

Increasing Repetition Visits of Domestic Travelers Through Destination Attributes
(Study of Ciletuh-Palabuhanratu Geopark Visitors, West Java)

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Abstract

The Covid 19 pandemic has made every country stop the inflow of foreign tourists. The tourism sector needs to shift its focus to domestic tourists. Geopark as a destination offers geological, biological and cultural diversity into a different tour package compared to other tourist destinations. This research aims to determine the effect of destination attributes on tourists' interest in making a return visit to Ciletuh-Palabuhanratu Geopark in West Java. The research method used is verification methods. The population in this research are tourists who have visited the Ciletuh-Palabuhanratu Geopark with total sample of 100 respondents. The analytical method used in this research is simple linear regression analysis test, t test and test of the coefficient of determination. This research found that destination attributes have a positive effect of 21% on tourists' interest in making return visits.

Keywords: Destination Attribute, Revisit Intention, Geopark Ciletuh-Palabuhanratu.

Introduction

The development of tourism is entering a worrying period, because the impact of COVID-19 has hampered the growth of the tourism sector and even tends to decline (Brouder, 2020; Freya, 2020). The world is experiencing de-globalization, which was formed because the ease of access to international tourists has stopped, such as the imposition of restrictions, international travel coverage (Niewiadomski & Niewiadomski, 2020), closing the entrance to a country, and enforcing a quarantine period for foreign tourists entering the territory of a country (Gössling et al., 2020). This needs to be done considering that the spread of COVID-19 occurs rapidly when there is human-to-human interaction and human movement between countries that is able to encourage the spread of the epidemic (Farzanegan et al., 2020; Gössling et al., 2020).

The impact of Covid-19 on the tourism sector is quite significant. This can be seen from the decrease in the number of tourists visiting tourist destinations in West Java. Foreign tourist visits decreased by around 16 percent, while domestic tourists decreased by about 80 percent, as a result of which development plans in the tourism sector such as the Pangandaran area, Ciletuh Geopark, and digital village development were hampered (<https://galamedia.pikiran-rakyat.com>).

The government's efforts to reduce the spread of the plague are by closing and limiting activities to various elements in the tourism sector such as hotels, restaurants, entertainment centers, various tourist attractions, social and cultural activities (Freya, 2020; Niewiadomski & Niewiadomski, 2020) conference, festivals and sporting events. These restrictions will have an impact on the national economy, because of the conflicting correlation between international tourism and the pandemic outbreak, the COVID-19 outbreak will adversely

affect international tourism, economic growth and lead to on the amount of income of each country (Gössling et al., 2020).

The impact that occurs in this situation is a shift in the behavior of tourists to prefer domestic destinations, tourists will direct their choices to nearby destinations so that the economy can move back into the economy (Zenker & Kock, 2020), this is what makes the domestic market can be anticipated to recover first (Gössling et al., 2020). So, actors in the tourism sector in the tourism sector need to anticipate these changes and be more oriented towards local tourists (Brouder, 2020). So that with a shift in focus on domestic tourists and assisted by stimulus and government intervention, the tourism sector will return to a positive trend (Freya, 2020).

The government's focus on domestic tourists also indicates to encourage tourists to make repeat visits to a destination. Hospitality on repeat visits is an important step to maintain the competitiveness of these destinations (Huang & Hsu, 2009). Interest in repeat visits can be shaped by destination attributes (Shuib et al., 2015; Singh, 2019), destination image (Cham et al., 2017) and quality of experience (Zhang et al., 2018).

The destination attribute can be seen as a destination's strength and advantage to compete with other tourist destinations of its kind (Crouch, 1999; Kim, 2014; Singh, 2019). As a tourist destination, a geopark has geological elements that stand out including archaeological, ecological and cultural values that interact with the community to contribute to maintaining and improving the function of natural heritage (Nikolova & Sinnyovsky, 2019). The existence of a geopark is not only as a monumental treasure of the earth, but also as a stage of life to demonstrate the existence of humans, flora and fauna. In other words, the geopark area has geological and biological diversity, as well as cultural diversity (Santoso et al., 2020).

Ciletuh-palabuhanratu UNESCO Global Geopark provides its own color for local, regional and central governments. Of course, this is because Ciletuh-palabuhanratu UNESCO Global Geopark has become a matter of pride related to natural wealth as a geological heritage and biological wealth as biological heritage as well as the wealth of community cultivation products that become cultural heritage. This area has a world-class geological heritage in the form of the oldest rocks in West Java which are more than 65 million years ago (Cretaceous Period), and has a giant natural valley in the shape of a horseshoe with a diameter of up to 15 km which opens towards Ciletuh Bay which is called also as the largest natural amphitheater in Indonesia. The geoprak area also has biological tourism which is part of the geological site or part of the Cibanteng Nature Reserve, Sukawayana Nature Reserve, Cikongga Wildlife Reserve, Mount Halimun-Salak National Park and Cipeucang Conservation Forest. Tourist attractions include conservation activities such as planting coral reefs, mangroves, rare and endemic trees and releasing hatchlings or turtles into the open sea.

An assessment of the tourism performance of Geopark tourist destinations in West Java Province can be seen from the level of tourist visits at the Ciletuh - Palabuhanratu Geopark which has increased from 2017 - 2018 by 721,652 tourists or 35%, so that the status of an international scale Geopark received by Ciletuh-Palabuhanratu Geopark able to provide exporters that lead tourists to visit. However, the decrease in the level of visits was inevitable due to concerns over the spread of the Covid outbreak while conducting tourism activities.

The research intends to determine the influence that the attributes of a destination contribute to the interest of tourists to make return visits to a destination. So that it is expected to be able to provide an overview of the relationship between the phenomena that occur in the tourism industry, especially the geopark ciletuh-palabuhanratu with the tourism literatures used in this study.

Theoretical Background

In determining tourist visit decisions, destination attributes are seen as all components in a destination that can be a special attraction so as to encourage tourists to visit (Kim, 2014; Schlesinger, 2020; Shuib et al., 2015; Singh, 2019; Whyte et al., 2018). Destination attributes can be said to be all components in a destination that are seen and felt directly when tourists make visits that can trigger impressions and satisfaction (Chahal & Devi, 2015; Gao et al., 2016; Moon & Han, 2018).

Competition between destinations makes tourists have a wide choice of tourist objects that can be visited so as to encourage tourists to make comparisons of the attractiveness of each destination (Chi & Qu, 2008; Singh, 2019). Information related to destination attractiveness can influence the formation of tourist perceptions in the choice of destinations to visit (Bhat, 2012; Kim et al., 2012; Lew, 1987). Good perceptions after interacting with destination attributes (Kock et al., 2016) will impact actions that improve future performance of destinations such as the emergence of a desire to make return visits and the desire to publicly recommend tourist destinations on various occasions (Chi & Qu, 2008; Ozdemir et al., 2012; Singh, 2019).

Re-visit tourists are the possibility of tourists to repeat their visit to a destination that has previously been visited (Baker & Crompton, 2000). Repeat visits refer to plans or wishes to make tourist visits to the same destination, previously visited (Cole & Scott, 2004). Return visits are not only limited to the extent of desire, but include the readiness of tourists to visit, such as having searched or even purchased tour packages at the same destination (Stylos et al., 2016).

Measurement of destination attributes can use dimensions developed by Singh (2019), including the quality of infrastructure, accessibility, local culture, geographic attractiveness, special events, tourism services, diversity of tourism activities, hospitality and environmental management. Meanwhile, measuring the intention to make repeated visits refers to 2 dimensions, namely interest in returning to visit and interest in making recommendations (Bigné et al., 2001).

Based on the description above, the hypothesis that can be taken in this study are:

H^1 = Destination Attributes Affects Tourist Revisit Intention.

Methodology

The method used in this research is verification and hypothesis testing, with the population being tourists who have visited the Ciletuh-Palabuhanratu Geopark at least 1 time since UNESCO Global Geopark (UGG) status was determined by UNESCO. The analytical method used is the simple linear regression analysis test, t test and test of the coefficient of determination. All of these tests with a significance level of five percent using the help of IBM Statistics 22 SPSS software.

Results and Discussion

This research conducted a simple linear regression analysis to determine the direction of the relationship between the independent variable and the dependent variable, whether it had a positive or negative relationship, and to predict the value of the dependent variable if the value of the independent variable increased or decreased. The following results were obtained:

Coefficients^a				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	1.524	1.115		1.367	.175
	destination attribute	.160	.031	.467	5.223	.000

a. Dependent Variable: Revisit Intention

Based on the results of the SPSS output above, the simple linear regression equation can be formulated as follows:

$$Y = 1,524 + 0,160X$$

Because the regression coefficient value is positive (+), it can be said that the Destination Attribute has a positive effect on Revisit Intention.

Hypothesis testing in this study using the T test. The t test will test whether or not the relationship between destination attributes and the dependent variable Revisit Intention is significant. Based on the output above, it is known that the significance value (Sig.) Of 0.000 is smaller than <0.05, so it can be concluded that H0 is rejected and H1 is accepted. Which means that there is an influence between the Attributes of the Destination on Revisit Intention.

The coefficient of determination test is carried out to see whether there is a perfect relationship or not, which is shown whether changes in the destination attribute variable will be followed by the revisit intention variable in the same proportion. The test results can be seen in the following table:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.467 ^a	.218	.210	1.52302

a. Predictors: (Constant), destination attribute

Based on the table above, it can be seen that R Square has a value of 0.218. That is, the destination attribute variable has an influence on Revisit Intention by 21.0% and the remaining 79.0% is influenced by other factors not examined.

Conclusion

The decline in performance in the tourism sector during the pandemic is inevitable. This is because the government has an interest in reducing the spread rate to the expected point so that it has an impact on the cessation of foreign tourist visits. On the other hand, prospective tourists will also postpone their visit because the pandemic period is full of worries. At least these two things make the tourism sector experience a bad impact. Then, the focus shifts to efforts to attract the attention of domestic tourists to visit when the government relaxes restrictions on movement space. Each tourist destination needs to prepare unique, strong and attractive destination attributes so as to encourage tourists to visit again. The study found that destination attributes have a positive influence of 21% on tourists' interest in making return visits.

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