a scorched festive festival on a certain day or combined with a culture of beguiling near the beach.
2. Providing transportation information to the tourist areas; tourist maps in the area of tourist attractions; airport comfort and information on tourist attractions at the airport; ATM, non-cash transactions and money changers; souvenir galleries in tourist areas and central markets for souvenirs; the adequacy of toilet facilities and facilities for worshipping tourist areas for other religions; environmental cleanliness in tourist areas; security, order, safety facilities in the tourist area; quality of maintenance of facilities / infrastructure in the area of tourist attractions; modern shopping center / nightlife.
3. Present a variety of cultures whether in the form of dances, legendary stories or traditional ceremonies, The cultural potential that is owned and can be packaged into attractions at tourist destinations is: (a) Dressed: Begubang, Begambus, Betiong; (b) Playing a traditional musical instrument: Lesong Panjang, Stambul Fajar; (c) Traditional dances and games: Sepen Dance,

Beripat Beregong, Sea Measles Dance, Land Measles Danced; (d) Legend and drama: Dulmulok, Antu Bubu. (e) Customary rituals: Muang Jong, Nirak Nanggok, Maras Taun (f) Customary traditions: Eat Bedulang

F. CONCLUSION

The variety of cultures can be packaged in tour packages that can be offered to tourists, so tourists besides enjoying the beauty of nature can also enjoy the beauty of culture. Alternative packaging for cultural diversity that can be used as an attraction at the Tanjung Tinggi destination (because of the crowds of visitors), namely the sea measles dance, land measles dance, begong and betiong, folding in groups and eating a meal. Strengthening of human resources in the form of training in communicating foreign languages (English), technology training especially for digital promotion and provision of facilities / infrastructure to strengthen in tourism development

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Review

Round 2

2020-04-10 - 2020-04-20

Review From

Please complete this review sheet. All entries to the Author will be kept confidential.

Abstract

- In the abstract do not need introductory sentences. The abstract immediately starts with the purpose of the research and ends with the results and contributions of the research.
- Please do not use numbers in the abstract, such as showing the results of 90% and 100% in the results of the research. Use descriptive sentences that explain the results without displaying numbers.

Introduction

- Explain the research gap or the gap phenomenon that underlies your research! Explain the literature that supports it!
- Fix citations in the third paragraph.
(Hugo, 2014) (Laksana, 2015)
(Subash, 2014) (Badarab et al., 2017)
- Try to learn how to make literature reviews in journals that are in sciendirect or in emerald..

Material and Method

- Did not explain in detail why 30 local and 30 external respondents were selected.
- To select respondents, you use one of the references (Kanamori, 2008). I did not find that reference could be the basis for selecting your respondents.
- The size used is not clear to measure what variables. You must explain the indicators / item questions clearly to measure what variables.
- The research design is very unclear. You use IPA, but it is not explained how to analyze using IPA..

Result

- Descriptions of respondents can be explained in just one or two tables. Don't use lots of tables and figures.
- The results of the IPA analysis should be placed on the results

Discussion

- Discussions related to the results are also related to the existing literature.
- Explain contributions to the theory and managerial.

Acknowledgements

-

Literatur Cited

- this manuscript is not used by software such as mendeley or endnote to manage references.

Advice

- Explain contributions to the theory and managerial.

Conclusion

-

Further I took decision that the manuscript

Revision

Note/Reason

1. The author does not follow the writing procedures that have been determined by the journal Society.
2. There is no research gap or gap phenomenon as the basis of this research.
3. The methodology is not well explained (reasons for selecting respondents, there is no synchronization between the questions / research indicators and the concepts being discussed, the analysis is not well explained)
4. Does not explain contributions to theory or managerial.
5. References are not managed properly (using Mendeley or Endnotes software)0

Request Revisions
An Editor Decision
2020-04-20

2020-04-22

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Herdiyanti, S.Sos., M.Si.

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Pengembangan Sektor Pariwisata di Kabupaten Belitung berdasarkan Persepsi Wisatawan
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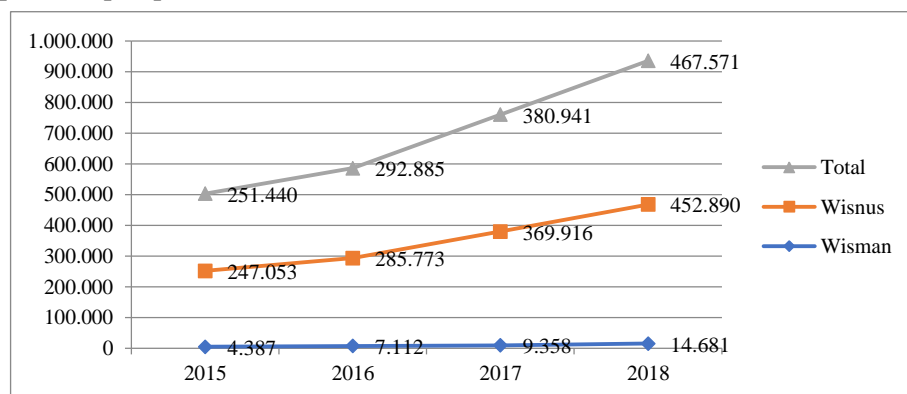
Abstrak

Pariwisata berpotensi untuk dikembangkan menjadi sektor unggulan di Kabupaten Belitung, hal ini dapat dibuktikan dengan peningkatan jumlah wisatawan, baik nusantara maupun mancanegara pada tahun 2015 sampai tahun 2018 sebesar 85,9 persen selama periode 4 tahun. Kajian ini dilakukan dengan tujuan untuk mengetahui kesenjangan antara komponen kepuasan dan kepentingan wisatawan yang berkunjung ke destinasi wisata di Kabupaten Belitung. Subjek dalam penelitian ini adalah 400 wisatawan nusantara dan 400 wisatawan dengan penentuan sample menggunakan rumus slovin. Penelitian ini bersifat kuantitatif dengan menggunakan Importance Performance Analysis, data primer dengan metode wawancara melalui yaitu pertanyaan berskala linkert. Komponen yang digunakan untuk mengetahui persepsi wisatawan tentang kepuasan dan kepentingan tersebut harga, fasilitas fisik (infrastruktur) dan jaminan (pelayanan), dapat diketahui tingkat kepuasan dan kepentingan wisatawan. Hasil dari penelitian menunjukkan bahwa wisatawan nusantara merasa tidak puas terhadap komponen jaminan (pelayanan) berupa atraksi budaya, komunikasi masyarakat dan petugas pariwisata, fasilitas fisik berupa galeri souvenir, toilet, kebersihan lingkungan, kebersihan restoran dan fasilitas keselamatan. Sedangkan wisatawan mancanegara memiliki tingkat kepuasan yang rendah terhadap pelayanan petugas dan masyarakat dalam hal berkomunikasi dalam bahasa asing, atraksi budaya dan kebersihan lingkungan.

Keywords: *Wisatawan Domestik, Wisatawan Mancanegara, Harga, Fasilitas Fisik, Jaminan*

I. Introduction

Potensi pariwisata di Provinsi Kepulauan Bangka Belitung khususnya Kabupaten Belitung telah sangat dikenal oleh wisatawan nusantara maupun mancanegara. Hal ini terlihat dari tingkat kunjungan wisatawan yang terus mengalami peningkatan hingga tahun 2018. Terjadi peningkatan yang cukup signifikan kurun waktu 4 (empat) tahun dari tahun 2015 sampai tahun 2018, dengan jumlah wisatawan mancanegara sebesar 234,6 persen dan wisatawan nusantara sebesar 83,3 persen dan total peningkatan wisatawan berwisata ke Kabupaten Belitung sebesar 85,9 persen, dengan rincian seperti tampak pada tabel berikut:



Gambar 1. Perkembangan Tingkat Kunjungan Wisatawan Kabupaten Belitung Tahun 2015 - Tahun 2018

Sumber: Dinas Pariwisata Kabupaten Belitung, 2019

Tingkat kunjungan wisatawan yang mengalami peningkatan tersebut, memerlukan upaya bagaimana agar kondisi destinasi wisata dan pendukungnya menjadi lebih baik setiap tahunnya, dengan asumsi segala kondisi global yang mempengaruhi tingkat kunjungan wisatawan dianggap tetap atau normal. Untuk meniadakan kondisi tersebut, *stakeholder* terkait dalam hal ini pemerintah daerah perlu mengetahui faktor-faktor atau kondisi yang bagaimana yang telah memberikan kepuasan kepada wisatawan sesuai dengan harapannya, dan kondisi yang bagaimana yang belum memberikan kepuasan kepada wisatawan. Selain kondisi tingkat kepuasan perlu juga diketahui kepentingan masing-masing faktor pendukung, artinya faktor-faktor pendukung apa saja yang penting bagi wisatawan dan mampu memberikan kepuasan yang optimal (Kleeman, 2001); (Rajesh, 2013); (Valeriani & Wardhani, 2015); (Haarhoff, 2018).

Hasil survey awal menyebutkan bahwa 93 persen wisatawan berwisata ke Belitung dikarenakan keindahan pantainya, yang memiliki pasir berwarna putih, bebatuan granit yang tersusun bertumpuk-tumpuk, air lautnya berwarna biru dan masih bersifat alami. Namun dengan hanya mengandalkan keindahan alam saja tidaklah cukup, tetapi memerlukan komponen pendukung pariwisata lainnya seperti harga, fasilitas dan kondisi fisik (infrastruktur) dan jaminan (termasuk pelayanan). Komponen-komponen tersebutlah yang akan diuji sejauh mana kepuasan dan kepentingannya bagi wisatawan. Untuk mengetahui seberapa besar tingkat kepuasan dan kepentingan wisatawan perlu dilakukan analisis dengan menggunakan *Importance Performance Analysis (IPA)* (Wong et al., 2011); (De Nisco et al., 2015); (Indrayani, 2019). Analisis ini merupakan teknik penerapan sederhana untuk mengetahui tingkat kepentingan dan tingkat kepuasan wisatawan pada saat berwisata sehingga berguna untuk pengembangan pariwisata di Kabupaten Belitung (Valeriani et al., 2017); (Andriani, 2019). Hal ini sangat perlu dilakukan mengingat semakin meningkatnya persaingan di antara tujuan wisata nasional dan internasional, kemampuan untuk memberikan pengalaman wisata berkualitas tinggi dan memuaskan merupakan sumber penting dari keunggulan kompetitif.

Beberapa penelitian tentang persepsi wisatawan yang berhubungan dengan tingkat kepuasan wisatawan diantaranya dilakukan oleh (De Nisco et al., 2015) yang berjudul *An Importance Performance Analysis of Tourist satisfaction at destinations Level: Evidence from Campania (Italy)* dengan hasil menunjukkan bahwa wisatawan ketika berwisata menginginkan adanya atraksi peninggalan bersejarah, terlihat dari nilai skor yang sangat tinggi. Penelitian lain menemukan bahwa pengalaman pariwisata yang memuaskan dapat mempengaruhi niat perilaku pasca-kunjungan, seperti niat untuk kembali ke tujuan (Chen & Tsai, 2007) dan kemauan untuk merekomendasikannya (Bigné et al., 2001); (C. G. Q. Chi & Qu, 2008). Hal lain yang menjadi catatan ketika wisatawan berwisata adalah mereka akan melakukan perbandingan antara destinasi wisata yang dikunjungi saat ini dengan destinasi wisata yang pernah dikunjungi sebelumnya. Perbedaan tersebut menjadi sebuah titik perbandingan untuk mengevaluasi kepuasan wisatawan (Armario, 1996); (Alegre & Garau, 2010); (Aliman et al., 2016)

Perlunya adanya penelitian untuk mengetahui perbedaan antara kepuasan keseluruhan dengan tujuan wisata dan kepuasan yang terkait dengan komponen industri pariwisata seperti layanan terkait seperti hotel, restoran, toko, transportasi dan sebagainya (Butcher, 2002); (Ryglova et al., 2015). Oleh karena itu, selain komponen fungsional, banyak faktor kontekstual dan lingkungan berkontribusi terhadap persepsi pengalaman pariwisata, seperti faktor sosial, yaitu kualitas interaksi manusia yang mengarah pada manfaat dan tanggapan pengalaman dan lingkungan fisik seperti alam, atraksi, lansekap dan sebagainya (M. Fuchs & Weiermair, 2003).

Kajian ini bertujuan untuk mengetahui kesenjangan antara komponen kepuasan dan kepentingan wisatawan yang berkunjung ke destinasi wisata di Kabupaten Belitung dengan menggunakan alat analisis IPA. Komponen yang digunakan untuk mengetahui persepsi wisatawan tentang kepuasan dan kepentingan

tersebut harga, fasilitas dan kondisi fisik (infrastruktur) dan jaminan (termasuk pelayanan), sehingga dapat dilakukan strategi pengembangan pariwisata selanjutnya yang sesuai dengan tingkat kepuasan dan kepentingan wisatawan.

II. Literature Review

2.1. Konsep Pariwisata

Pariwisata adalah kegiatan melakukan perjalanan dengan tujuan mendapatkan kenikmatan, mencari kepuasan, mengetahui sesuatu, memperbaiki kesehatan, menikmati olahraga atau istirahat, menunaikan tugas, berziarah dan lain-lain (Aynalem et al., 2016); (Camilleri, 2018). Sedangkan Zaei & Zaei (2013) mendefinisikan pariwisata adalah suatu susunan organisasi, baik pemerintah maupun swasta yang terkait dalam pengembangan, produksi dan pemasaran produk suatu layanan yang memenuhi kebutuhan dari orang yang sedang bepergian. Selain itu Gunawan et al., (2016) menyebutkan bahwa Pariwisata merupakan salah satu industri baru yang mampu mendorong kesempatan kerja, pendapatan, taraf hidup, dan dalam mengaktifkan sektor produksi lain di dalam negara penerima wisatawan. Pariwisata bisa mendorong perkembangan sektor ekonomi nasional, dengan menggerakkan sektor lainnya seperti jasa wisata, yang terdiri dari usaha transportasi, akomodasi (hotel, motel, pondok wisata)(Bertan & Altintaş, 2013).

Pariwisata mampu menciptakan dan memperluas lapangan kerja baru seperti permintaan tenaga kerja di bidang hotel atau tempat penginapan lainnya, usaha perjalanan, kantor-kantor pemerintah yang mengurus pariwisata dan penerjemah, industri kerajinan tangan dan cenderamata, serta tempat-tempat penjualan lainnya, sehingga membantu pembangunan daerah-daerah terpencil jika daerah itu memiliki daya tarik pariwisata (Ariya et al., 2017). Pengembangan pariwisata berpotensi mengembangkan tujuan daerah wisata di daerah. Potensi ini mempengaruhi motivasi wisatawan untuk datang berkunjung ke Daya Tarik Wisata (DTW) tersebut (Leung et al., 2018).

2.2. Daya Tarik Wisata

Berdasarkan Undang-Undang Republik Indonesia No. 10 tahun 2009, Daya Tarik Wisata merupakan sesuatu yang memiliki keunikan, kemudahan, dan nilai yang berupa keanekaragaman kekayaan alam, budaya, dan hasil buatan manusia yang menjadi sasaran atau kunjungan wisatawan. Definisi lain mengungkapkan bahwa daya tarik wisata atau "*tourist attraction*", adalah segala sesuatu yang menjadi daya tarik bagi orang untuk mengunjungi suatu daerah tertentu (Vengesayi et al., 2009). Daya tarik wisata juga sebagai segala sesuatu yang menarik dan bernilai untuk dikunjungi dan dilihat (Devy, 2017).

Daya Tarik Wisata dibagi menjadi tiga macam, antara lain(Kementerian Pariwisata, 2018) (Manafe et al., 2016); yaitu (1) Daya tarik wisata alam merupakan daya tarik wisata yang dikembangkan dengan berbasis pada anugrah keindahan dan keunikan yang telah tersedia di alam, seperti, pantai, laut, danau dan lain-lain; (2) Daya tarik wisata budaya adalah daya tarik wisata yang dikembangkan dengan berbasis pada hasil karya dan hasil cipta manusia, baik yang berupa peninggalan budaya (situs/ *heritage*) maupun nilai budaya yang masih hidup (*the living culture*) dalam kehidupan di suatu masyarakat, seperti upacara/ ritual, adat istiadat, seni pertunjukan, seni kriya, seni sastra, seni rupa, ataupun keunikan sehari-hari yang dimiliki oleh suatu masyarakat. (3) Daya tarik wisata minat khusus (*special interest*) adalah daya tarik wisata yang dikembangkan dengan berbasis pada aktivitas untuk pemenuhan keinginan wisatawan secara spesifik, seperti memancing (*fishing*), berbelanja (*shopping*), golf (*sport*), wisata agro, dan lain-lain.

2.3. Pelaku Pariwisata

Pelaku pariwisata merupakan semua pihak yang berperan dan terlibat dalam kegiatan pariwisata, yang terdiri dari (Molina et al., 2010) (Räikkönen, 2014)

- 1) Wisatawan; merupakan konsumen atau pengguna produk dan layanan. Wisatawan memiliki beragam motif dan latar belakang (minat, ekspektasi, karakteristik sosial, ekonomi, budaya, dan sebagainya) yang berbeda-beda dalam melakukan kegiatan wisata. Wisatawan terdiri dari wisatawan nusantaradan Wisatawan Mancanegara. Wisatawan nusantaraadalah wisatawan dalam negeri atau Wisatawan domestik, sedangkan Wisatawan Mancanegara adalah wisatawan yang berasal dari luar negara(Elena, 2014).
- 2) Industri Pariwisata/ Penyedia Jasa; merupakan semua usaha yang menghasilkan barang dan jasa bagi pariwisata.
- 3) Pendukung Jasa Wisata; yaitu usaha yang tidak secara khusus menawarkan produk dan jasa wisata tetapi seringkali bergantung pada wisatawan sebagai pengguna jasa dan produk tersebut.
- 4) Pemerintah; yaitu pihak yang mempunyai otoritas dalam pengaturan, penyediaan, dan peruntukan berbagai infrastruktur yang terkait dengan kebutuhan pariwisata.
- 5) Masyarakat Lokal; yaitu masyarakat yang bermukim di kawasan wisata. Mereka merupakan salah satu aktor penting dalam pariwisata karena sesungguhnya merekalah yang akan menyediakan sebagian besar atraksi sekaligus menentukan kualitas produk wisata.

2.4. Infrastruktur Pariwisata

Pengembangan sektor pariwisata sangat terkait dan bergantung pada perkembangan infrastruktur yang tersedia. Sistem infrastruktur dapat didefinisikan sebagai fasilitas atau struktur dasar, peralatan, instalasi yang dibangun dan yang dibutuhkan untuk berfungsinya sistem sosial dan sistem ekonomi masyarakat (Panasiuk, 2007). Peran infrastruktur menjadi sangat penting karena dengan pengembangan infrastruktur dan sistem infrastruktur yang tersedia, akan dapat mendorong perkembangan sektor pariwisata (Blazeska & Klimoska, 2018).

2.5. Pemasaran Pariwisata

Pemasaran pariwisata merupakan proses manajemen yang dilakukan oleh organisai nasional maupun industri dengan cara komunikasi untuk menentukan dan mempengaruhi keinginan, kebutuhan, motivasi, kesukaan dan ketidaksukaan pada daerah-daerah lokal, nasional dan internasional, lalu merumuskan dan menyesuaikan produk wisata untuk mencapai kepuasan maksimal wisatawan dan mendapatkan keuntungan dari kepuasan wisatawan tersebut (Utama, 2016). Tujuan pemasaran pariwisata yaitu (1) Menarik wisatawan untuk berkunjung pada suatu daerah (2) Menarik wisatawan untuk menggunakan pelayanan yang diberikan oleh industri pariwisata.

2.6. Kepuasan Wisatawan

Beberapa literatur yang mendiskusikan tentang kepuasan wisatawan dilakukan (Bowen, 2002); (Yüksel & Yüksel, 2001); (Casarin, 2002); (G. Fuchs et al., 2008) ; (del Bosque & San Martín, 2008) ; (Gursoy et al., 2008); (C. G. qing Chi, 2011) (Gursoy et al., 2013), yang menyebutkan bahwa perlunya mempertimbangkan potensi lokal atau

kekhasan sektor pariwisata masing-masing daerah untuk mengukur kepuasan wisatawan.

III. Research Methode

3.1. Analisis *Importance Performance Analysis (IPA)*

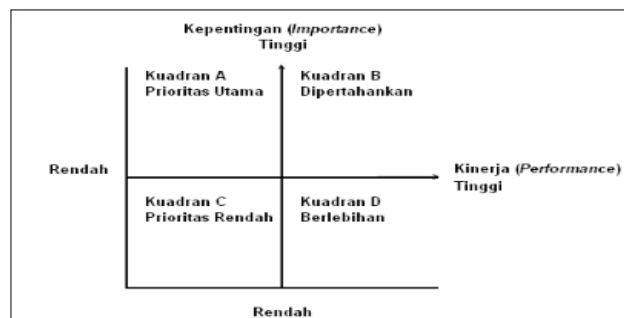
Metode *Importance-Performance Analysis (IPA)* pada bidang pariwisata merupakan skema yang sejalan dengan pendekatan ekspektasi-kinerja yang penggunaannya pernah dilakukan diantaranya dalam pemasaran pariwisata oleh Bindu & Kanagaraj (2013); De Nisco et al., (2015b); Jeng et al., (2019). *Importance Performance Analysis (IPA)* digunakan untuk mengukur tingkat kepuasan seseorang atas kepentingan pihak lain. IPA juga telah digunakan untuk mengevaluasi kinerja hotel dan *event – event* pariwisata (Chu & Choi, 2000);(Beldona & Cobanoglu, 2007);(Wilkins, 2010); (Djeri et al., 2018). Baru-baru ini, Sörensson & von Friedrichs (2013) dan Boley et al., (2017) menggunakan IPA untuk membandingkan kinerja destinasi pariwisata terkait dengan keberlanjutan sosial dan lingkungan. Kepuasan seseorang tersebut diukur dengan cara membandingkan tingkat harapannya dengan kepentingan yang dilakukan. Dalam mengukur pembobotan nilai *alternative* tingkat harapan dan tingkat kepentingan dilakukan dengan skala Likert sebagai berikut:

Tabel 2. Nilai Skor Alternatif Jawaban Harapan dan Kepuasan

Alternatif Jawaban Tingkat Kepuasan	Nilai Skor	Alternatif Jawaban Tingkat Harapan
Sangat Puas	5	Sangat Penting
Puas	4	Penting
Cukup Puas	3	Cukup Penting
Tidak Puas	2	Tidak Penting
Sangat Tidak Puas	1	Sangat Tidak Penting

Sumber: Budiaji, 2013

Tehnik ini menginginkan responden untuk menilai tingkat harapan dan kepentingan kemudian nilai rata-rata tingkat harapan dan kepentingan tersebut dianalisis pada *Importance-Performance Matrix*, yang mana sumbu x mewakili persepsi sedangkan sumbu y mewakili harapan. Maka nanti akan didapat hasil berupa empat kuadran sesuai gambar berikut:



Gambar 3. Kuadran *Importance Performance Analysis*

Sumber: (De Nisco et al., 2015); (Djeri et al., 2018)

Interpretasi dari kuadran tersebut yaitu (Djeri et al., 2018) :

- A. **Prioritas Utama (*Concentrate Here*):** Pada kuadran ini faktor-faktor yang dinikmati konsumen memiliki kepentingan tinggi tetapi kepuasan rendah, sehingga faktor-faktor di kuadran ini menjadi prioritas utama bagi pengelola.

- B. Pertahankan Prestasi (*Keep Up The Good Work*): Pada kuadran ini faktor-faktor yang dinikmati konsumen memiliki kepentingan dan kepuasan konsumen tinggi, sehingga pengelola tidak perlu berkonsentrasi memperbaikinya, cukup mempertahankan faktor tersebut.
- C. Prioritas Rendah (*Low Priority*): Pada kuadran ini faktor-faktor yang dinikmati konsumen memiliki kepentingan dan kepuasan konsumen rendah, sehingga menjadi prioritas rendah bagi pengelola, maksudnya setelah prioritas utama diperbaiki maka faktor yang berada di kuadran ini harus menjadi prioritas selanjutnya.
- D. Berlebihan (*Possibly Overkill*): Pada kuadran ini faktor-faktor yang dinikmati konsumen memiliki kepentingan rendah tetapi kepuasan tinggi sehingga pengelola terlalu berlebihan dalam memperhatikan faktor tersebut.

Hasil dari pemetaan kuadran IPA, dimaknai bahwa faktor-faktor yang terletak pada kuadran A menjadi prioritas utama yang harus dipenuhi, dikembangkan, atau dibangun terlebih dahulu. Kemudian, pengembangan selanjutnya dilakukan pada faktor-faktor yang terletak pada kuadran C.

3.2. Populasi dan Sampel

Populasi bersidat umum dan mengacu pada entitas baik orang, perusahaan, kotam Negara dan sebagainya, yang dijadikan sebai alat analisa statistik dan ekonometrik (Gujarati, 2004).Populasi dalam penelitian ini ada sebanyak 452.890 wisatawan nusantara dan 14.681 wisatawan mancanegara.

Sampel adalah bagian dari populasi yang memiliki sifat-sifat yang sama dari obyek yang merupakan sumber data (Firman, 2018). Sampel diambil dalam penelitian sebagai pertimbangan efisiensi dan mengarah pada sentralisasi permasalahan dengan memfokuskan pada sebagian dari populasinya. Penentuan sampel penelitian ini menggunakan rumus Slovin sebagai berikut (Gujarati, 2004) :

$$n = \frac{N}{N \cdot d^2 + 1}$$

Dimana: n = Jumlah sampel; N = Jumlah anggota populasi; d = tingkat kesalahan

Sehingga di peroleh jumlah sampel wisatawan nusantara:

$$n = \frac{N}{N \cdot d^2 + 1}$$

$$n = \frac{452.890}{452.890 \times 0,05^2 + 1} = 399,6$$

Sehingga di peroleh jumlah sampel wisatawan mancanegara:

$$n = \frac{N}{N \cdot d^2 + 1}$$

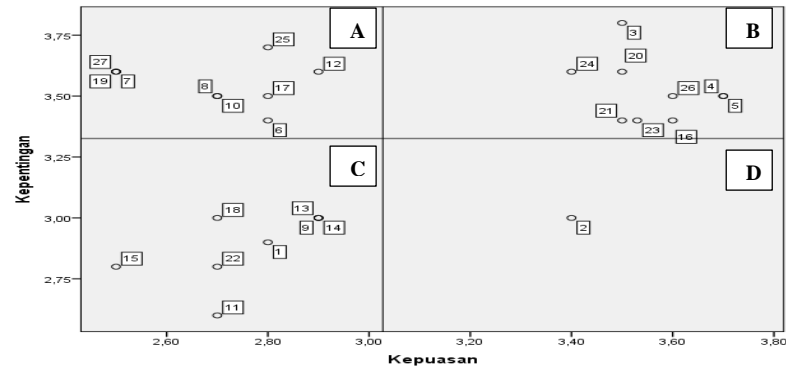
$$n = \frac{14.681}{14.681 \times 0,05^2 + 1} = 389,4$$

Maka berdasarkan rumus tersebut, diperoleh jumlah sampel wisatawan nusantara sebanyak 399 dan wisatawan mancanegara sebanyak 389, sehingga dibulatkan menjadi 400 untuk masing-masing sampel.

IV. Discussion

4.1. Hasil IPA Responden Wisatawan Nusantara

Berdasarkan kuesioner yang disebarakan kepada wisatawan nusantarasebagai responden, peneliti membagi dalam 3 komponen, yaitu harga, fasilitas fisik (infrastruktur) dan jaminan (pelayanan), dengan kuesioner dan kuadran berdasarkan hasil analisis *Importance Performance Analysis* (IPA) terhadap wisatawan nusantaramaka diperoleh gambaran kuadran sebagai berikut:



Gambar 4. Kuadran IPA Wisatawan Nusantara

Sumber: diolah, 2019

Deskripsi komponen kuadran IPA pada wisatawan nusantara terdiri dari harga, fasilitas fisik dan jaminan (pelayanan), yang terdapat pada table 3.

Tebal 3. Ringkasan Komponen Kuadran IPA pada Wisatawan Nusantara

Komponen	Indikator	Kuadran
Harga	Harga Paket Wisata	C
	Harga Tiket Masuk DTW	D
	Harga Makanan dan Souvenir	B
	Harga Kamar Hotel /Home Stay	B
	Harga Rental Kendaraan	B
	Harga Tiket Pesawat	A
	Harga Bagasi Berbayar	A
Fasilitas Fisik	Ragam Fasilitas Wahana Bermain Pada Destinasi	A
	Ketersediaan Galeri Souvenir Pada DTW	C
	Ketersediaan Informasi transportasi menuju DTW	A
	Ketersediaan Fasilitas Toilet dan Sarana Beribadah DTW	C
	Ketersediaan Tourism Map pada DTW	A
	Kebersihan Lingkungan Pada DTW	C
	Keamanan, Ketertiban, fasilitas keselamatan di DTW	C
	Ketersediaan, Kenyamanan Kebersihan Warung/ Restoran di DTW	C
	Kenyamanan, Kebersihan, Hotel/Home Stay	B
	Kenyamanan Bandara dan Informasi DTW di Bandara	A
	Kualitas Pemeliharaan Sarana /Prasarana di DTW	C
	Ketersediaan ATM, Transaksi Non Tunai dan Money Changer	A
	Kuliner Makanan Khas Daerah	B
Lokasi Spot Berfoto	B	
Pusat Perbelanjaan Modern/ Hiburan Malam	C	
Jaminan (Pelayanan)	Keindahan Objek Wisata Bahari	B
	Kesesuaian Paket Wisata yang di nikmati dengan Promosi	B
	Kemampuan Berkomunikasi (Asing) Petugas & Masyarakat	A
	Keramahan Masyarakat dan Pelayanan Petugas	B
	Atraksi budaya	A

Sumber : diolah, 2019

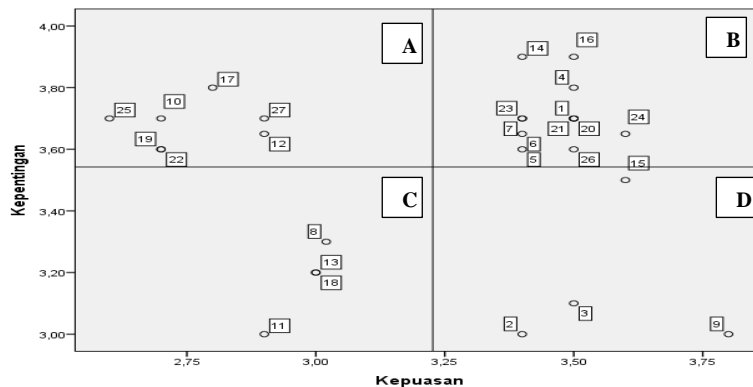
Berdasarkan ringkasan kuadran IPA Wisatawan nusantara dapat diketahui bahwa:

1. Komponen Harga 28,57 persen berada pada kuadran A; 42,85 persen pada kuadran B; 14,28 persen pada kuadran C; dan 14,28 persen pada kuadran D.
2. Komponen Fasilitas Fisik (Infrastruktur) 33,33 persen berada pada kuadran A; 20 persen pada kuadran B; 46,66 pada kuadran C; Tidak terdapat komponen pada kuadran D.
3. Komponen Jaminan (Pelayanan) 40 persen berada pada kuadran A; 60 persen pada kuadran B; Tidak terdapat komponen pada kuadran C dan D.

Hasil tersebut menunjukkan bahwa pada 3 komponen tersebut ketiganya memiliki komponen yang terletak pada kuadran A, yaitu kuadran yang tingkat kepentingannya tinggi namun tingkat kepuasan wisatawan nusantara sangat rendah atau wisatawan tidak puas. Diantara ketiga komponen tersebut komponen jaminan (pelayan) memiliki persentase tertinggi yaitu sebesar 40 persen, artinya wisatawan nusantara sangat menginginkan adanya atraksi budaya pada DTW dan menginginkan komunikasi yang baik dari masyarakat dan petugas. Sedangkan yang terdapat pada kuadran C adalah komponen fisik memiliki nilai tertinggi yang dimaknai bahwa pada kuadran ini kepentingan dan kepuasan sama-sama rendah, artinya perlu dilakukan perbaikan dan pembenahan fasilitas fisik seperti ketersediaan pemeliharaan sarana prasarana, galeri souvenir, toilet, kebersihan lingkungan, kebersihan restoran dan fasilitas keselamatan.

4.2. Hasil IPA Responden Wisatawan Mancanegara.

Berdasarkan kuesioner yang telah disebarakan kepada wisatawan mancanegara sebanyak 5 yang menjadi responden. Pada penelitian ini terdapat 3 variabel yaitu harga, fasilitas dan kondisi fisik serta jaminan dengan kuesioner dan kuadran berdasarkan hasil analisis *Importance Performance Analysis (IPA)* terhadap wisatawan mancanegara maka diperoleh gambaran kuadran sebagai berikut:



Gambar 5. Kuadran IPA Wisatawan Mancanegara

Sumber: diolah, 2019

Deskripsi komponen kuadran IPA pada wisatawan mancanegara terdiri dari harga, fasilitas fisik dan jaminan (pelayanan), yang terdapat pada table 4.

Tabel 4. Ringkasan Komponen Kuadran IPA pada Wisatawan Mancanegara

Komponen	Indikator	Kuadran
Harga	Harga Paket Wisata	B
	Harga Tiket Masuk DTW	D
	Harga Makanan dan Souvenir	D
	Harga Kamar Hotel /Home Stay	B
	Harga Rental Kendaraan	B
	Harga Tiket Pesawat	B
	Harga Bagasi Berbayar	B
Fasilitas Fisik	Ragam Fasilitas Wahana Bermain Pada Destinasi	C
	Ketersediaan Galeri Souvenir Pada DTW	D
	Ketersediaan Informasi transportasi menuju DTW	A
	Ketersediaan Fasilitas Toilet dan Sarana Beribadah DTW	C
	Ketersediaan Tourism Map pada DTW	A
	Kebersihan Lingkungan Pada DTW	C
	Keamanan, Ketertiban, fasilitas keselamatan di DTW	B
	Ketersediaan, Kenyaman Kebersihan Warung/ Restoran di DTW	D
	Kenyamanan, Kebersihan, Hotel/Home Stay	B
	Kenyamanan Bandara dan Informasi DTW di Bandara	A
	Kualitas Pemeliharaan Sarana /Prasarana di DTW	D
	Ketersediaan ATM, Transaksi Non Tunai dan Money Changer	A
Kuliner Makanan Khas Daerah	B	
Lokasi Spot Berfoto	B	
Pusat Perbelanjaan Modern/ Hiburan Malam	A	
Jaminan (Pelayanan)	Keindahan Objek Wisata Bahari	B
	Kesesuaian Paket Wisata yang di nikmati dengan Promosi	B
	Kemampuan Berkomunikasi (Asing) Petugas & Masyarakat	A
	Keramahan Masyarakat dan Pelayanan Petugas	B
	Atraksi budaya	A

Sumber : diolah, 2019

Berdasarkan ringkasan kuadran IPA Wisatawan Mancanegara dapat diketahui bahwa:

1. Komponen Harga tidak terdapat komponen pada kuadran A; 71,4 persen pada kuadran B; tidak terdapat komponen pada kuadran C; dan 28,57 persen pada kuadran D.
2. Komponen Fasilitas Fisik (Infrastruktur) 33,33 persen berada pada kuadran A; 26,66 persen pada kuadran B; 20 persen pada kuadran C; 20 persen komponen pada kuadran D.
3. Komponen Jaminan (Pelayanan) 40 persen berada pada kuadran A; 60 persen pada kuadran B; tidak terdapat komponen pada kuadran C dan D.
- 4.

Hasil tersebut menunjukkan bahwa pada 3 komponen tersebut hanya komponen harga yang tidak terdapat pada kuadran A, artinya wisatawan mancanegara sudah merasakan kepuasan yang tinggi untuk semua harga yang ditawarkan ketika berwisata ke Belitung. Sedangkan untuk komponen fasilitas fisik dan jaminan, memiliki nilai persentase tertinggi adalah komponen jaminan persentase yaitu sebesar 40 persen tertinggi yang diartikan bahwa wisatawan mancanegara belum merasa puas dengan pelayanan petugas dan masyarakat berkomunikasi dalam bahasa asing, selain itu mereka juga belum puas dengan atraksi budaya. Karena hampir disetiap destinasi tidak menampilkan atraksi budaya kecuali pada event-event tertentu saja. Sedangkan yang terdapat pada kuadran C adalah komponen fisik dengan nilai sebesar 20 persen. Kondisi ini diartikan bahwa wisatawan mancanegara menginginkan adanya keragaman fasilitas wahana bermain pada destinasi wisata dan

kebersihan lingkungan yang dirasakan sangat kurang sehingga kepuasan yang dirasakan rendah.

V. Conclusion

Berdasarkan dari hasil penelitian dapat disimpulkan bahwa wisatawan nusantara merasa tidak puas terhadap komponen jaminan (pelayanan) berupa atraksi budaya dan komunikasi yang baik dari masyarakat dan petugas dan ketidakpuasan selanjutnya pada fasilitas fisik berupa ketersediaan pemeliharaan sarana prasarana, galeri souvenir, toilet, kebersihan lingkungan, kebersihan restoran dan fasilitas keselamatan.

Wisatawan mancanegara sudah merasakan kepuasan yang tinggi untuk semua harga yang ditawarkan ketika berwisata ke Belitung. Namun wisatawan mancanegara belum merasa puas dengan pelayanan petugas dan masyarakat dalam hal berkomunikasi dalam bahasa asing, selain itu mereka juga belum puas dengan atraksi budaya dan menginginkan adanya keragaman fasilitas wahana bermain pada destinasi wisata dan kebersihan lingkungan yang dirasakan sangat kurang

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Letter of Acceptance

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Date: April 22, 2020

Dear **Dr. Devi Valeriani, M.Si.**
Universitas Bangka Belitung

I am pleased to inform you that your paper entitled:

Pengembangan Sektor Pariwisata di Kabupaten Belitung berdasarkan Persepsi Wisatawan

has been accepted for publication and will be published in Society (Vol. 8 No. 1, 2020, publishing period January - June 2020).

Thank you for your contribution. The technical issues about the publication will be informed later.

Kindly Regards,
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Tourism Sector Development in Belitung Regency: The Tourist's Perception

By Devi Valeriani

Tourism Sector Development in Belitung Regency: (The Tourist's Perception)

ABSTRACT

Tourism has the potential to be developed into a leading sector in Belitung Regency. The development of tourism is indicated by the increasing number of tourists, both domestic and foreign tourists from 2015 to 2018 by 85.9% over 4 years. This research aims to determine the gap between the level of satisfaction and the importance of supporting components of tourism to tourists who visited tourist destinations in Belitung Regency. This research was quantitative research using Importance Performance Analysis. Primary data obtained by interview through the Likert scale questions. The subjects in this research were 400 domestic tourists and 400 foreign tourists. The subjects were selected using Slovin's Formula sampling techniques. Tourism support components consisting of prices, physical facilities (infrastructures), and guarantees (services) were used to determine tourist perceptions about the level of satisfaction and importance. The results of the research showed that domestic tourists were dissatisfied with component 1) guarantees (services) consisting of cultural attractions, public communication and services officers, as well as 2) physical facilities (infrastructures) consisting of souvenir galleries, toilets, environmental cleanliness, restaurant cleanliness, and safety facilities. While foreign tourists have a low level of satisfaction with the service of the officers and the public in terms of communicating in foreign languages, cultural attractions, and environmental cleanliness.

Keywords: Belitung; Domestic; Foreign; Importance; Satisfaction; Tourism; Tourist

1. Introduction

The tourism potential in the Bangka Belitung Islands Province especially in Belitung Regency has been very well known by tourists, both domestic and foreign. This is indicated by a significant increase in tourist visits from 2015 to 2018 over 4 years. The number of foreign tourist visits has increased by 234.6% and domestic tourist visits increased by 83.3%. The total increase of tourists visiting Belitung Regency was 85.9%, with details as shown in the following figure:

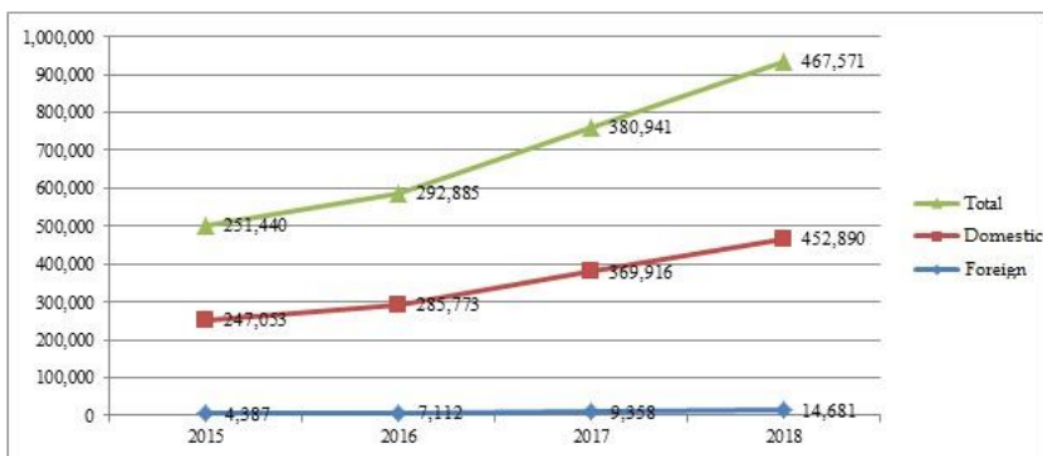


Figure 1. Tourist Visits to Belitung Regency in 2015 - 2018

Source: Primary Data (2019)

Tourist visits which have increased require efforts to improve the quality of tourist destinations and adequate supporting components each year. It is assumed that global conditions affecting tourist visits are considered normal. To increase tourist visit rates, local

governments need to know the factors or conditions that affect the level of tourist satisfaction. Besides the level of satisfaction, it also needs to know the importance of each supporting factor that can affect tourist visits and satisfaction (Kleeman, 2001; Rajesh, 2013; Valeriani & Wardhani, 2015; Haarhoff, 2018).

The results of the initial survey showed that 93% of tourists visiting Belitung are due to the beauty of the white sand beaches, large granite rocks, and also natural seawater. Just relying on natural beauty is not enough, but it requires other supporting tourism components such as price, condition of physical facilities (infrastructures), and guarantees (services). These components will be tested to determine the level of satisfaction and importance of tourists. An analysis using Importance Performance Analysis (IPA) is needed to determine the level of satisfaction and the importance of supporting components for tourists (Wong et al., 2011; De Nisco et al., 2015; Kasnadi & Indrayani, 2019). This analysis is a simple implementation technique to know the level of satisfaction and importance of tourists when visiting so it is useful for tourism development in Belitung Regency (Valeriani et al., 2017; Andriani, 2019). The ability to provide a high-quality and satisfying tourist experience is an important source of competitive advantage. This is very important due to the increasing competition between domestic and international tourist destinations.

Some studies have been conducted on the perception of tourist-related to the level of tourist satisfaction. De Nisco et al., (2015) showed that tourists while visiting want an attraction of historical heritage. Other studies have found that satisfactory tourism experiences can affect the intention of post-visit behavior, such as the intention to return to visit the destination (Chen & Tsai, 2007) and willingness to recommend it (Bigné et al., 2001; Chi & Qu, 2008). Tourists will make a comparison between visited tourist destinations and previously visited. The difference becomes a point of comparison to evaluate tourist satisfaction (Armario, 2008; Alegre & Garau, 2010; Aliman et al., 2016).

There is a need for research to know the difference between overall satisfaction on tourist destinations and satisfaction related to tourism support components such as hotels, restaurants, shops, transportation, and so on (Butcher, 2002; Ryglova et al., 2015). Therefore, besides the functional components, many contextual and environmental factors contribute to the perception of tourism experiences, such as social factors, the quality of human interactions that lead to benefits and responses to experiences and physical environments such as nature, attractions, landscaping and so on (Fuchs & Weiermair, 2003).

This research aims to determine the gap between the level of satisfaction and the importance of tourists who visited tourist destinations in the Belitung Regency by using Importance Performance Analysis (IPA). Tourism support components consisting of prices, physical facilities (infrastructures), and guarantees (services) were used to determine tourist perceptions about satisfaction and the importance of tourists to determine tourism development strategy.

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2. Literature Review

2.1. The Concept of Tourism

Tourism is an activity to visit a place to get pleasure, look for satisfaction, knowing something, improving health, enjoying sports or resting, fulfilling tasks, pilgrimages, and others (Aynalem et al., 2016; Camilleri, 2018). Whereas Zaei & Zaei (2013) defined tourism as an organization, both government and private, involved in the development, production, and marketing of a service product, which fulfills the needs of people who are traveling. Also, Gunawan et al., (2016) explained that tourism is one of the new industries that can encourage employment opportunities, income, living standards, and activate other production sectors in tourist receiving countries. Tourism can encourage the development of the domestic economic sector, such as tourism services, which consist of transportation and accommodation businesses (hotels, motels, tourist cottages) (Bertan & Altıntaş, 2013).

Tourism can create and expand new jobs such as hotels or other lodgings, travel businesses, government offices in tourism, translator offices, handicraft, and souvenir industries, and sales galleries, and encourage the development of areas that have tourism attractions (Ariya et al., 2017). The developments of tourism have the potential to develop regional tourism destinations. This potential affects the motivation of tourists to visit Tourist Attraction (Leung et al., 2018).

2.2. Tourist Attraction

Based on the Law of the Republic of Indonesia Number 10 of 2009, Tourist Attractions is something that has a uniqueness, convenience, and value consisting of a diversity of natural wealth, culture, and human-made products, which are targeted or visited by tourists (Republik Indonesia, 2009). Another definition reveals that Tourist Attraction is anything that becomes an attraction for people to visit a certain area (Vengesayi et al., 2009). Tourist Attractions as well as anything interesting and valuable to visit and see (Devy & Soemanto, 2017).

Tourism Attractions are divided into three types, consisting of (1) Natural Tourist Attractions, (2) Cultural Tourist Attractions, and (3) Special Interest Tourist Attractions. Natural Tourist Attraction is a Tourist Attraction developed based on the beauty and uniqueness of nature, such as beaches, sea, lakes, and others. Cultural Tourist Attraction is a Tourist Attraction developed based on the work and creation of humans, both cultural heritage (sites) and cultural values that still exist in a community (the living culture), such as ceremonies/rituals, customs, performing arts, craft arts, literary arts, fine arts, or daily uniqueness owned by a community. Special Interest Tourist Attraction is a Tourist Attraction developed based on activities to fulfill specific tourist interests such as fishing, shopping, golf (sport), agro-tourism, and others (Kementerian Pariwisata Republik Indonesia, 2018; Manafe et al., 2016).

2.3. Tourism Actor

Tourism actors are all parties who play a role and are involved in tourism activities (Molina et al., 2010; Rääkkönen, 2014), which consists of:

- 1) Tourists, consumers, or users of travel products and services. Tourists have a variety of motives and backgrounds (interests, expectations, social, economic, cultural characteristics) to visit/travel. Tourists consist of domestic and foreign tourists (Tureac & Turtureanu, 2010).
- 2) Tourism Industry/Service Providers, all businesses that produce goods and services for tourism.
- 3) Supporting Tourism Services, businesses that do not specifically offer tourism products and services but often depend on tourists as users of these services and products.
- 4) The government, the party that has the authority in regulating, supplying, and allocating various infrastructure related to tourism.
- 5) The local community, people who live around the tourist area. The local community is one of the important actors in tourism who acts as a provider of most attractions and also a determining factor for the quality of tourism products.

2.4. Tourism Infrastructure

The development of the tourism sector is strongly related and depends on the development of infrastructure. Infrastructure systems defined as facilities or basic structures, equipment, installations, which are constructed and are needed and important for the functioning of social systems and economic systems of the community (Panasiuk, 2007). Infrastructure development is very important which will encourage the development of the tourism sector (Blazeska et al., 2018).

2.5. Tourism Marketing

Tourism marketing is a process of management conducted by the organization and industry through communication to determine and influence the interest, needs, motivation, likes and dislikes on local, national and international areas, then formulate and customize the tourism products to achieve the maximum satisfaction of tourists and benefit from the satisfaction of the tourists (Utama, 2016). The objectives of tourism marketing are (1) attracting tourists to visit an area, (2) attracting tourists to use the services provided by the tourism industry.

2.6. Tourist Satisfaction

Several studies have discussed tourist satisfaction and stated that it is necessary to consider the local potential or specificity of the tourism sector in each region to measure tourist satisfaction (Bowen, 2002; Fuchs & Reichel, 2006; Chi, 2011; Gursoy et al., 2013).

3. Research Methodology

This research was quantitative research using Importance Performance Analysis (IPA). This research was conducted in August - November 2019. Data collection techniques used in this research were interviews, observation, and literature studies. Primary data obtained by interview through the Likert scale questions. The subjects in this research were 400 domestic tourists and 400 foreign tourists. The subjects were selected using Slovin's Formula sampling techniques.

3.1. Importance Performance Analysis (IPA)

The use of the Importance Performance Analysis (IPA) method in the tourism sector is a scheme that is in line with the performance expectation approach and its use has been done in tourism marketing (Bindu & Kanagaraj, 2013; De Nisco et al., 2015; Jeng et al., 2019). Importance Performance Analysis (IPA) is used to measure the level of individual satisfaction with the importance of other parties. Importance Performance Analysis (IPA) has also been used to evaluate hotel performance and tourism events (Chu & Choi, 2000; Beldona & Cobanoglu, 2007; Wilkins, 2010; Djeri et al., 2018). Recently, Sörensson & von Friedrichs (2013) and Boley et al., (2017) used Importance Performance Analysis (IPA) to compare the performance of tourism destinations related to social and environmental sustainability. The individual satisfaction is measured by comparing the level of satisfaction with the level of importance. Measurement of the value of alternative values of satisfaction and importance level is done with Likert scale as follows:

Table 1. The Alternative Values of Satisfaction and Importance Level

Satisfaction Level	Score Value	Importance Level
Very Satisfied	5	Very Important
Satisfied	4	Important
Quite Satisfied	3	Quite Important
Dissatisfied	2	Not Important
Very Dissatisfied	1	Very Unimportant

Source: Budiaji (2013)

This technique directs respondents to an assessment of their level of satisfaction and importance. The average value of the satisfaction and importance are then analyzed using the Importance-Performance Matrix, where the X-axis represents satisfaction while the Y-axis represents importance. The result will be the four quadrants according to the following figure:

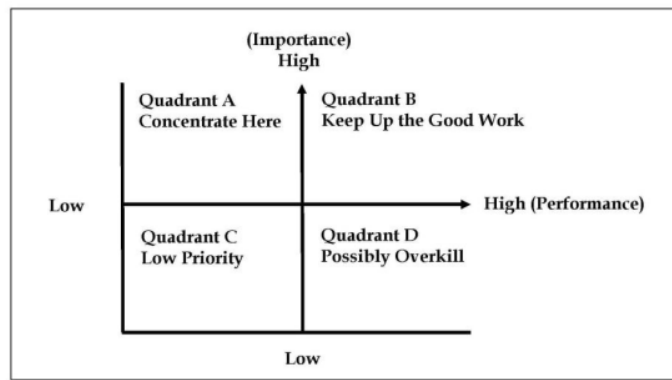


Figure 2. The Quadrants of Importance Performance Analysis (IPA)

Source: De Nisco et al., (2015); Djeri et al., (2018)

The interpretation of the quadrant based on Djeri et al., (2018) are:

- A. Concentrate Here: At this quadrant, the factors that consumers enjoy have high importance but low satisfaction, so the factors in this quadrant become the main priority for the management.
- B. Keep Up the Good Work: In this quadrant, the factors that consumers enjoy have high importance and satisfaction, so the management does not need to concentrate on the improvement, but it needed to maintain the factors.
- C. Low Priority: In this quadrant, the factors that consumers enjoy have low importance and satisfaction. After the main priority has improved, the factors in this quadrant must be the next main priority.
- D. Possibly Overkill: In this quadrant, the factors that consumers enjoy have low importance but high satisfaction. The management is too excessive in paying attention to the factors.

The results of the mapping of the Importance Performance Analysis (IPA) quadrants mean that the factors in quadrant A are the priority, which must be fulfilled, developed, or built in advance. The next steps are development on factors in quadrant C.

3.2. Population and Sample

The population is general and refers to entities such as people, companies, cities, countries, and so on, which are used as statistical and econometric analysis tools (Gujarati, 2003). The populations in this research were 452,890 domestic tourists and 14,681 foreign tourists. The sample is a portion of the population, which has the same properties as the object, which is the source of the data (Firman, 2018).

Sampling is the consideration of efficiency and leads to the centralization of the problem by focusing on a portion of its population. The sample determination of this research using the Slovin Formula (Gujarati, 2003), as follows:

$$n = \frac{N}{N \cdot d^2 + 1}$$

n = size of the sample from a population

N = size of a population

d = margin of error

Calculation of sample of domestic tourists:

$$n = \frac{N}{N.d^2 + 1}$$

$$n = \frac{452.890}{452.890 \times 0.05^2 + 1} = 399.6$$

Calculation of sample of foreign tourists:

$$n = \frac{N}{N.d^2 + 1}$$

$$n = \frac{14.681}{14.681 \times 0.05^2 + 1} = 389.4$$

Based on this formula, a total sample of 399 domestic tourists and 389 foreign tourists were obtained, and then the results were rounded to 400 for each sample.

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4. Results and Discussion

4.1. Results of Importance Performance Analysis (IPA) on Domestic Tourists

This research divided components into 3 types, consisting of prices, physical facilities (infrastructures), and guarantees (services), with the questionnaire and quadrants, arranged based on the results of the Importance Performance Analysis (IPA) analysis. Based on a questionnaire distributed to domestic tourists as respondents, the results obtained are as follows:

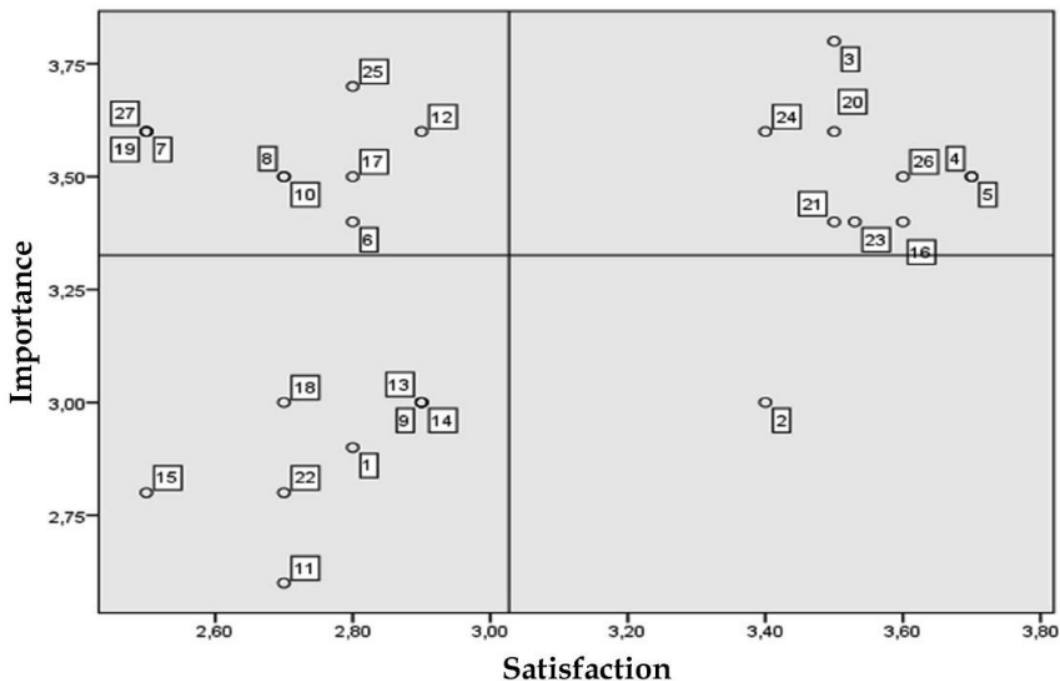


Figure 3. The Quadrants of Importance Performance Analysis (IPA) on Domestic Tourists

Source: Primary Data (2019)

The quadrants components description of Importance Performance Analysis (IPA) on domestic tourists, which consisting of prices, physical facilities (infrastructures), and guarantees (services), as follows:

Table 2. The Summary of Importance Performance Analysis (IPA) Quadrants on Domestic Tourists

Components	Indicators	Quadrants
Prices	Tourism Package Prices	C
	Entrance Ticket Prices (Tourist Attraction)	D
	Food and Souvenir Prices	B
	Hotel/Home Stay Room Prices	B
	Vehicle Rental Prices	B
	Flight Ticket Prices	A
	Extra Baggage Charges	20
Physical Facilities (Infrastructures)	Variety of playground facilities (Tourist Attraction)	A
	Availability of Souvenir gallery (Tourist Attraction)	C
	Availability of Transportation Information to Tourist Attraction	A
	Availability of Toilet and Worship Facilities (Tourist Attraction)	C
	Availability of Tourism Map (Tourist Attraction)	A
	Environmental Cleanliness (Tourist Attraction)	C
	Security, Order, Safety Facilities (Tourist Attraction)	C
	Comfort, Cleanliness of Stalls/Restaurants (Tourist Attractions)	C
	Comfort, Cleanliness of Hotels/Homestay	B
	Airport Convenience and Tourist Attraction Information at the Airport	A
	Quality of Facilities and Infrastructures Maintenance	C
	Availability of ATMs, Non-Cash Transactions and Money Changer	24
	Local Specialty Foods	B
	Photo Spots Location	B
Modern Shopping Center/Night Entertainment	C	
Guarantees (Services)	The Beauty of Marine Tourism Objects	B
	The Reality of the Tourism Packages compared to Promotions Offered	B
	Communication Skills (Foreign Language) Officers and the Community	A
	Community Hospitality and Services Officers	B
	Cultural Attractions	A

Source: Primary Data (2019)

Based on the summary of the Domestic Tourists Importance Performance Analysis (IPA) quadrants, that:

- 1) Prices component: 28.57% in quadrant A; 42.87% in quadrant B; 14.28% in quadrant C; and 14.28% in the quadrant D.
- 2) Physical Facilities (Infrastructures): 33.33% in quadrant A; 20% in quadrant B; 46.67% in quadrant C; and 0% in quadrant D.
- 3) Guarantees (Services): 40% in quadrant A; 60% in quadrant B; 0% in quadrant C; and 0% in the quadrant D.

These results indicate that the 3 components have the components located in quadrant A, which is the quadrant of high importance but the level of satisfaction of domestic tourists is very low or tourists are dissatisfied. Among the three components, the guarantees (services) components have the highest percentage in quadrant A of 40%. This means that domestic tourists want cultural attractions in the Tourism Attraction and want good communication from the public and services officers. The physical facilities (infrastructures) components have the highest components in quadrant C, which is the quadrant with low importance and satisfaction. This means that improvements are needed to develop the physical facilities (infrastructures) such as maintenance of infrastructures, souvenir galleries, toilets, environmental cleanliness, restaurant cleanliness, and safety facilities.

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4.2. Results of Importance Performance Analysis (IPA) on Foreign Tourists

Based on a questionnaire distributed to foreign tourists as respondents, the results obtained are as follows:

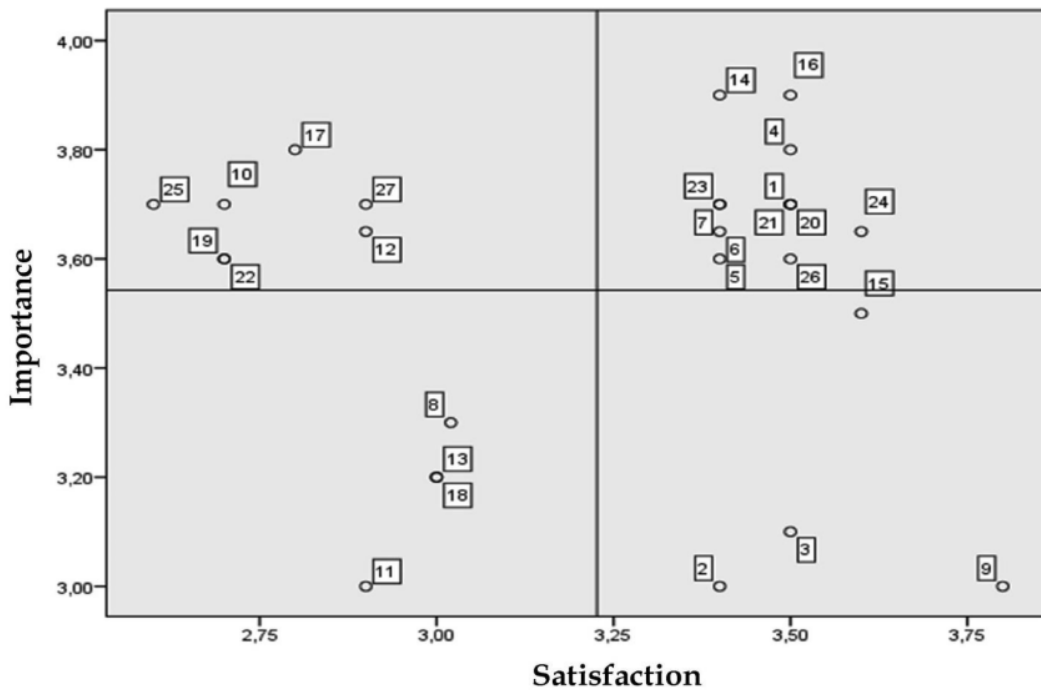


Figure 4. The Quadrants of Importance Performance Analysis (IPA) on Foreign Tourists
Source: Primary Data (2019)

The quadrants components description of Importance Performance Analysis (IPA) on foreign tourists, which consisting of prices, physical facilities (infrastructures), and guarantees (services), as follows:

Table 3. The Summary of Importance Performance Analysis (IPA) Quadrants on Foreign Tourists

Components	Indicators	Quadrants
Prices	Tourism Package Prices	B
	Entrance Ticket Prices (Tourist Attraction)	D
	Food and Souvenir Prices	19
	Hotel/Home Stay Room Prices	B
	Vehicle Rental Prices	B
	Flight Ticket Prices	B
	Extra Baggage Charges	B
	Physical Facilities (Infrastructures)	Variety of playground facilities (Tourist Attraction)
Availability of Souvenir gallery (Tourist Attraction)		D
Availability of Transportation Information to Tourist Attraction		A
Availability of Toilet and Worship Facilities (Tourist Attraction)		C
Availability of Tourism Map (Tourist Attraction)		A
Environmental Cleanliness (Tourist Attraction)		C
Security, Order, Safety Facilities (Tourist Attraction)		B
Comfort, Cleanliness of Stalls/Restaurants (Tourist Attractions)		D
Comfort, Cleanliness of Hotels/Homestay		B
Airport Convenience and Tourist Attraction Information at the Airport		A
Quality of Facilities and Infrastructures Maintenance		D
Availability of ATMs, Non-Cash Transactions and Money Changer		A
Local Specialty Foods		B
Photo Spots Location		B
Modern Shopping Center/Night Entertainment		A

Components	Indicators	Quadrants
Guarantees (Services)	The Beauty of Marine Tourism Objects	B
	The Reality of the Tourism Packages compared to Promotions Offered	B
	Communication Skills (Foreign Language) Officers and the Community	A
	Community Hospitality and Services Officers	B
	Cultural Attractions	A

Source: Primary Data (2019)

8

Based on the summary of the Foreign Tourists Importance Performance Analysis (IPA) quadrants, that:

- 1) Prices component: 0% in quadrant A; 71.43% in quadrant B; 0% in quadrant C; and 28.57% in quadrant D.
- 2) Physical Facilities (Infrastructures): 33.33% in quadrant A; 26.67% in quadrant B; 20% in quadrant C; and 20% in quadrant D.
- 3) Guarantees (Services): 40% in quadrant A; 60% in quadrant B; 0% in quadrant C; and 0% in the quadrant D.

These results indicate that only the price components are not in quadrant A. This means that the level of satisfaction of foreign tourists is very high for all prices of tourism packages offered. Among the physical facilities (infrastructures) and guarantees (services) components, the highest percentage value in quadrant A is the guarantees (services) components with a percentage of 40%. This means that foreign tourists are not satisfied with the service of officers and community communication in foreign languages. Also, foreign tourists are dissatisfied with cultural attractions. Almost every tourist destination does not feature cultural attractions except for certain events. The physical facilities (infrastructures) components have the component in quadrant C of 20%. This means that foreign tourists want the variety of playgrounds at tourist destinations, and foreign tourists' satisfaction with environmental cleanliness is low.

5. Conclusions

Domestic tourists are dissatisfied with the guarantee component (service) which consists of cultural attractions and public communication in foreign languages and service officers. Furthermore, domestic tourists are dissatisfied with physical facilities (infrastructures) consisting of maintenance of facilities and infrastructure, souvenir galleries, toilets, environmental cleanliness, restaurant cleanliness, and safety facilities.

The level of satisfaction of foreign tourists is very high for all prices of tourism packages offered. However, foreign tourists are not satisfied with the service of officers and community communication in foreign languages. Also, foreign tourists want the variety of playgrounds at tourist destinations, and foreign tourists' satisfaction with environmental cleanliness is low.

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7. Declaration of Conflicting Interests

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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Tourism Sector Development in Belitung Regency: The Tourist's Perception

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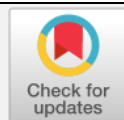
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ABSTRACT

Tourism has the potential to be developed into a leading sector in Belitung Regency. The development of tourism is indicated by the increasing number of tourists, both domestic and foreign tourists from 2015 to 2018 by 85.9% over 4 years. This research aims to determine the gap between the level of satisfaction and the importance of supporting components of tourism to tourists who visited tourist destinations in Belitung Regency. This research was quantitative research using Importance Performance Analysis. Primary data obtained by interview through the Likert scale questions. The subjects in this research were 400 domestic tourists and 400 foreign tourists. The subjects were selected using Slovin's Formula sampling techniques. Tourism support components consisting of prices, physical facilities (infrastructures), and guarantees (services) were used to determine tourist perceptions about the level of satisfaction and importance. The results of the research showed that domestic tourists were dissatisfied with component 1) guarantees (services) consisting of cultural attractions, public communication and services officers, as well as 2) physical facilities (infrastructures) consisting of souvenir galleries, toilets, environmental cleanliness, restaurant cleanliness, and safety facilities. While foreign tourists have a low level of satisfaction with the service of the officers and the public in terms of communicating in foreign languages, cultural attractions, and environmental cleanliness.

Keywords: Guarantee; IPA; Physical Facilities; Price; Tourist

1. Introduction

The tourism potential in the Bangka Belitung Islands Province especially in Belitung Regency has been very well known by tourists, both domestic and foreign. This is indicated by a significant increase in tourist visits from 2015 to 2018 over 4 years. The number of foreign tourist visits has increased by 234.6% and domestic tourist visits increased by 83.3%. The total increase of tourists visiting Belitung Regency was 85.9%, with details as shown in the following figure:

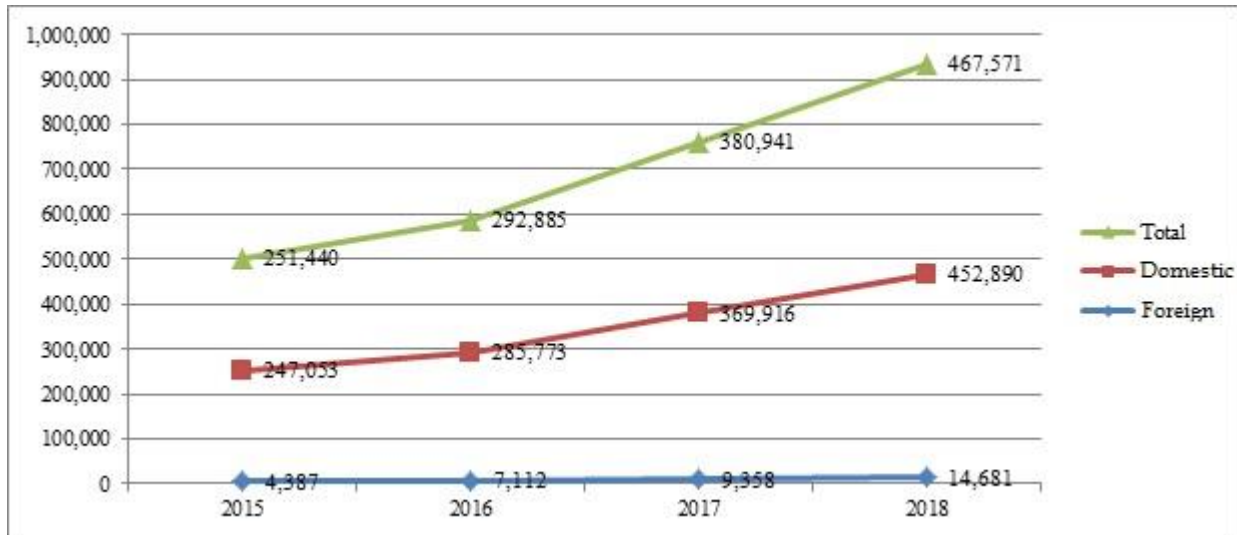


Figure 1. Tourist Visits to Belitung Regency in 2015 - 2018

Source: Primary Data (2019)

Tourist visits which have increased require efforts to improve the quality of tourist destinations and adequate supporting components each year. It is assumed that global conditions affecting tourist visits are considered normal. To increase tourist visit rates, local governments need to know the factors or conditions that affect the level of tourist satisfaction. Besides the level of satisfaction, it also needs to know the importance of each supporting factor that can affect tourist visits and satisfaction (Kleman, 2001; Rajesh, 2013; Valeriani & Wardhani, 2015; Haarhoff, 2018).

The results of the initial survey showed that 93% of tourists visiting Belitung are due to the beauty of the white sand beaches, large granite rocks, and also natural seawater. Just relying on natural beauty is not enough, but it requires other supporting tourism components such as price, condition of physical facilities (infrastructures), and guarantees (services). These components will be tested to determine the level of satisfaction and importance of tourists. An analysis using Importance Performance Analysis (IPA) is needed to determine the level of satisfaction and the importance of supporting components for tourists (Wong et al., 2011; De Nisco et al., 2015; Kasnadi & Indrayani, 2019). This analysis is a simple implementation technique to know the level of satisfaction and importance of tourists when visiting so it is useful for tourism development in Belitung Regency (Valeriani et al., 2017; Andriani, 2019). The ability to provide a high-quality and satisfying tourist experience is an important source of competitive advantage. This is very important due to the increasing competition between domestic and international tourist destinations.

Some studies have been conducted on the perception of tourist-related to the level of tourist satisfaction. De Nisco et al., (2015) showed that tourists while visiting want an attraction of historical heritage. Other studies have found that satisfactory tourism experiences can affect the

intention of post-visit behavior, such as the intention to return to visit the destination (Chen & Tsai, 2007) and willingness to recommend it (Bigné et al., 2001; Chi & Qu, 2008). Tourists will make a comparison between visited tourist destinations and previously visited. The difference becomes a point of comparison to evaluate tourist satisfaction (Armario, 2008; Alegre & Garau, 2010; Aliman et al., 2016).

There is a need for research to know the difference between overall satisfaction on tourist destinations and satisfaction related to tourism support components such as hotels, restaurants, shops, transportation, and so on (Butcher, 2002; Ryglova et al., 2015). Therefore, besides the functional components, many contextual and environmental factors contribute to the perception of tourism experiences, such as social factors, the quality of human interactions that lead to benefits and responses to experiences and physical environments such as nature, attractions, landscaping and so on (Fuchs & Weiermair, 2003).

This research aims to determine the gap between the level of satisfaction and the importance of tourists who visited tourist destinations in the Belitung Regency by using Importance Performance Analysis (IPA). Tourism support components consisting of prices, physical facilities (infrastructures), and guarantees (services) were used to determine tourist perceptions about satisfaction and the importance of tourists to determine tourism development strategy.

2. Literature Review

2.1. The Concept of Tourism

Tourism is an activity to visit a place to get pleasure, look for satisfaction, knowing something, improving health, enjoying sports or resting, fulfilling tasks, pilgrimages, and others (Aynalem et al., 2016; Camilleri, 2018). Whereas Zaei & Zaei (2013) defined tourism as an organization, both government and private, involved in the development, production, and marketing of a service product, which fulfills the needs of people who are traveling. Also, Gunawan et al., (2016) explained that tourism is one of the new industries that can encourage employment opportunities, income, living standards, and activate other production sectors in tourist receiving countries. Tourism can encourage the development of the domestic economic sector, such as tourism services, which consist of transportation and accommodation businesses (hotels, motels, tourist cottages) (Bertan & Altıntaş, 2013).

Tourism can create and expand new jobs such as hotels or other lodgings, travel businesses, government offices in tourism, translator offices, handicraft, and souvenir industries, and sales galleries, and encourage the development of areas that have tourism attractions (Ariya et al., 2017). The developments of tourism have the potential to develop regional tourism destinations. This potential affects the motivation of tourists to visit Tourist Attraction (Leung et al., 2018).

2.2. Tourist Attraction

Based on the Law of the Republic of Indonesia Number 10 of 2009, Tourist Attractions is something that has a uniqueness, convenience, and value consisting of a diversity of natural wealth, culture, and human-made products, which are targeted or visited by tourists (Republik Indonesia, 2009). Another definition reveals that Tourist Attraction is anything that becomes an attraction for people to visit a certain area (Vengesayi et al., 2009). Tourist Attractions as well as anything interesting and valuable to visit and see (Devy & Soemanto, 2017).

Tourism Attractions are divided into three types, consisting of (1) Natural Tourist Attractions, (2) Cultural Tourist Attractions, and (3) Special Interest Tourist Attractions. Natural Tourist Attraction is a Tourist Attraction developed based on the beauty and uniqueness of

nature, such as beaches, sea, lakes, and others. Cultural Tourist Attraction is a Tourist Attraction developed based on the work and creation of humans, both cultural heritage (sites) and cultural values that still exist in a community (the living culture), such as ceremonies/rituals, customs, performing arts, craft arts, literary arts, fine arts, or daily uniqueness owned by a community. Special Interest Tourist Attraction is a Tourist Attraction developed based on activities to fulfill specific tourist interests such as fishing, shopping, golf (sport), agro-tourism, and others (Kementerian Pariwisata Republik Indonesia, 2018; Manafe et al., 2016).

2.3. Tourism Actor

Tourism actors are all parties who play a role and are involved in tourism activities (Molina et al., 2010; Rääkkönen, 2014), which consists of:

- 1) Tourists, consumers, or users of travel products and services. Tourists have a variety of motives and backgrounds (interests, expectations, social, economic, cultural characteristics) to visit/travel. Tourists consist of domestic and foreign tourists (Tureac & Turtureanu, 2010).
- 2) Tourism Industry/Service Providers, all businesses that produce goods and services for tourism.
- 3) Supporting Tourism Services, businesses that do not specifically offer tourism products and services but often depend on tourists as users of these services and products.
- 4) The government, the party that has the authority in regulating, supplying, and allocating various infrastructure related to tourism.
- 5) The local community, people who live around the tourist area. The local community is one of the important actors in tourism who acts as a provider of most attractions and also a determining factor for the quality of tourism products.

2.4. Tourism Infrastructure

The development of the tourism sector is strongly related and depends on the development of infrastructure. Infrastructure systems defined as facilities or basic structures, equipment, installations, which are constructed and are needed and important for the functioning of social systems and economic systems of the community (Panasiuk, 2007). Infrastructure development is very important which will encourage the development of the tourism sector (Blazeska et al., 2018).

2.5. Tourism Marketing

Tourism marketing is a process of management conducted by the organization and industry through communication to determine and influence the interest, needs, motivation, likes and dislikes on local, national and international areas, then formulate and customize the tourism products to achieve the maximum satisfaction of tourists and benefit from the satisfaction of the tourists (Utama, 2016). The objectives of tourism marketing are (1) attracting tourists to visit an area, (2) attracting tourists to use the services provided by the tourism industry.

2.6. Tourist Satisfaction

Several studies have discussed tourist satisfaction and stated that it is necessary to consider the local potential or specificity of the tourism sector in each region to measure tourist satisfaction (Bowen, 2002; Fuchs & Reichel, 2006; Chi, 2011; Gursoy et al., 2013).

3. Research Methodology

This research was quantitative research using Importance Performance Analysis (IPA). This research was conducted in August - November 2019. Data collection techniques used in this research were interviews, observation, and literature studies. Primary data obtained by interview through the Likert scale questions. The subjects in this research were 400 domestic tourists and 400 foreign tourists. The subjects were selected using Slovin's Formula sampling techniques.

3.1. Importance Performance Analysis (IPA)

The use of the Importance Performance Analysis (IPA) method in the tourism sector is a scheme that is in line with the performance expectation approach and its use has been done in tourism marketing (Bindu & Kanagaraj, 2013; De Nisco et al., 2015; Jeng et al., 2019). Importance Performance Analysis (IPA) was used to measure the level of individual satisfaction with the importance of other parties. Importance Performance Analysis (IPA) has also been used to evaluate hotel performance and tourism events (Chu & Choi, 2000; Beldona & Cobanoglu, 2007; Wilkins, 2010; Djeri et al., 2018). Recently, Sörensson & von Friedrichs (2013) and Boley et al., (2017) used Importance Performance Analysis (IPA) to compare the performance of tourism destinations related to social and environmental sustainability. The individual satisfaction is measured by comparing the level of satisfaction with the level of importance. Measurement of the value of alternative values of satisfaction and importance level is done with Likert scale as follows:

Table 1. The Alternative Values of Satisfaction and Importance Level

Satisfaction Level	Score Value	Importance Level
Very Satisfied	5	Very Important
Satisfied	4	Important
Quite Satisfied	3	Quite Important
Dissatisfied	2	Not Important
Very Dissatisfied	1	Very Unimportant

Source: Budiaji (2013)

This technique directs respondents to an assessment of their level of satisfaction and importance. The average value of the satisfaction and importance are then analyzed using the Importance-Performance Matrix, where the X-axis represents satisfaction while the Y-axis represents importance. The result will be the four quadrants according to the following figure:

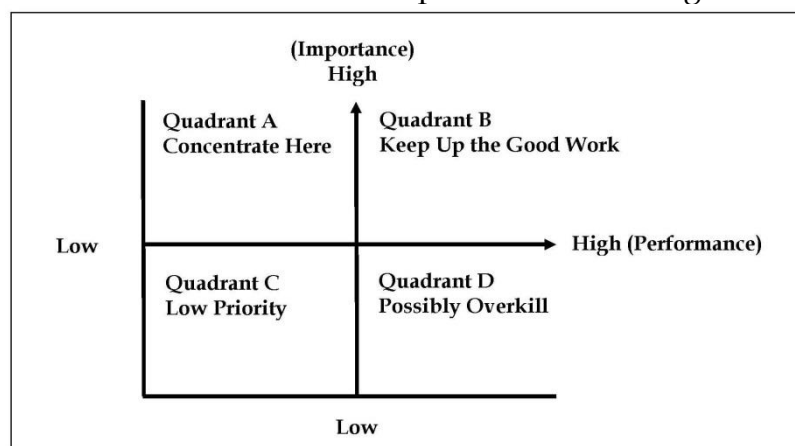


Figure 2. The Quadrants of Importance Performance Analysis (IPA)

Source: De Nisco et al., (2015); Djeri et al., (2018)

The interpretation of the quadrant based on Djeri et al., (2018) are:

- A. Concentrate Here: At this quadrant, the factors that consumers enjoy have high importance but low satisfaction, so the factors in this quadrant become the main priority for the management.
- B. Keep Up the Good Work: In this quadrant, the factors that consumers enjoy have high importance and satisfaction, so the management does not need to concentrate on the improvement, but it needed to maintain the factors.
- C. Low Priority: In this quadrant, the factors that consumers enjoy have low importance and satisfaction. After the main priority has improved, the factors in this quadrant must be the next main priority.
- D. Possibly Overkill: In this quadrant, the factors that consumers enjoy have low importance but high satisfaction. The management is too excessive in paying attention to the factors.

The results of the mapping of the Importance Performance Analysis (IPA) quadrants mean that the factors in quadrant A are the priority, which must be fulfilled, developed, or built in advance. The next steps are development on factors in quadrant C.

3.2. Population and Sample

The population is general and refers to entities such as people, companies, cities, countries, and so on, which are used as statistical and econometric analysis tools (Gujarati, 2003). The populations in this research were 452,890 domestic tourists and 14,681 foreign tourists. The sample is a portion of the population, which has the same properties as the object, which is the source of the data (Firman, 2018).

Sampling is the consideration of efficiency and leads to the centralization of the problem by focusing on a portion of its population. The sample determination of this research using the Slovin Formula (Gujarati, 2003), as follows:

$$n = \frac{N}{N \cdot d^2 + 1}$$

n = size of the sample from a population

N = size of a population

d = margin of error

Calculation of sample of domestic tourists:

$$n = \frac{N}{N \cdot d^2 + 1}$$

$$n = \frac{452.890}{452.890 \times 0.05^2 + 1} = 399.6$$

Calculation of sample of foreign tourists:

$$n = \frac{N}{N \cdot d^2 + 1}$$

$$n = \frac{14.681}{14.681 \times 0.05^2 + 1} = 389.4$$

Based on this formula, a total sample of 399 domestic tourists and 389 foreign tourists were obtained, and then the results were rounded to 400 for each sample.

4. Results and Discussion

4.1. Results of Importance Performance Analysis (IPA) on Domestic Tourists

This research divided components into 3 types, consisting of prices, physical facilities (infrastructures), and guarantees (services), with the questionnaire and quadrants, arranged based on the results of the Importance Performance Analysis (IPA) analysis. Based on a questionnaire distributed to domestic tourists as respondents, the results obtained are as follows:

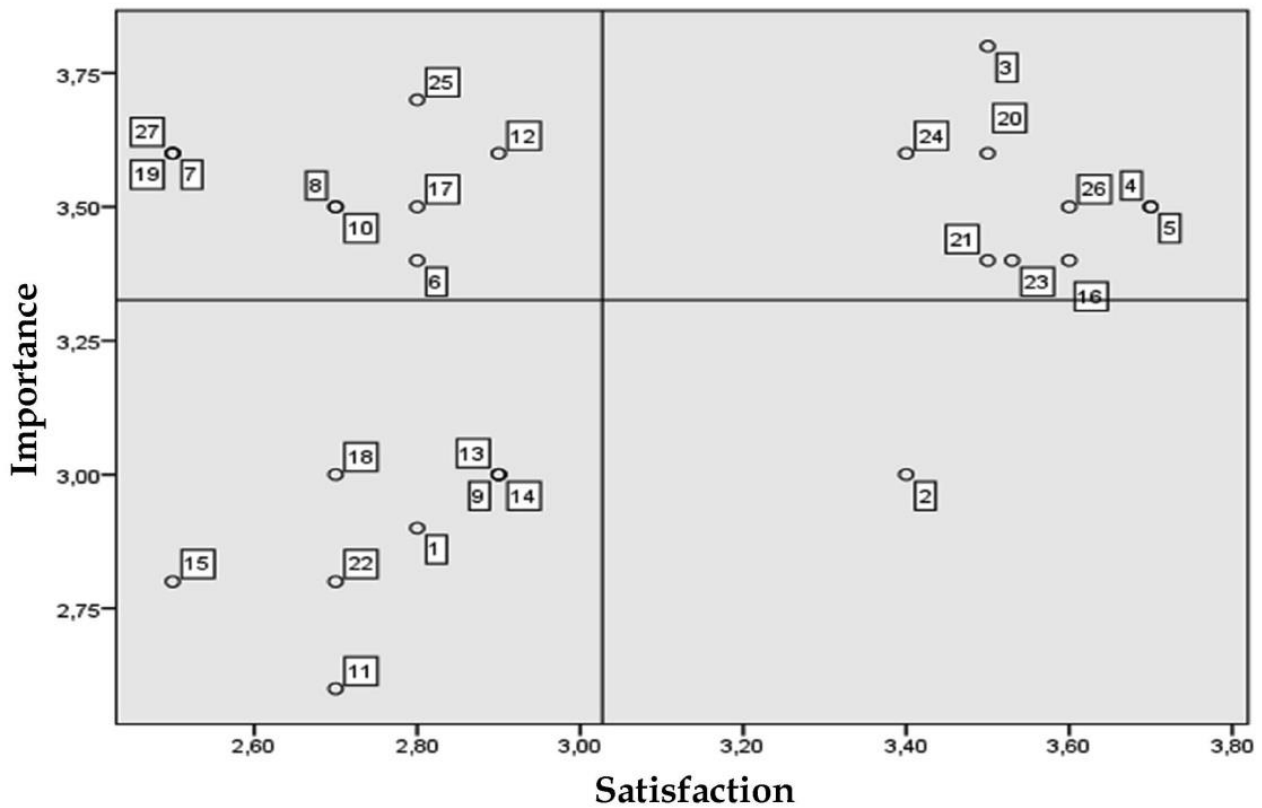


Figure 3. The Quadrants of Importance Performance Analysis (IPA) on Domestic Tourists
Source: Primary Data (2019)

The quadrants components description of Importance Performance Analysis (IPA) on domestic tourists, which consisting of prices, physical facilities (infrastructures), and guarantees (services), as follows:

Table 2. The Summary of Importance Performance Analysis (IPA) Quadrants on Domestic Tourists

Components	Indicators	Quadrants
Prices	Tourism Package Prices	C
	Entrance Ticket Prices (Tourist Attraction)	D
	Food and Souvenir Prices	B
	Hotel/Home Stay Room Prices	B
	Vehicle Rental Prices	B
	Flight Ticket Prices	A
	Extra Baggage Charges	A

Components	Indicators	Quadrants
Physical Facilities (Infrastructures)	Variety of playground facilities (Tourist Attraction)	A
	Availability of Souvenir gallery (Tourist Attraction)	C
	Availability of Transportation Information to Tourist Attraction	A
	Availability of Toilet and Worship Facilities (Tourist Attraction)	C
	Availability of Tourism Map (Tourist Attraction)	A
	Environmental Cleanliness (Tourist Attraction)	C
	Security, Order, Safety Facilities (Tourist Attraction)	C
	Comfort, Cleanliness of Stalls/Restaurants (Tourist Attractions)	C
	Comfort, Cleanliness of Hotels/Homestay	B
	Airport Convenience and Tourist Attraction Information at the Airport	A
	Quality of Facilities and Infrastructures Maintenance	C
	Availability of ATMs, Non-Cash Transactions and Money Changer	A
	Local Specialty Foods	B
	Photo Spots Location	B
	Modern Shopping Center/Night Entertainment	C
Guarantees (Services)	The Beauty of Marine Tourism Objects	B
	The Reality of the Tourism Packages compared to Promotions Offered	B
	Communication Skills (Foreign Language) Officers and the Community	A
	Community Hospitality and Services Officers	B
	Cultural Attractions	A

Source: Primary Data (2019)

Based on the summary of the Domestic Tourists Importance Performance Analysis (IPA) quadrants, that:

- 1) Prices component: 28.57% in quadrant A; 42.87% in quadrant B; 14.28% in quadrant C; and 14.28% in the quadrant D.
- 2) Physical Facilities (Infrastructures): 33.33% in quadrant A; 20% in quadrant B; 46.67% in quadrant C; and 0% in quadrant D.
- 3) Guarantees (Services): 40% in quadrant A; 60% in quadrant B; 0% in quadrant C; and 0% in the quadrant D.

These results indicate that the 3 components have the components located in quadrant A, which is the quadrant of high importance but the level of satisfaction of domestic tourists is very low or tourists are dissatisfied. Among the three components, the guarantees (services) components have the highest percentage in quadrant A of 40%. This means that domestic tourists want cultural attractions in the Tourism Attraction and want good communication from the public and services officers. The physical facilities (infrastructures) components have the highest components in quadrant C, which is the quadrant with low importance and satisfaction. This means that improvements are needed to develop the physical facilities (infrastructures) such as maintenance of infrastructures, souvenir galleries, toilets, environmental cleanliness, restaurant cleanliness, and safety facilities.

4.2. Results of Importance Performance Analysis (IPA) on Foreign Tourists

Based on a questionnaire distributed to foreign tourists as respondents, the results obtained are as follows:

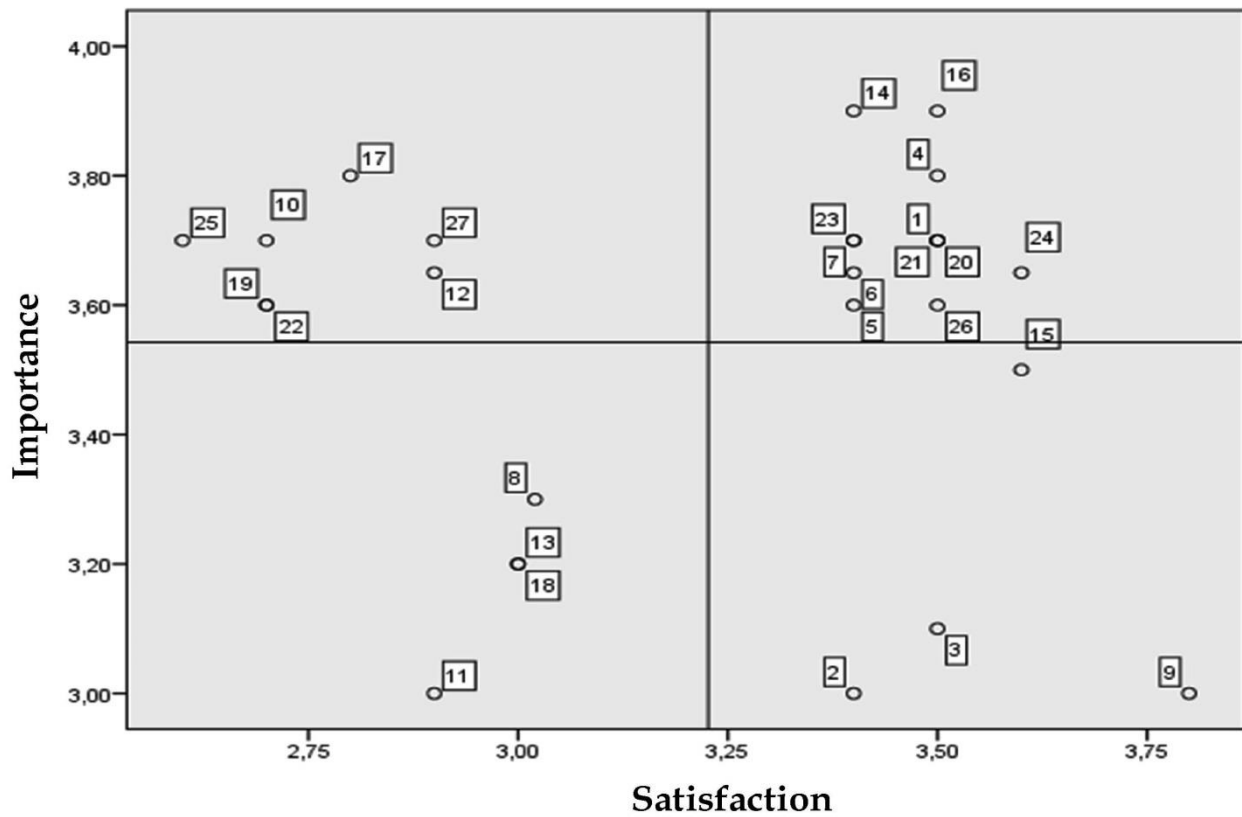


Figure 4. The Quadrants of Importance Performance Analysis (IPA) on Foreign Tourists
Source: Primary Data (2019)

The quadrants components description of Importance Performance Analysis (IPA) on foreign tourists, which consisting of prices, physical facilities (infrastructures), and guarantees (services), as follows:

Table 3. The Summary of Importance Performance Analysis (IPA) Quadrants on Foreign Tourists

Components	Indicators	Quadrants
Prices	Tourism Package Prices	B
	Entrance Ticket Prices (Tourist Attraction)	D
	Food and Souvenir Prices	D
	Hotel/Home Stay Room Prices	B
	Vehicle Rental Prices	B
	Flight Ticket Prices	B
	Extra Baggage Charges	B
	Physical Facilities (Infrastructures)	Variety of playground facilities (Tourist Attraction)
Availability of Souvenir gallery (Tourist Attraction)		D
Availability of Transportation Information to Tourist Attraction		A
Availability of Toilet and Worship Facilities (Tourist Attraction)		C
Availability of Tourism Map (Tourist Attraction)		A
Environmental Cleanliness (Tourist Attraction)		C
Security, Order, Safety Facilities (Tourist Attraction)		B
Comfort, Cleanliness of Stalls/Restaurants (Tourist Attractions)		D
Comfort, Cleanliness of Hotels/Homestay		B
Airport Convenience and Tourist Attraction Information at the Airport		A
Quality of Facilities and Infrastructures Maintenance		D
Availability of ATMs, Non-Cash Transactions and Money Changer		A

Components	Indicators	Quadrants
Guarantees (Services)	Local Specialty Foods	B
	Photo Spots Location	B
	Modern Shopping Center/Night Entertainment	A
	The Beauty of Marine Tourism Objects	B
	The Reality of the Tourism Packages compared to Promotions Offered	B
	Communication Skills (Foreign Language) Officers and the Community	A
	Community Hospitality and Services Officers	B
Cultural Attractions	A	

Source: Primary Data (2019)

Based on the summary of the Foreign Tourists Importance Performance Analysis (IPA) quadrants, that:

- 1) Prices component: 0% in quadrant A; 71.43% in quadrant B; 0% in quadrant C; and 28.57% in quadrant D.
- 2) Physical Facilities (Infrastructures): 33.33% in quadrant A; 26.67% in quadrant B; 20% in quadrant C; and 20% in quadrant D.
- 3) Guarantees (Services): 40% in quadrant A; 60% in quadrant B; 0% in quadrant C; and 0% in the quadrant D.

These results indicate that only the price components are not in quadrant A. This means that the level of satisfaction of foreign tourists is very high for all prices of tourism packages offered. Among the physical facilities (infrastructures) and guarantees (services) components, the highest percentage value in quadrant A is the guarantees (services) components with a percentage of 40%. This means that foreign tourists are not satisfied with the service of officers and community communication in foreign languages. Also, foreign tourists are dissatisfied with cultural attractions. Almost every tourist destination does not feature cultural attractions except for certain events. The physical facilities (infrastructures) components have the component in quadrant C of 20%. This means that foreign tourists want the variety of playgrounds at tourist destinations, and foreign tourists' satisfaction with environmental cleanliness is low.

5. Conclusions

Domestic tourists are dissatisfied with the guarantee component (service) which consists of cultural attractions and public communication in foreign languages and service officers. Furthermore, domestic tourists are dissatisfied with physical facilities (infrastructures) consisting of maintenance of facilities and infrastructure, souvenir galleries, toilets, environmental cleanliness, restaurant cleanliness, and safety facilities.

The level of satisfaction of foreign tourists is very high for all prices of tourism packages offered. However, foreign tourists are not satisfied with the service of officers and community communication in foreign languages. Also, foreign tourists want the variety of playgrounds at tourist destinations, and foreign tourists' satisfaction with environmental cleanliness is low.

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7. Declaration of Conflicting Interests

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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Pengembangan Sektor Pariwisata di Kabupaten Belitung: Persepsi Wisatawan

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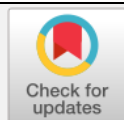
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ABSTRAK

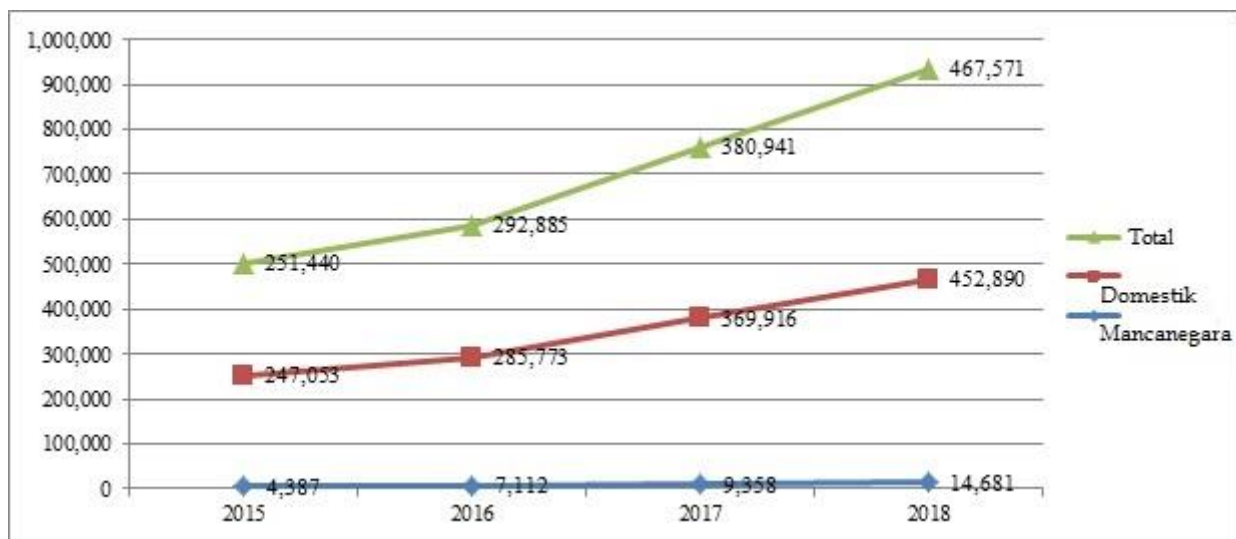
Pariwisata memiliki potensi untuk dikembangkan menjadi sektor unggulan di Kabupaten Belitung. Perkembangan pariwisata ditunjukkan dari meningkatnya jumlah wisatawan, baik wisatawan domestik maupun mancanegara pada tahun 2015-2018 sebesar 85,9% selama periode 4 tahun. Penelitian ini bertujuan untuk mengetahui kesenjangan antara tingkat kepuasan dan pentingnya komponen pendukung pariwisata terhadap wisatawan yang mengunjungi tujuan wisata di Kabupaten Belitung. Penelitian ini adalah penelitian kuantitatif menggunakan Importance Performance Analysis. Data primer diperoleh dengan wawancara melalui pertanyaan skala Likert. Subjek dalam penelitian ini adalah 400 wisatawan domestik dan 400 wisatawan mancanegara. Subjek dipilih menggunakan teknik sampling Rumus Slovin. Komponen pendukung pariwisata yang terdiri harga, fasilitas fisik (infrastruktur) dan jaminan (layanan) digunakan untuk mengetahui persepsi wisatawan tentang kepuasan dan kepentingannya. Hasil dari penelitian menunjukkan bahwa wisatawan domestik merasa tidak puas terhadap komponen 1) jaminan (pelayanan) yang terdiri dari atraksi budaya, komunikasi masyarakat dan petugas pariwisata, serta 2) fasilitas fisik (infrastruktur) yang terdiri dari galeri souvenir, toilet, kebersihan lingkungan, kebersihan restoran, dan fasilitas keselamatan. Sedangkan wisatawan mancanegara memiliki tingkat kepuasan yang rendah terhadap pelayanan dari petugas dan masyarakat dalam hal berkomunikasi dalam bahasa asing, atraksi budaya dan kebersihan lingkungan.

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1. Pendahuluan

Potensi pariwisata di Provinsi Kepulauan Bangka Belitung khususnya Kabupaten Belitung telah sangat dikenal oleh wisatawan, baik domestik maupun mancanegara. Hal ini diindikasikan dari peningkatan kunjungan wisatawan yang cukup signifikan dari tahun 2015 hingga tahun 2018 selama periode 4 tahun. Jumlah kunjungan wisatawan mancanegara meningkat sebesar 234,6% dan kunjungan wisatawan domestik meningkat sebesar 83,3%. Total peningkatan wisatawan yang berkunjung ke Kabupaten Belitung sebesar 85,9%, dengan rincian seperti tampak pada gambar berikut:



Gambar 1. Kunjungan Wisatawan ke Kabupaten Belitung tahun 2015 - 2018

Sumber: Data Primer (2019)

Kunjungan wisatawan yang semakin meningkat membutuhkan upaya untuk peningkatan kualitas destinasi wisata dan komponen pendukung yang memadai setiap tahun. Diasumsikan bahwa kondisi global yang mempengaruhi kunjungan wisatawan dianggap normal. Untuk meningkatkan tingkat kunjungan wisatawan, Pemerintah Daerah perlu mengetahui faktor-faktor atau kondisi yang mempengaruhi tingkat kepuasan wisatawan. Selain tingkat kepuasan, perlu juga diketahui pentingnya masing-masing faktor pendukung yang dapat mempengaruhi kunjungan dan kepuasan wisatawan (Kleeman, 2001; Rajesh, 2013; Valeriani & Wardhani, 2015; Haarhoff, 2018).

Hasil survei awal menunjukkan bahwa 93% wisatawan yang mengunjungi Belitung karena keindahan pantai dengan pasir putih, batu granit besar, dan juga air laut yang jernih dan alami. Hanya mengandalkan keindahan alam saja tidak cukup, tetapi membutuhkan komponen pendukung pariwisata lainnya seperti harga, kondisi fasilitas fisik (infrastruktur) dan jaminan (layanan). Komponen-komponen ini akan diuji untuk mengetahui tingkat kepuasan dan kepentingan wisatawan. Diperlukan analisis dengan menggunakan *Importance Performance Analysis* (IPA) untuk mengetahui tingkat kepuasan dan pentingnya komponen pendukung bagi wisatawan (Wong *et al.*, 2011; De Nisco *et al.*, 2015; Kasnadi & Indrayani, 2019). Analisis ini merupakan teknik penerapan sederhana untuk mengetahui tingkat kepuasan dan tingkat

kepentingan wisatawan pada saat berkunjung sehingga berguna untuk pengembangan pariwisata di Kabupaten Belitung (Valeriani *et al.*, 2017; Andriani, 2019). Kemampuan untuk memberikan pengalaman wisata berkualitas tinggi dan memuaskan merupakan sumber penting dari keunggulan kompetitif. Hal ini sangat penting dikarenakan semakin meningkatnya persaingan di antara tujuan wisata domestik dan internasional.

Beberapa penelitian telah dilakukan mengenai persepsi wisatawan yang berhubungan dengan tingkat kepuasan wisatawan. De Nisco *et al.*, (2015) menunjukkan bahwa wisatawan ketika berwisata, menginginkan adanya atraksi peninggalan bersejarah. Penelitian lainnya menemukan bahwa pengalaman pariwisata yang memuaskan dapat mempengaruhi niat perilaku pasca kunjungan, seperti niat untuk kembali berkunjung ke tujuan wisata tersebut (Chen & Tsai, 2007) dan kemauan untuk merekomendasikannya (Bigné *et al.*, 2001; Chi & Qu, 2008). Wisatawan akan melakukan perbandingan antara destinasi wisata yang dikunjungi dengan destinasi wisata yang pernah dikunjungi sebelumnya. Perbedaan tersebut menjadi sebuah titik perbandingan untuk mengevaluasi kepuasan wisatawan (Armario, 2008); (Alegre & Garau, 2010); (Aliman *et al.*, 2016).

Perlu adanya penelitian untuk mengetahui perbedaan antara kepuasan keseluruhan terhadap tujuan wisata dan kepuasan yang terkait dengan komponen pendukung pariwisata seperti layanan terkait seperti hotel, restoran, toko, transportasi, dan sebagainya (Butcher, 2002; Ryglova *et al.*, 2015). Oleh karena itu, selain komponen fungsional, banyak faktor kontekstual dan lingkungan berkontribusi terhadap persepsi pengalaman pariwisata, seperti faktor sosial, kualitas interaksi manusia yang mengarah pada manfaat dan tanggapan terhadap pengalaman dan lingkungan fisik seperti alam, atraksi, lansekap dan sebagainya (Fuchs & Weiermair, 2003).

Penelitian ini bertujuan untuk mengetahui kesenjangan antara tingkat kepuasan dan kepentingan wisatawan yang mengunjungi tujuan wisata di Kabupaten Belitung dengan menggunakan *Importance Performance Analysis* (IPA). Komponen pendukung pariwisata yang terdiri harga, fasilitas fisik (infrastruktur) dan jaminan (layanan) digunakan untuk mengetahui persepsi wisatawan tentang kepuasan dan kepentingan wisatawan sehingga dapat menentukan strategi pengembangan pariwisata.

2. Tinjauan Pustaka

2.1. Konsep Pariwisata

Pariwisata adalah kegiatan melakukan kunjungan ke suatu tempat dengan tujuan mendapatkan kenikmatan, mencari kepuasan, mengetahui sesuatu, memperbaiki kesehatan, menikmati olahraga atau beristirahat, menunaikan tugas, berziarah dan lain-lain (Aynalem *et al.*, 2016; Camilleri, 2018). Sedangkan Zaei & Zaei (2013) mendefinisikan pariwisata adalah suatu susunan organisasi, baik pemerintah maupun swasta yang terkait dalam pengembangan, produksi, dan pemasaran produk suatu layanan, yang memenuhi kebutuhan dari orang yang sedang bepergian. Selain itu, Gunawan *et al.*, (2016) menjelaskan bahwa pariwisata adalah salah satu industri baru yang mampu mendorong peluang kerja, pendapatan, standar hidup, dan mengaktifkan sektor produksi lainnya di negara-negara penerima wisatawan.

Pariwisata bisa mendorong perkembangan sektor ekonomi domestik, seperti jasa wisata, yang terdiri dari usaha transportasi dan akomodasi (hotel, motel, pondok wisata) (Bertan & Altıntaş, 2013). Pengembangan pariwisata berpotensi mengembangkan tujuan wisata di daerah. Potensi ini mempengaruhi motivasi wisatawan untuk datang berkunjung ke Daya Tarik Wisata (DTW) tersebut (Leung *et al.*, 2018).

2.2. Data Tarik Wisata

Berdasarkan Undang-Undang Republik Indonesia Nomor 10 Tahun 2009, Daya Tarik Wisata adalah sesuatu yang memiliki keunikan, kenyamanan, dan nilai yang terdiri dari keanekaragaman kekayaan alam, budaya, dan produk buatan manusia, yang menjadi sasaran atau dikunjungi oleh wisatawan (Republik Indonesia, 2009). Definisi lain mengungkapkan bahwa Daya Tarik Wisata atau "*Tourist Attraction*", adalah segala sesuatu yang menjadi daya tarik bagi orang untuk mengunjungi suatu daerah tertentu (Vengesayi *et al.*, 2009). Daya Tarik Wisata juga sebagai segala sesuatu yang menarik dan bernilai untuk dikunjungi dan dilihat (Devy & Soemanto, 2017).

Daya Tarik Wisata dibagi menjadi tiga macam, yang terdiri dari yaitu (1) Daya Tarik Wisata Alam merupakan Daya Tarik Wisata yang dikembangkan dengan berbasis pada keindahan dan keunikan alam, seperti pantai, laut, danau, dan lain-lain. (2) Daya Tarik Wisata Budaya merupakan Daya Tarik Wisata yang dikembangkan dengan berbasis pada hasil karya dan kreasi manusia, baik peninggalan budaya (*situs/heritage*) maupun nilai budaya yang masih ada dalam suatu masyarakat (*the living culture*), seperti upacara/ritual, adat istiadat, seni pertunjukan, seni kriya, seni sastra, seni rupa, ataupun keunikan sehari-hari yang dimiliki oleh suatu masyarakat, dan (3) Daya Tarik Wisata Minat Khusus (*Special Interest*) adalah Daya Tarik Wisata yang dikembangkan dengan berbasis pada aktivitas untuk pemenuhan keinginan wisatawan secara spesifik, seperti memancing (*fishing*), berbelanja (*shopping*), golf (*sport*), agrowisata, dan lain-lain. (Kementerian Pariwisata Republik Indonesia, 2018; Manafe *et al.*, 2016).

2.3. Pelaku Pariwisata

Pelaku pariwisata merupakan semua pihak yang berperan dan terlibat dalam kegiatan pariwisata (Molina *et al.*, 2010; Rääkkönen, 2014), yang terdiri dari:

- 1) Wisatawan, konsumen atau pengguna produk dan layanan wisata. Wisatawan memiliki beragam motif dan latar belakang (minat, ekspektasi, karakteristik sosial, ekonomi, budaya) untuk berkunjung/berwisata. Wisatawan terdiri dari wisatawan domestik dan wisatawan mancanegara (Tureac & Turtureanu, 2010).
- 2) Industri Pariwisata/Penyedia Jasa, semua usaha yang menghasilkan barang dan jasa bagi pariwisata.
- 3) Pendukung Jasa Wisata, usaha yang tidak secara khusus menawarkan produk dan jasa wisata tetapi seringkali bergantung pada wisatawan sebagai pengguna jasa dan produk tersebut.
- 4) Pemerintah, pihak yang mempunyai otoritas dalam pengaturan, penyediaan, dan peruntukan berbagai infrastruktur yang terkait dengan pariwisata.
- 5) Masyarakat lokal, masyarakat yang bermukim di sekitar kawasan wisata. Masyarakat lokal merupakan salah satu aktor penting dalam pariwisata yang berperan sebagai penyedia sebagian besar atraksi dan juga faktor penentu kualitas produk wisata.

2.4. Infrastruktur Pariwisata

Pengembangan sektor pariwisata sangat terkait dan tergantung pada pengembangan infrastruktur. Sistem infrastruktur didefinisikan sebagai fasilitas atau struktur dasar, peralatan, instalasi, yang dibangun dan dibutuhkan serta penting untuk berfungsinya sistem sosial dan sistem ekonomi masyarakat (Panasiuk, 2007). Pengembangan infrastruktur menjadi sangat penting yang akan mendorong perkembangan sektor pariwisata (Blazeska *et al.*, 2018).

2.5. Pemasaran Pariwisata

Pemasaran pariwisata adalah proses manajemen yang dilakukan oleh organisasi dan industri melalui komunikasi untuk menentukan dan mempengaruhi minat, kebutuhan, motivasi, suka dan tidak suka pada daerah lokal, nasional dan internasional, kemudian merumuskan dan menyesuaikan produk pariwisata untuk mencapai kepuasan maksimum dari wisatawan dan manfaat dari kepuasan para wisatawan (Utama, 2016). Tujuan pemasaran pariwisata yaitu (1) menarik wisatawan untuk berkunjung pada suatu daerah (2) menarik wisatawan untuk menggunakan pelayanan yang diberikan oleh industri pariwisata.

2.6. Kepuasan Wisatawan

Beberapa penelitian telah mendiskusikan tentang kepuasan wisatawan dan menyatakan bahwa perlunya mempertimbangkan potensi lokal atau kekhasan sektor pariwisata masing-masing daerah untuk mengukur kepuasan wisatawan (Bowen, 2002; Fuchs & Reichel, 2006; Chi, 2011; Gursoy *et al.*, 2013).

3. Metodologi Penelitian

Penelitian ini adalah penelitian kuantitatif menggunakan *Importance Performance Analysis* (IPA). Penelitian ini dilaksanakan pada bulan Agustus - November 2019. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah wawancara, observasi, dan studi literatur. Data primer diperoleh dengan wawancara melalui pertanyaan skala Likert. Subjek dalam penelitian ini adalah 400 wisatawan domestik dan 400 wisatawan mancanegara. Subjek dipilih menggunakan teknik *sampling* Rumus Slovin.

3.1. Importance Performance Analysis (IPA)

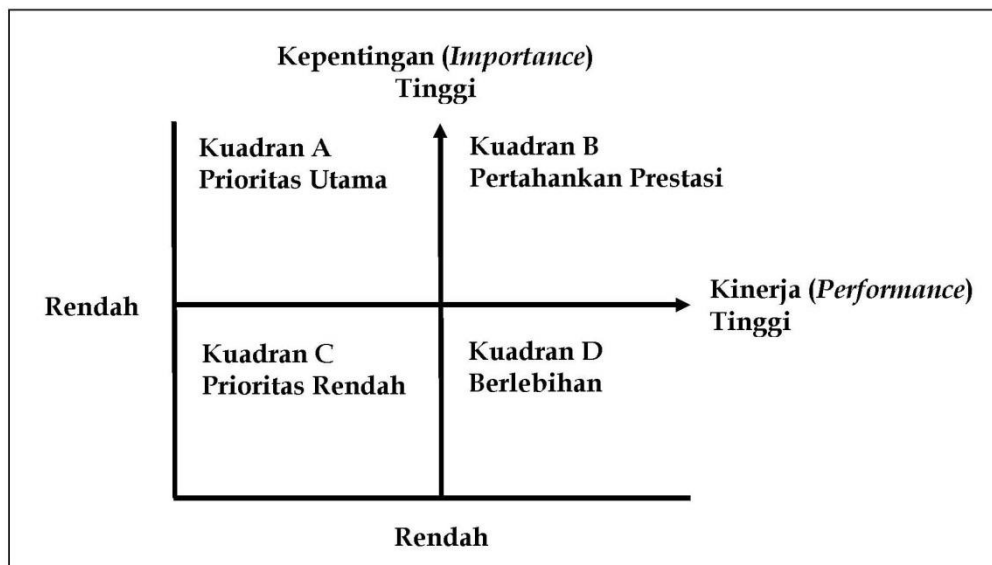
Penggunaan metode *Importance Performance Analysis* (IPA) pada sektor pariwisata merupakan skema yang sejalan dengan pendekatan ekspektasi kinerja dan penggunaannya diantaranya pernah dilakukan dalam pemasaran pariwisata (Bindu & Kanagaraj, 2013; De Nisco *et al.*, 2015; Jeng *et al.*, 2019). *Importance Performance Analysis* (IPA) digunakan untuk mengukur tingkat kepuasan individu dengan kepentingan pihak lain. *Importance Performance Analysis* (IPA) juga telah digunakan untuk mengevaluasi kinerja hotel dan acara pariwisata (Chu & Choi, 2000; Beldona & Cobanoglu, 2007; Wilkins, 2010; Djeri *et al.*, 2018). Baru-baru ini, Sörensson & von Friedrichs (2013) dan Boley *et al.*, (2017) menggunakan *Importance Performance Analysis* (IPA) untuk membandingkan kinerja destinasi pariwisata terkait dengan keberlanjutan sosial dan lingkungan. Kepuasan individu tersebut diukur dengan cara membandingkan tingkat kepuasan dengan kepentingan yang dilakukan. Pengukuran pembobotan nilai alternatif tingkat kepuasan dan tingkat kepentingan dilakukan dengan skala Likert sebagai berikut:

Tabel 1. Nilai Skor Alternatif Jawaban Harapan dan Kepuasan

Alternatif Jawaban Tingkat Kepuasan	Nilai Skor	Alternatif Jawaban Tingkat Harapan
Sangat Puas	5	Sangat Penting
Puas	4	Penting
Cukup Puas	3	Cukup Penting
Tidak Puas	2	Tidak Penting
Sangat Tidak Puas	1	Sangat Tidak Penting

Sumber: Budiaji (2013)

Teknik ini mengarahkan responden untuk penilaian terhadap tingkat kepuasan dan kepentingan. Nilai rata-rata tingkat kepuasan dan kepentingan tersebut kemudian dianalisis menggunakan *Importance-Performance Matrix*, yang mana sumbu X mewakili kepuasan sedangkan sumbu Y mewakili kepentingan. Hasil yang akan didapat berupa empat kuadran sesuai gambar berikut:



Gambar 2. Kuadran *Importance Performance Analysis* (IPA)

Sumber: De Nisco *et al.*, (2015); Djeri *et al.*, (2018)

Interpretasi dari kuadran tersebut berdasarkan Djeri *et al.*, (2018) adalah:

- A. *Prioritas Utama (Concentrate Here)*: Di kuadran ini, faktor-faktor yang dinikmati konsumen memiliki kepentingan tinggi tetapi kepuasan rendah, sehingga faktor-faktor dalam kuadran ini menjadi prioritas utama bagi pengelola.
- B. *Pertahankan Prestasi (Keep Up the Good Work)*: Di kuadran ini, faktor-faktor yang dinikmati konsumen memiliki kepentingan dan kepuasan yang tinggi, sehingga manajemen tidak perlu berkonsentrasi pada peningkatan, tetapi perlu mempertahankan faktor-faktor tersebut.
- C. *Prioritas Rendah (Low Priority)*: Di kuadran ini, faktor-faktor yang dinikmati konsumen memiliki kepentingan dan kepuasan yang rendah. Setelah prioritas utama ditingkatkan, faktor-faktor dalam kuadran ini harus menjadi prioritas utama berikutnya.
- D. *Berlebihan (Possibly Overkill)*: Dalam kuadran ini, faktor-faktor yang dinikmati konsumen memiliki tingkat kepentingan yang rendah tetapi kepuasan yang tinggi. Manajemen terlalu berlebihan dalam memperhatikan faktor-faktor tersebut.

Hasil dari pemetaan kuadran *Importance Performance Analysis* (IPA), dimaknai bahwa faktor-faktor di kuadran A menjadi prioritas utama, yang harus dipenuhi, dikembangkan, atau dibangun terlebih dahulu. Langkah selanjutnya adalah pengembangan pada faktor-faktor di kuadran C.

3.2. Populasi dan Sampel

Populasi bersifat umum dan mengacu pada entitas seperti orang, perusahaan, kota, negara, dan sebagainya, yang digunakan sebagai alat analisis statistik dan ekonometrik (Gujarati, 2003).

Populasi dalam penelitian ini adalah 452.890 wisatawan domestik dan 14.681 wisatawan asing. Sampel adalah bagian dari populasi, yang memiliki sifat-sifat yang sama dari objek, yang merupakan sumber data (Firman, 2018).

Pengambilan sampel sebagai pertimbangan efisiensi dan mengarah pada sentralisasi permasalahan dengan memfokuskan pada sebagian dari populasinya. Penentuan sampel pada penelitian ini menggunakan Rumus Slovin (Gujarati, 2003), sebagai berikut:

$$n = \frac{N}{N \cdot d^2 + 1}$$

n = jumlah sampel dari suatu populasi

N = jumlah suatu populasi

d = tingkat kesalahan

Perhitungan jumlah sampel wisatawan domestik:

$$n = \frac{N}{N \cdot d^2 + 1}$$

$$n = \frac{452.890}{452.890 \times 0.05^2 + 1} = 399.6$$

Perhitungan jumlah sampel wisatawan mancanegara:

$$n = \frac{N}{N \cdot d^2 + 1}$$

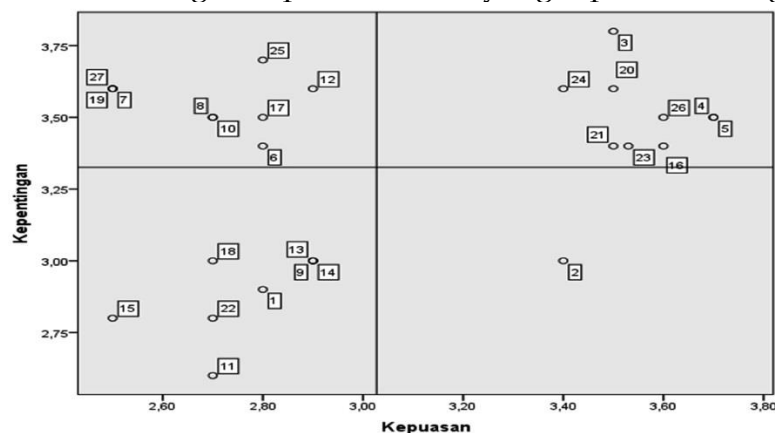
$$n = \frac{14.681}{14.681 \times 0.05^2 + 1} = 389.4$$

Berdasarkan rumus tersebut, diperoleh jumlah sampel wisatawan nusantara sebanyak 399 dan wisatawan mancanegara sebanyak 389, kemudian hasil dibulatkan menjadi 400 untuk masing-masing sampel.

4. Hasil Penelitian dan Pembahasan

4.1. Hasil Importance Performance Analysis (IPA) terhadap Wisatawan Domestik

Penelitian ini membagi komponen menjadi 3 jenis, yang terdiri dari harga, fasilitas fisik (infrastruktur) dan jaminan (pelayanan), dengan kuesioner dan kuadran disusun berdasarkan hasil analisis Importance Performance Analysis (IPA). Berdasarkan kuesioner yang disebarakan kepada wisatawan domestik sebagai responden, hasil yang diperoleh sebagai berikut:



Gambar 3. Kuadran Importance Performance Analysis (IPA) Wisatawan Domestik

Sumber: Data Primer (2019)

Deskripsi komponen kuadran dari *Importance Performance Analysis* (IPA) pada wisatawan domestik, yang terdiri dari harga, fasilitas fisik (infrastruktur), dan jaminan (layanan), sebagai berikut:

Tabel 2. Ringkasan Kuadran *Importance Performance Analysis* (IPA) Wisatawan Domestik

Komponen	Indikator	Kuadran
Harga	Harga Paket Wisata	C
	Harga Tiket Masuk (Daya Tarik Wisata)	D
	Harga Makanan dan Souvenir	B
	Harga Kamar Hotel/ <i>Homestay</i>	B
	Harga Rental Kendaraan	B
	Harga Tiket Pesawat	A
	Harga Bagasi Berbayar	A
Fasilitas Fisik (Infrastruktur)	Ragam Fasilitas Wahana Bermain (Daya Tarik Wisata)	A
	Ketersediaan Galeri Souvenir (Daya Tarik Wisata)	C
	Ketersediaan Informasi Transportasi menuju Daya Tarik Wisata	A
	Ketersediaan Fasilitas Toilet dan Sarana Beribadah (Daya Tarik Wisata)	C
	Ketersediaan <i>Tourism Map</i> (Daya Tarik Wisata)	A
	Kebersihan Lingkungan (Daya Tarik Wisata)	C
	Keamanan, Ketertiban, Fasilitas Keselamatan (Daya Tarik Wisata)	C
	Kenyamanan, Kebersihan Warung/Restoran (Daya Tarik Wisata)	C
	Kenyamanan, Kebersihan Hotel/ <i>Homestay</i>	B
	Kenyamanan Bandara dan Informasi Daya Tarik Wisata di Bandara	A
	Kualitas Pemeliharaan Sarana/Prasarana (Daya Tarik Wisata)	C
	Ketersediaan ATM, Transaksi Non-Tunai dan Money Changer	A
	Kuliner Makanan Khas Daerah	B
	Lokasi Spot Berfoto	B
Pusat Perbelanjaan Modern/Hiburan Malam	C	
Jaminan (Layanan)	Keindahan Objek Wisata Bahari	B
	Kesesuaian Paket Wisata yang dinikmati dengan Promosi	B
	Kemampuan Berkomunikasi (Bahasa Asing) Petugas dan Masyarakat	A
	Keramahan Masyarakat dan Pelayanan Petugas	B
	Atraksi Budaya	A

Sumber: Data Primer (2019)

Berdasarkan ringkasan kuadran *Importance Performance Analysis* (IPA) Wisatawan Domestik, bahwa:

- 1) Komponen Harga: 28,57% pada kuadran A; 42,87% pada kuadran B; 14,28% pada kuadran C; dan 14,28% pada kuadran D.
- 2) Komponen Fasilitas Fisik (Infrastruktur): 33,33% pada kuadran A; 20% pada kuadran B; 46,67% pada kuadran C; dan 0% pada kuadran D.
- 3) Komponen Jaminan (Layanan): 40% pada kuadran A; 60% pada kuadran B; 0% pada kuadran C; dan 0% pada kuadran D.

Hasil tersebut menunjukkan bahwa 3 komponen tersebut memiliki komponen yang terletak pada kuadran A, yang merupakan kuadran dengan tingkat kepentingannya tinggi namun tingkat kepuasan wisatawan domestik sangat rendah atau wisatawan tidak puas. Di antara ketiga komponen tersebut, komponen jaminan (layanan) memiliki persentase tertinggi pada kuadran A sebesar 40%. Ini artinya wisatawan domestik sangat menginginkan adanya atraksi budaya pada Daya Tarik Wisata dan menginginkan komunikasi yang baik dari masyarakat dan petugas pariwisata. Komponen fasilitas fisik (Infrastruktur) memiliki komponen tertinggi pada

kuadran C, yang merupakan kuadran dengan kepentingan dan kepuasan yang rendah. Ini artinya dibutuhkan peningkatan pengembangan pada fasilitas fisik (infrastruktur) seperti pemeliharaan sarana prasarana, galeri souvenir, toilet, kebersihan lingkungan, kebersihan restoran, dan fasilitas keselamatan.

4.2. Hasil Importance Performance Analysis (IPA) terhadap Wisatawan Mancanegara

Berdasarkan kuesioner yang disebarakan kepada wisatawan domestik sebagai responden, hasil yang diperoleh sebagai berikut:

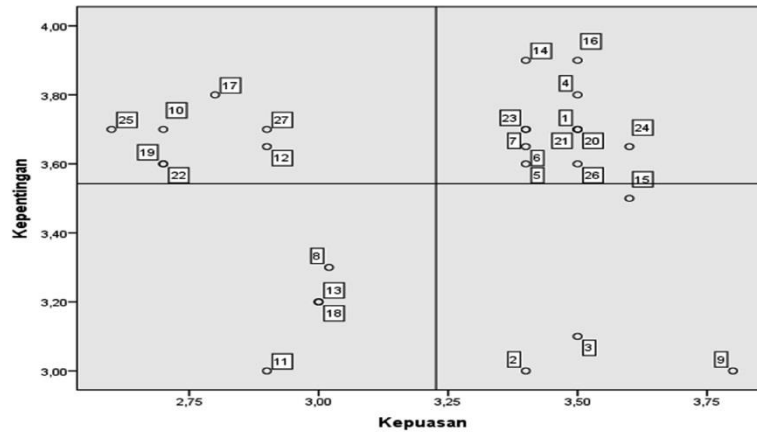


Figure 4. Kuadran Importance Performance Analysis (IPA) Wisatawan Mancanegara

Sumber: Data Primer (2019)

Deskripsi komponen kuadran dari *Importance Performance Analysis* (IPA) pada wisatawan mancanegara, yang terdiri dari harga, fasilitas fisik (infrastruktur), dan jaminan (layanan), sebagai berikut:

Table 3. Ringkasan Kuadran *Importance Performance Analysis* (IPA) Wisatawan Mancanegara

Komponen	Indikator	Kuadran
Harga	Harga Paket Wisata	B
	Harga Tiket Masuk (Daya Tarik Wisata)	D
	Harga Makanan dan Souvenir	D
	Harga Kamar Hotel/ <i>Homestay</i>	B
	Harga Rental Kendaraan	B
	Harga Tiket Pesawat	B
	Harga Bagasi Berbayar	B
	Fasilitas Fisik (Infrastruktur)	Ragam Fasilitas Wahana Bermain (Daya Tarik Wisata)
Ketersediaan Galeri Souvenir (Daya Tarik Wisata)		D
Ketersediaan Informasi Transportasi menuju Daya Tarik Wisata		A
Ketersediaan Fasilitas Toilet dan Sarana Beribadah (Daya Tarik Wisata)		C
Ketersediaan <i>Tourism Map</i> (Daya Tarik Wisata)		A
Kebersihan Lingkungan (Daya Tarik Wisata)		C
Keamanan, Ketertiban, Fasilitas Keselamatan (Daya Tarik Wisata)		B
Kenyamanan, Kebersihan Warung/Restoran (Daya Tarik Wisata)		D
Kenyamanan, Kebersihan Hotel/ <i>Homestay</i>		B
Kenyamanan Bandara dan Informasi Daya Tarik Wisata di Bandara		A
Kualitas Pemeliharaan Sarana/Prasarana (Daya Tarik Wisata)		D
Ketersediaan ATM, Transaksi Non-Tunai dan Money Changer		A
Kuliner Makanan Khas Daerah		B
Lokasi Spot Berfoto		B
Pusat Perbelanjaan Modern/Hiburan Malam		A

Komponen	Indikator	Kuadran
Jaminan (Layanan)	Keindahan Objek Wisata Bahari	B
	Kesesuain Paket Wisata yang dinikmati dengan Promosi	B
	Kemampuan Berkomunikasi (Bahasa Asing) Petugas dan Masyarakat	A
	Keramahan Masyarakat dan Pelayanan Petugas	B
	Atraksi Budaya	A

Sumber: Data Primer (2019)

Berdasarkan ringkasan kuadran *Importance Performance Analysis* (IPA) Wisatawan Mancanegara, bahwa:

- 1) Komponen Harga: 0% pada kuadran A; 71,43% pada kuadran B; 0% pada kuadran C; dan 28,57% pada kuadran D.
- 2) Komponen Fasilitas Fisik (Infrastruktur): 33.33% pada kuadran A; 26.67% pada kuadran B; 20% pada kuadran C; dan 20% pada kuadran D.
- 3) Komponen Jaminan (Layanan): 40% pada kuadran A; 60% pada kuadran B; 0% pada kuadran C; dan 0% pada kuadran D.

Hasil tersebut menunjukkan bahwa hanya komponen harga yang tidak terdapat pada kuadran A. Ini artinya tingkat kepuasan wisatawan mancanegara sangat tinggi terhadap semua harga paket wisata yang ditawarkan. Diantara komponen fasilitas fisik (Infrastruktur) dan jaminan (layanan), nilai persentase tertinggi pada kuadran A adalah komponen jaminan (layanan) dengan persentase sebesar 40%. Ini artinya bahwa wisatawan mancanegara belum merasa puas dengan pelayanan petugas dan komunikasi masyarakat dalam bahasa asing. Selain itu, wisatawan mancanegara juga tidak puas dengan atraksi budaya. Hampir setiap tujuan wisata tidak memiliki atraksi budaya kecuali untuk acara-acara tertentu. Sedangkan komponen fasilitas fisik (infrastruktur) memiliki komponen pada kuadran C sebesar 20%. Ini artinya bahwa wisatawan mancanegara menginginkan adanya keragaman wahana bermain pada destinasi wisata, dan kepuasan wisatawan mancanegara terhadap kebersihan lingkungan adalah rendah.

5. Kesimpulan

Wisatawan domestik merasa tidak puas terhadap komponen jaminan (layanan) yang terdiri dari atraksi budaya dan komunikasi masyarakat dalam bahasa asing serta layanan petugas. Selanjutnya, wisatawan domestik tidak puas pada fasilitas fisik (infrastruktur) yang terdiri dari pemeliharaan sarana dan prasarana, galeri souvenir, toilet, kebersihan lingkungan, kebersihan restoran, dan fasilitas keselamatan.

Tingkat kepuasan wisatawan mancanegara sangat tinggi terhadap semua harga paket wisata yang ditawarkan. Namun, wisatawan mancanegara belum merasa puas dengan pelayanan petugas dan komunikasi masyarakat dalam bahasa asing. Selain itu, wisatawan mancanegara juga tidak puas dengan atraksi budaya. Serta, wisatawan mancanegara menginginkan adanya keragaman wahana bermain pada destinasi wisata, dan kepuasan wisatawan mancanegara terhadap kebersihan lingkungan adalah rendah.

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7. Pernyataan *Conflicts of Interest*

Penulis menyatakan tidak ada potensi konflik kepentingan sehubungan dengan penelitian, kepengarangan, dan/atau publikasi dari artikel ini.

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