Tourist Preference Mapping; Does Online Information Matter? - A Conjoint Analysis Approach

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Evaluation is the most crucial phase in tourism marketing, and tourists decide their preference based on information searches. Previous research has not established whether online information is a prominent consideration whereby it is essential in influencing a tourist's decisions. Research in tourism marketing is generally concerned with examining research using regression; however, an analysis of the essential factor that determines a tourist's desire is not less substantial. Conjoint analysis is a method to analyze factors that determine a tourist's preference. Research results reveal that cost is the primary factor to a tourist when arranging a vacation. The blog is an essential source for tourists to attain online information. Another insight is that tourist tend to be loyal and enjoy heritage and cultural tourism. Research implications are discussed for marketers and tourism stakeholders.

Key words: *Online Information, Cost, Variety Seeking, Destination, Tourist Preference*

Introduction

Vacations are an important activity, both for individuals and groups, such as family, friends, and office partners. Vacations provides substantial benefits to health and well-being. Tourists are able to be relaxed and liberate themselves from their from daily routines (de Bloom et al., 2011). Activities that are carried out during vacation determine satisfaction levels. On the assumption that a vacation went well, it provides fabulous and unforgettable memories for tourists.

The three steps a tourist considers when traveling e are information seeking, planning, and determining related vacation choices (Hyde, 2008). A potential tourist can seek information through different sources, such as advice over group references or through online information. Information technology has developed rapidly in assisting tourists in making decisions for their vacation (MacKay & Vogt, 2012). Therefore the internet is as an essential tool to gather

exhaustive and accurate information. Tourists then evaluate their choices to determine the most appropriate vacation arrangement; these include costs, destinations, or the chance to visit a new place. Evaluation is a crucial phase for tourists to choose their vacation and it provides an opportunity to evaluate choices that are appropriate for the travelers.

In the present day, online research is essential because of wide spread internet use is. Online information consists of blogs, vlogs, social media, news articles and more, all which are developed to spread another person's experience to others. Understanding tourist preferences is essential to analyze consumer behavior in tourism marketing. Consumer-oriented tourism is the ideal circumstance to satisfy tourists, and in the long run, influence their loyalty (Chen, Huang, & Petrick, 2016). Regression is generally used by the researcher to analyze data and understanding the dominant aspect that influences tourist decision is essential. As such, this research uses the correspondent analysis to examine the data. This study aims to fulfill the previous research gap, amd aims to identify tourism preferences factors, especially in relation to online information.

Literature Review

There are four primary factors which determine tourist preferences, these being online information, destination, costs, and loyalty. Tourist preference regulates tourist decisions on vacation.

Online Information

The internet allows tourists to make more informed vacation choices, especially for places they have never visited previously. The internet provides tourists information on locations through videos, photos, or information. Technology plays a substantial role in tourism because it provides thorough and accurate information for tourists, however, sophisticated technology requires the user to have the ability to properly use and operate it (Chung, Han, & Joun, 2015). Technology's vital role is reinforced by demonstrating that information on the internet affects the cognitive impression of tourists and allows tourists to envisage their destination (de la Hoz-Correa & Muñoz-Leiva, 2019). Online information can be obtained from various sources, for tourism there are three primary sources, namely vlogs, social media, and blogs. Vlogs contains video content that allows the tourist to view a clear picture through video-sharing websites such as youtube. Social media provides content in the form of videos or photos through various platforms, such as Facebook, Instagram, etc. Blogs have the advantage of written narration, so tourists can read the descriptions submitted by the author; blogs also contain photos and videos,

The blog delivers information to the reader to allow them to relate to the writer's experience during vacation or understand a specific story about traveling. Blogs provide information about their experiences, which can result in different responses in the reader, these are

positive, neutral, and negative (Bialkova, & Trijp, 2011; Geetha, Singha, & Sinha, 2017). Tourists who recieve a positive impression from reading social media would be expected to stay longer at a destination than those who had neutral responses. Social media provides people's experience as guidance for others. Therefore its existence is essential and is a strategic point for marketers to gain profits (Zehrer & Grabmüller, 2012). Social media is a necessary platform to provide thorough tourism information. Content deployed by vloggers, bloggers, and individuals who share their travel stories will affect a destination's image (Oliveira & Panyik, 2015). Content that is shared or uploaded through social media will shape the perceptions of tourists towards the destination, therefore when many people digest positive reviews, they develop an excellent destination image, and vice versa for when they intake horrible reviews.

Destination

Tourist destinations are numerous and varied, nevertheless, they can generalised into three major catergories, mountains, beach, or heritage tourism; Indonesia has destinations in all three catergories. Research shows that tourists who visit the mountains for a vacation, gain satisfaction through participation in exciting activities (Milman & Zehrer, 2018; Prameswari, Surjandari, & Laoh, 2017). Mountain vacations can provide climbing activities that provide a surge of adrenaline for tourists. Additionally, these vacations display natural scenery and wildlife, which can be enjoyable for tourists. Further research reinforces that activities carried out on mountainous vacation support tourist interest in these destinations (Bausch & Unseld, 2018). Mountains provides a beautiful landscape and are a major attraction for many tourists who live in the city. Hence, they are an interesting location to visit because they contain a fresh and different atmosphere.

Exotic Indonesian coastal tourism has a strong influence on tourist's preferences. Indonesia, as a tropical country, has many beautiful beach destinations, particularly in remote areas. Indonesia also has a variety of cultures and ancient history, including many buildings that have a high historical value. Tourists who have an interest in culture are able to select several cities in Indonesia that contain historical architecture and cultural activity, for example, Yogyakarta and Surakarta. The authentic nature and the historic attractions that exist in a destination are the main draws for cultural cities and when tourist's visit these places they establish an attachment to such (Ram, Björk, & Weidenfeld, 2016). Tourists feel possessed and bound by culture because of its unique nature and inability to be found elsewhere. Nowadays, there is an increasing trend towards cultural and historical tourism and is increasingly becoming a key consideration for tourists (Richards, 2018)(Richards, 2018; Tripathi & Siddiqui, 2011).

Cost

One of the key factors that influence consumer vacation preferences is cost. Tourists take into consideration the cost of travel, especially when spending a larger amounts of money; this is largely due to the tourist choice or opportunity cost of tourism (Claveria, 2017; Van Cranenburgh, Chorus, & van Wee, 2014). These considerations relate to the expense of the destination, duration of vacation, accommodation, and transportation. The combination of these decisions on vacation leads to a not insignificant amount of cost; hence it becomes a key consideration when planning a travel.

At the current point in time, airplanes transportation is incredibly prominent and allows people to reach their destination quickly and cheaply, especially due to the large volume of budget or low-cost airlines. The prices offered by low-cost airlines are more sensitive compared to regular airlines, this is because the services provided are more limited compared to full-service airlines (Grigolon, Kemperman, & Timmermans, 2012). Tourists achieve satisfaction with low-cost airlines because as consumers they feel the price they paid is equivalent to the service received and this sevice is vital to deliver them to their destination (Chan, 2014). On the other hand, tourists who prefer regular airline services do so because the price includes baggage and this is useful when carrying large quantities of goods.

The cost of a vacation is also heavily affected by the accomodation selection (Liang, 2017; Pelegrín-Borondo, Arias-Oliva, & Olarte-Pascual, 2017). Consumers perceive low or high prices differently depending on their expectations of the accomodation or other service. If tourists expect to obtain standard services, then the costs paid reflect that, similarly, if tourists want special services then the price should also reflect that. Research conducted at star-rated hotels showed that convenience of transportation, food served in restaurants, and value for money were essential factors in determining hotel selection (Li, Ye, & Law, 2013). Tourists tend to consider the value for money factor, regardless of their choice of expensive or inexpensive hotels. For tourists, if the money paid is considered equal or exceeds expectations, they will acquire satisfaction when traveling.

Research also identifies that tourist destinations and preferences are related to to visiting friends and prices is not so much of an issue (Hsu, Tsai, & Wu, 2009). Tourist preferences are also classified into three major elements, namely: pleasure-seeking, price-sensitivity, and safety (Vukic, Kuzmanovic, & Kostic Stankovic, 2015). This research was contradicted by previous research where it was found that prices were not a problem when traveling, so tourists tended to waste their money, on the other hand, this research also stated that costs were an essential factor in choosing travel preferences.

Variety Seeking

When tourists visit destinations and they obtain a feeling of satisfaction this affects their loyalty to the destination and their intention to revisit or to advise their friends to visit (Simpson, 2017; Velázquez, Saura, & Molina, 2011). On the other hand, there are variety-seeking tourists who desire to visit new places. In Indonesia, there are a variety of destinations, one island may contains several destinations that offer differing travel experiences. The behaviour of variety seeking tourists can lead to the emergence of new destinations that other tourists then become eager to visit. Other research has concluded that tourists have travel patterns, meaning that they most tourists have a stable preference (Crouch, Huybers, & Oppewal, 2014; Dauda & Lee, 2015).

Tourists have a preference to evaluate places based on their previous experience. Tourists who have the desire to move destinations may still do so within a similar category, for example, tourists who like the beach tend to choose a beach destination, though the exact destination can alter depending on their other desires. Based on the above, there are still inconsistencies in the research as to whether satisfied tourists tend to be loyal or not, their desire to search for a wider variety, and the influence of tourists who are not loyal to one particular destination.

Based on the above the research hypothesis is to understand tourist preference when arranging a vacation.

Methods

Sample

This study involved 157 respondents as a sample. Respondents filled out questionnaires that were distributed. The respondent requirement was individuals who arrange travel. This study does not distinguish between tourists who want to revisit destinations and those seeking new places for vacation. The questionnaire asks for online information obtained by tourists, destinations to visit, their disposition to variety seeking, and cost. Variety seeking is a variable aim to understand tourist loyalty, while the costs calculation is determined on vacations for three days and two nights including all costs.

Respondent Characteristic

This study involved 157 respondents (men = 74, women = 83), mostly working as entrepreneurs (n = 64), office workers (n = 58), public servants (n = 24), and others (n = 11). The age of tourists varied, with the largest age group is 18-30 (n = 79), 31-40 (n = 47), 41-50 (n = 23), and >51 (n = 8).

Result

Table 1. Conjoint Analysis Result

Variable	Indicator	Utility Estimate	Std. Error
Online Information	Vlog	.010	.077
	Social Media	.019	.153
	Blog	.029	.230
Destination	Mountain	.088	.077
	Beach	.176	.153
	Heritage Site and Cultural Tourism	.264	.230
Variety Seeking	Yes	.055	.133
	No	.110	.265
Cost	<Rp 5.000.000	-.340	.133
	>Rp 5.000.000	-.679	.265
(Constant)		4.088	.337

The results in Table 1 show that in variable online information, the biggest influence is blogs with a value of 0.029. The destinations most preferred by tourists are cultural and historical, with a value of 0.264. The loyal characteristics of tourists are indicated by the variety seeking variable, with most of the answers being no, with a value of 0.110. Tourists are the consumptive characteristic because they spend quite a lot of money when traveling for three days and two nights, with a value of -0.679. The research identifies that the most important factors are cost (32.423), variety seeking (25.133), online information (22.089), and destination (20.355).

Table 2. Correlation Value

Correlations	Value	Sig.
Pearson's R	.818	.004
Kendall's tau	.611	.011

Table 2 shows the Pearson's R 0.818 and Kendall's Tau value 0.611 if both of two values are> 0.5 it is indicated that research data is significant, this is supported by the presence of both significance values <0.05

Discussion and Implication

Discussion

The results of the study show tourists tend to enjoy collect their online information from blogs. This research is in line with previous research that states that online information is useful material for tourists in making choices(Xiang & Gretzel, 2010). Blogs are able to present narratives along with photos or videos that provide detailed information about the experiences of the writer. Blogs have advantages over other information media, namely the information presented in writing so that when traveling, tourists able to reopen the blog when necessary to refer to the information. For example, blogs can provide train commuters with route information and tourists with information about destination open times, all in a more easily and quickly digestable format than vlogs or social media.

As a second preference, tourists tend to use social media to obtain information on vacation. Information that is spread on social media is easily accessible by searching specific keywords. Vlogs are the last alternative used by tourists to obtain information. Vlog is the perfect media to attain knowledge because of how it presents an unedited and raw view, however, the quality is depends on each vlogger's ability. If vlogger can compile videos with sound design or quality video, it will be highly beneficial.

The second variable highlights the dispoistion to heritage and cultural tourism. Heritage tourism provides values for tourists, while cultural tourism provides tourists' with happiness and knowledge. The second preference for tourists is the beach. Indonesia has many beaches that have the potential develop as tourist attractions, especially Bali, which has become an international icon in world tourism. The third most preferred destination is mountains. Indonesia has many mountains, two of which that have become icons are Mount Bromo and Mount Raung. Mount Bromo offers an easily attainable sense of pleasure because tourists can use a vehicle to reach the crater, while the Raung mountain offers blue fire that can be seen in the early morning.

The third variable is variety seeking and the results reveal that most tourists tend to loyal. The results indicate that tourists who have visited specific a tourist destinations in the past tend to repeat because of the prior satisfaction they obtained. When tourists experience satisfaction, they tend to be loyal and revisit (Lemy, Goh, & Ferry, 2019).

The fourth variable is the costs incurred by tourists and the results indicate that these tend to be above IDR 5.000.000, for three days and two nights per person, with these costs including transportation, hotels, meals, and other associated costs that arise as a result of traveling. This means that tourists tend to be consumptive when travelling.

This research assessed four factors, and found that there significence in decreasing order is cost, variety seeking, online information, and destination. This means that consumers heavily consider the costs incurred by paying attention to the value they obtain, then consider whether they visit a new destination or return to a past destination. When tourist wants to visit a new destination, tourists looking for information and then ultimately make their choice.

Implications

This study uses four variables, namely online information, destination, variety seeking, and cost. Marketers are able to utilize the results of this study to provide clear and complete information through a blog or website as sometimes the information on social media cannot provide sufficient detail. Marketers can utilise social media to obtain tourist attention because of the enormous impact it can have on publicity. When a tourist opens their social media, a marketer may put a link that then directs them to open a website so that the promotion will be understood comprehensively. Social media is essential for transportation services, such as travel, airlines, bus, hotels, and other businesses which rely on tourism to deliver promotion information.

On the other hand, vlogs can be used to promote indepth service details by inviting influencers to review products or services. Historic and cultured locations have a high preference for tourists. This can be utilized to manage annual traditionals as a means of attracting tourists, and this has already been occuring Yogyakarta and Surakarta. Travelers who tend to be loyal mean that they must have an excellent first impression to obtain their revisit intention. Moreover, the tourist has a consumptive characteristic, so they could serve a better experience to spend more money.

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