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Analysis of Domestic Tourist Market

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Abstract:

The purpose of this study is to analyze the domestic tourist market segment who visits the tourist destinations in Gunung Kidul regency, Daerah Istimewa Yogyakarta (DIY) Province, Indonesia. The population of this study is domestic tourist who visits the tourist destinations in Gunungkidul regency. The sample size is 250 respondents drawn from five major marine destinations; Baron Beach, Indrayanti, Siung, Sundak and Wediombo. Data analysis technique is using cluster analysis. The results of the study explain that the domestic tourist market is divided into three segments; (1) tourists who only travel without considering other factors, (2) tourists who are sensitive with vacation cost and do not care about other attributes, and (3) tourists who consider all the attributes that manager offers (culinary, lodging, handycraft souvenirs, food souvenirs, access to destinations, vacation cost, transportation modes, tourist attractions, and the willingness to recommend). Research results can be used as a reference for academics and practitioners about the importance of having typologies strategy and policy based on customer groups.

Keywords: market profile; cluster analysis; marketing strategy

JEL Classification: M31; Z32; Z33.

Introduction

Gunungkidul is one of the regencies in the special region of Daerah Istimewa Yogyakarta (DIY) Province. This regency has a huge tourism potential that can be seen from the various existed tourist destinations. Long coastal made Gunungkidul has various beautiful beaches. Due to this condition, Gunungkidul is famous place for marine tourism because many coastal tourist destinations which are able to attract domestic tourist's attention to visit.

Among many existing beach, there are several beaches and famous tourist destinations such as Baron Beach, Kukup, Indrayanti, Sundak and Wediombo.

The natural tourism potency in Gunungkidul is very huge. It can be seen from Biro Pusat Statistik Gunungkidul data, during the period of 2016, tourists who interested with marine tourism in Gunungkidul Regency can contribute Gross Domestic Product for this regency more than 10 billion rupiah. There are five tourist destinations in Gunungkidul that have huge contribute to Gunungkidul's Gross Domestic Product from the tourism sector which are all coastal tourism such as Baron, Kukup, Indrayanti, Sundak and Wediombo.

The result obtained at this time is actually not an optimal result when compared by existed potency. Tourism destinations have to be plenty equipped and marketed with more structured and integrated marketing approach. More structured marketing approach means following the marketing principles with existing concepts. While more integrated approach means marketing approach that makes marketing activities as a system that is connected and complement each other between activities or involved agencies.

"Integrated Marketing is an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise; it attempts to meld all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media, through their respective mix of tactics, methods, channels, media, and activities, so that all work together as a unified force. It is a process designed to ensure that all messaging and communications strategies are consistent across all channels and are centered on the customer" (Belch and Belch 2004).

One of the structured marketing activities is market segmentation. Market segmentation is divide the market based on certain criteria. The criteria used can be tastes, preferences, age, socioeconomic, geographic and so on. This segmentation activity is conducted because of the heterogeneous nature of the market so that the task of marketers is grouping the markets so that the relatively homogeneous market groups are formed (Frank *et al.* 1972, Haron 2016, Aaker and Shansby 1982, Yankelovich and Meer 2006). Based on this segmentation, it will easy for the marketers to choose which market segment to choose. Market segmentation must be conduct creatively in order to reach wide consumers (Haron 2016).

Activity to conduct profiling is one of undertaken activities to do this segmentation. Based on the profile owned, the market can be divided into several groups or clusters (Holt 1995). Each cluster is different with another cluster which has different behaviors, tastes and preferences so the marketer's task is choose one or more clusters that they can serve with these different market characteristics (Kastenholz *et al.* 1999, Mazanec 1997).

This study aims to analyze the Indonesian tourist profile visiting the tourist destinations in Gunungkidul. The profile to be analyzed include preferences and market behaviors, namely visitor interest in tourism attributes such as culinary, lodging, handycraft souvenirs, food souvenirs, access to destinations, vacation cost, transportation, tourist attractions, and willingness to recommend. This study refers to previous research conducted by several researchers such as Wang *et al.* (2016, Buffa 2015, Oroian *et al.* 2013, Candrea *et al.* 2012, Qirici 2011, Qirici *et al.* 2012, Goldsmith and Litvin 1999, Formica and Uysal 1998, Baron 2016, Yankelovich and Meer 2006, Holt 1995, Mazanec 1997).

1. Literature Review

1.1. Domestic Tourist: Definition and Characteristics

In Indonesia, a domestic tourist is a person who travels in Indonesia territory, with a journey less than 6 month and is not intended to earn an income in visited place and not a routine trip (school or work), to visit a tourist destination, and/or stay in commercial accommodation, and/or travel distance greater than or equal to 100 (one hundred) kilometers away (Badan Pusat Statistik dan Kementerian Pariwisata dan Ekonomi Kreatif 2015).

Badan Pusat Statistik and Kementerian Pariwisata and Ekonomi Kreatif (2015) divides the domestic tourist market segment into two major; market segment of personal domestic tourists and market segment of domestic government/business tourist. The personal segment is sub divided into private tourist market segment and public tourist segment. The market segment of the domestic tourist market is domestic tourist market segment from individual/family or community who travel for motivation or general recreation purposes (having fun, getting out of routine, visiting family/friends, and vacation to the tourist attraction). While the personal interest domestic tourist market segment is domestic tourist market segment from individual/family or community who travel for motivation or special recreation purposes (related with hobbies, special tourism activities) for self-development; more than ordinary recreational purposes (such as religion, health, sports, hobbies) (Muliawan *et al.* 2015).

1.2. Characteristics of Domestic Tourists

Muliawan *et al.* 2016 notes that there are some characteristics of domestic tourists as follows:

- a. Multi Motivation. Domestic tourist has variety motivation in doing his journey. The personal domestic tourists travel with 9 (nine) travel motivations: visit friends, recreation, business, pilgrimage, health, MICE, Training, Sports, and etc.
- b. Choice of Products. Other domestic tourist characteristics when travels, the domestic tourist considers things related to the cosiness, accessibility, the possibility of travel in groups, shopping and culinary.
- c. Choice of Transportation Mode. Another domestic tourist characteristics can be identified by choice of transportation mode, where the choice of this mode shows socioeconomic status, and travel convenience factor.

Muliawan's research results, *et al.* (2016) explains that the profile of each of the Indonesian tourist market in Indonesia have different characteristics in geographically, demographically, and psychographically. This requires the government and tourist's business managers should have strategy and policy that based on characteristic differences. The research findings are also supported by several experts. Wang, *et al.* (2016) concluded that value orientation is used as the basis of segmentation because it can explain better about the psychological tourist profile. Buffa research (2015) managed to group tourists profile based on personal profile, motivational profile, and behavioral profile. This profile is useful to create unique features for tourists. Oroian, *et al.* (2013) found that there are four segments of tourists which is their profile, such as ordinary tourist, average tourist, idle tourist, and frequent tourist. These findings can assist travel agencies in developing tourist destinations based on itinerary and customer profiles. Some policy recommendations also were given to travel agency managers to develop their business appropriately and to attract more customers from Mures County (Romania) residents.

The Candrea's research result, *et al.* (2012), explains that the tourism segment market is different. The study results recommend that in order to formulate appropriate strategies, it is necessary to consider the profiles of each segment according to their socio-demographic characteristics and their journey. The result shows that each identified tourist segment has a different profile. This research recommendation helps managers formulate marketing strategies tailored to different market segments, aiming to make Brasov as an urban destination in national and international competitive markets. This result is reinforced by the Qirici findings (2011) in his research which recommends that the tourism market profile can be used to make planning and tourism development in particular region. Added by Lopes, *et al.* (2011) explains that over the past few decades, tourism has become one of the main economy sector, not only because of its contribution to Gross Domestic Product (GDP) from various countries, but also because of the abundance of unemployment absorbed. Since 2009, tourism has been heavily affected by the economic and financial crisis, so it is important to analyze the tourism consumer behavior key. There is a major element that is become the hallmark of tourist destinations, namely the image of the destination itself.

Goldsmith and Litvin (1999) say that like most businesses, travel agents need to segment their markets and develop marketing strategies targeted to specific customer groups. One of the successful targeting strategies used by goods marketers and packaging services is concentrating on heavy user's segment. Compared to light users, Singapore's famous travel agency users are more involved in vacation travel, more innovative in choosing their vacation products, more enthusiastic on the go, more knowing about vacation trips, more exposed the travel information from the mass media, and travelling more often for pleasure. Demographically, in contrast with some previous research on other products and services, this study shows that heavy users segment travel agents show differences from light users.

Formica and Uysal (1998) adding from their research that the behavioral characteristic, motivational, and demographic of festival visitors are assessed using posteriori market segmentation. Factor analysis was conducted to determine the main motivation in attending international cultural history events, while cluster analysis was used to identify respondent groups based on motivational behavior. Based on these findings, two distinct groups are formed: enthusiasts and moderates. The results showed statistical significant differences between the two groups in age, income, and marital status.

2. Research methods

The type of this study is survey. The population in this study is domestic tourists who visits the marine tourism destination in Gunung Kidul Regency of Yogyakarta Province. The sample size is 250 respondents who visit the main destination of Gunungkidul Regency that is Baron Beach, Indrayanti, Siung, Sundak and Wediombo. Data collection technique is using questionnaires. The statistical techniques use Cluster analysis because the analytical technique aims to classify respondents into groups which have relative homogeneous characteristics (Hair *et al.* 2010). In this study, cluster analysis is conducted to classify the domestic tourists who visit the marine tourism

destination based on the attributes interests of culinary, lodging, handicraft souvenirs, food souvenirs, access to destinations, vacation cost, modes of transportation, tourist attractions, and willingness to recommend.

3. Research result

3.1. Characteristics of Respondents

The respondents were mostly male by 53%. The origin of domestic tourists is mostly from the nearby provinces and Yogyakarta Special Region. Most domestic tourist (55%) came from Central Java, Yogyakarta (24%), East Java (8%) and West Java (4%). Viewed from the age of most respondents which equal to 71% at the age of 15 to 29, most of them (78%) liked nature tourism primarily beaches. Based on the destination visited by 50% of tourists mentioned that the beach is a favorite destination visited. From the research results also known that the majority of domestic tourists are educated as senior high school and have a job as an employee or student. About 73% of them do not stay overnight. The rest who are stay does not use lodging in hotel or other paid accommodation. Most of them stay at friend/relative's house. Those who stayed usually spend only 1 day. Seen from the origin province, they come from the nearest provinces so that the transportation mode used by most of them (70%) is the private vehicle.

Related to the use of social media, most (86%) of domestic tourists who visit the tourist destinations in Gunungkidul using social media to access information. The social media which they use are mostly instagram (25%) and facebook (15%). The most travel information sources (62%) coming from internet-based social media, only 2% use conventional media like television. Viewed from the money they spend during the trip, most of them spend money for food and beverage as much as 29%, the rest is spending on transportation, lodging and others.

3.2. Cluster Analysis

Cluster analysis is conducted based on preference about tourism attributes which include culinary, lodging, handicraft souvenir, food souvenir, access to destination, vacation cost, transportation mode, tourist attraction, and willingness to recommend tourist destinations in Gunungkidul to other people. Based on the descriptive analysis, the description related to the attributes interest as described in Table 1.

Table 1 Travel Attribute Interest

No	Attribute	Mean	Description
1	Culinary	4,14	Important
2	Lodging	3,57	Important
3	HandicraftSouvenir	3,56	Important
4	Food souvenir	3,56	Important
5	Access to Destination	4,31	Very important
6	Vacation Cost	4,35	Very important
7	Transportation mode	4,25	Very important
8	Vacation Attraction	3,62	Important
9	Willingness to recommend	3,78	Important

Based on Table 1, it can be explained that the tourist attributes for the domestic tourists who visited the tourist destinations in Gunungkidul which are considered very important is vacationcost, then the mode of transportation, and the access to destination.

Table 2. Initial Cluster Centers

	Cluster		
	1	2	3
Zscore (culinary)	-1,48124	-3,75635	,82346
Zscore (lodging)	-,78326	,64382	,62158
Zscore (handicraft souvenirs)	-,79524	,63505	,63505
Zscore (food souvenirs)	-,70920	,54825	-1,96666
Zscore (access to destinations)	-3,79488	,78831	,78831
Zscore (vacationcost)	-3,86772	-,40616	,74770
Zscore (transportation modes)	-1,54684	-4,01783	,92415
Zscore (tourist attractions)	1,62268	-3,06715	1,62268
Zscore (willingness to recommend)	1,55465	-2,28083	-2,28083

The culinary, tourist attractions, recommend this tourist destination to others, lodging, souvenir food, and souvenirs are considered important. Furthermore, based on the data obtained, the cluster analysis conducted as follows. The cluster analysis is divided into two, namely non-hierarchical cluster analysis and hierarchical cluster analysis. Analysis we used in this study is non-clusters hierarchy analysis because the number of clusters we have set is 3 clusters. This is based on consideration to focus the distribution of market characteristics. Based on the non-hierarchical cluster analysis, the results obtained as in Table 2.

Table 2 is the first view of the data clustering process before iteration. To detect how many times the iteration process performed in the clustering process of the seven attributes studied, it can be seen from the output view in Table 3.

Table 3. Iteration History

Iteration	Change in Cluster Centers		
	1	2	3
1	3,498	3,697	3,641
2	,730	,657	,199
3	,425	,364	,113
4	,000	,395	,109
5	,065	,111	,038
6	,000	,106	,035
7	,000	,111	,039
8	,243	,291	,112
9	,569	,184	,063
10	,216	,089	,049

a. Iterations stopped because the maximum number of iterations was performed. Iterations failed to converge. The maximum absolute coordinate change for any center is 108. The current iteration is 10. The minimum distance between initial centers is 7,353.

The clustering process is done through 10 stages of iteration to get the right cluster. Based on Table 3, it is mentioned that the minimum distance between center cluster occurs from the iteration result is 7.353. The final results of the clustering process are illustrated in Table 4.

Table 4 Final Cluster Centers

	Cluster		
	1	2	3
Zscore (culinary)	-1,78634	-,36543	,37815
Zscore (lodging)	-,32812	-,31467	,21886
Zscore (handycraft souvenirs)	-,31848	-,30764	,20596
Zscore (food souvenirs)	-,60442	-,63776	,42250
Zscore (access to destinations)	-2,93553	-,20124	,35291
Zscore (vacationcost)	-2,04078	,32748	,35539
Zscore (transportation modes)	-1,95867	-,38154	,38053
Zscore (tourist attractions)	-,52682	-,37583	,26263
Zscore (willingness to recommend)	-1,32196	-,42121	,35286

Based on Table 4 Cluster Centers Final Output, it can be defined for each cluster as follows:

- Cluster 1 resulted in tourists segment which have preferences and tourist behavior in the Gunungkidul Regency below the average. This is proven by negative values which are found in the Final Cluster Centers table in all variables. It can be concluded that cluster 1 is a domestic tourist segment who visited the tourist destinations in the Gunungkidul regency with the lowest preference and behavior. It means that they are purely traveling to enjoy the beauty of a tourist attraction without considers other attributes;
- Cluster 2 is a tourist who thinks that cheap vacationcost is important and other attributes are not important. It can be concluded that cluster 2 is moderate preference and behavior segment. This means that cluster 2 is domestic tourists who visit the tourist destinations in Gunungkidul regency besides enjoy tourist attraction beauty, they also consider the vacation cost, but do not consider other important tourist attributes;

- *Cluster 3* is a tourist who has preference and behavior characteristics that states all attributes considered. It can be concluded that cluster 3 is a group level with high preference and behavior. This means that cluster 3 is the domestic tourists who visit the tourist destinations in Gunungkidul Regency, besides enjoy the tourist attraction beauty they also consider the importance of all the tourist attributes existences. The next step that needs to conduct is to see the variables differences on the formed cluster. In this case, it can be seen from the F value and the probability value (sig) of each variable as shown in Table 5.

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

Table 5. ANOVA

	Cluster		Error		F	Sig.
	Mean Square	Df	Mean Square	Df		
Zscore(culinary)	39,243	2	,678	247	58,114	0,00
Zscore(lodging)	8,547	2	0,867	247	9,235	0,00
Zscore(handycraft souvenirs)	7,954	2	,944	247	8,429	,000
Zscore(food souvenirs)	33,477	2	,737	247	45,421	,000
Zscore(access to destinations)	62,827	2	,499	247	125,809	,000
Zscore(vacationcost)	39,180	2	,691	247	56,713	,000
Zscore(transportation modes)	40,284	2	,682	247	59,075	,000
Zscore(tourist attractions)	13,053	2	,902	247	14,465	,000
Zscore(willingness to recommend)	27,630	2	,784	247	35,226	,000

Cluster results obtained in this study is the instrument which shows the most differences among the variables in the three clusters formed is the importance level variable in access to tourist destinations. This is indicated by the F value = 125,809 and sig = 0,000.

4. Discussion

During the last few years, Yogyakarta Province make tourism has become one of the main economy sectors because it can increase pro-growth, pro poor and pro-environment. One sector that is ready to face ASEAN Economic Community (MEA) is tourism. Besides having tourist destination, Yogyakarta has certification where they have a lot of business actors and support personnel which are certified (<http://jogja.tribunnews.com/2016/01/21/sektor-pariwisata-diy-siap-hadapi-mea>, accessed on October 3, 2017). The increase of tourism sector in Yogyakarta has caused many labor force absorbed in this sector, so the number of work labor increase (<http://jogjadaily.com/2015/05/sektor-pariwisata-meningkat-angkatan-kerja-diy-meningkat/> accessed on October 3, 2017). Therefore, Gunungkidul regency required the readiness of the tour actors such as the government and the private.

Based on cluster analysis, it is known that the tourist market segment in Gunungkidul can be divided into three types. The first segment is a segment of tourists who do not consider culinary importance, lodging, souvenirs, food souvenirs, destination access, vacation cost, transportation modes, and tourist attractions. This segment also does not want to recommend tourist destinations in Gunungkidul. The second segment is a segment that considers vacation costs are important, but does not consider the importance of all the attributes offered above. While the third segment is the tourists who consider that all the attributes are important and the tourists want to recommend tourist destinations in Gunungkidul to others. These findings reinforce the previous research results that tourist customers group is very useful for tourism managers and government to establish a strategy based on their characteristics. Wang *et al.* (2016) recommends that value orientation can be used as a basis for segmentation because it can explain the psychological tourist profile.

Buffa (2015) and Oroian *et al.* (2013) research managed to classify the tourists profile which are useful in developing tourist destinations by designing appropriate and interesting strategies so that can be reached by the domestic and foreign tourists. Managers can formulate marketing strategies which are tailored to different market segments. These strategies aim to positioning high-competitive tourist destinations better so it can be world-class. Formica and Uysal (1998) suggested that manager tourism in Gunung Kidul need to analyze the main motivation causes tourists to visit tourist destinations. Gunung Kidul regency keep attempted to improve the International standard service quality. Tourist market intended not only for local tourists but also foreign countries. Henceforth, the tourism sector in Yogyakarta Special Region would still be the economy backbone. The velocity of money in

this sector is dominated by hotels, restaurants, souvenirs, culinary, entrance tickets, transportation services and tourism-related services (<https://ekbis.sindonews.com/read/1170294/34/pariwisata-jadi-tulang-punggung-ekonomi-diy-1484201357>, accessed on October 2, 2017).

In increasing tourists visit, government should involve the local community so that they will feel the ownership and they help to take care of it. Government can use the social modal that have been existed by involving in community activity such as join the mutual cooperation, create tourism community, and give training (Muafi *et al.* 2016, Muafi 2016), and business and technology incubation for the community so that they will be more aware of tourism and have an entrepreneurial spirit by offering some advantages of local products and services in accordance with the local wisdom (Muafi 2017, Roostika and Muafi 2014). The local government also needs to establish cooperation in using the CSR funds with state-owned enterprises and private companies to encourage increased tourism in the region (Muafi 2016).

Conclusions

Research findings provide the theoretical implication that market segmentation is very important to make market easier to distinguish based on consumer characteristics, formulate more appropriate and targeted marketing strategy, and provide better service. Empowerment and social modal give important contribution to encourage tourist areas to be more developed and advanced (Muafi *et al.* 2016, Muafi 2016). Business incubation and technology also have an important role in developing business (Muafi 2017).

Market segmentation must conduct creatively in order to reach wider consumer. For tourism practitioners, it will be easier to select market segments, implement more targeted marketing strategies, manage their products and services better, see market opportunities, classify their customer budgets appropriately, create more strategic destinations attraction and better positioning destinations. Government and tourism actors need to utilize the CSR funds of state-owned enterprises and private companies to encourage the tourism sector to be more advanced (Muafi 2016).

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