

The Quality Tourism Destination Model from Stakeholders Perspective

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Abstract

Quality tourism has become the expectation of tourism stakeholders but until now quality tourism does not yet have definitions and key performance indicators that can be used as measurement indicators, so this research is very necessary to do. The results of a survey of 81 informants illustrate that stakeholders' views on quality tourist indicators agree with high education indicators, and strongly agree with the following indicators namely high spenders, environmentally conscious, spending locally, and respect a local culture as indicators of quality tourist measurements. Stakeholders' views on quality destination indicators agree with the low density of tourist's indicators and agree to the following indicators namely beautiful and unique attractions, interesting cultural events, the hospitality of local people, quality of culinary, public transportation access, high quality of infrastructure, shopping destination, climate and weather condition, and premium accommodation as indicators of quality destination measurement.

Keywords: quality tourist, quality destination, tourism stakeholder, tourist expectation

1. Introduction

In harmonies, quality tourist experiences, quality of life resident, and quality of profit should be run in the equality balancing. The tourist reached his/her expectation on the destination that they visited, in the same time the quality of life of local people in destination improved, and also the profit of investor who prepared the amenities, facilities, and a couple of business for tourism activities [1, 2]. Nowadays, quality tourism has become the expectation of tourism stakeholders but until now the quality tourism does not yet have definitions and key performance indicators that can be used as measurement indicators, so this research becomes very necessary to do [3, 4].

At present, the tourism sector has had a direct or indirect impact on changes in government bureaucratic leadership in most countries in the world. The development of the tourism sector can also encourage local governments to provide better infrastructure, the provision of clean water, electricity, telecommunications, public transportation, and other supporting facilities as a logical consequence and all of which can improve the quality of life for both tourists and local communities themselves as hosts [5, 6, 7]. Building tourism means agreeing that it must also develop tourist attractions, especially man-made tourism attractions, while natural and cultural attractions only require structuring and packaging. Because the distance and travel time to the destination will eventually encourage the

government to build a suitable highway for tourist transportation, while supporting tourism facilities such as hotels, lodging, restaurants must also be prepared [8, 9, 10].

The next challenge is how to increase the number of tourists to Bali in the global tourism industry competition. The development of sustainable tourism can be a solution to increase the competitiveness of Bali's tourism, where sustainable tourism is a concept of tourism that takes into account economic, social and environmental aspects, not only for now but also in the future. The existence of tourism activities not only provide benefits or profits for investors but also the welfare of local communities while maintaining biodiversity in a tourist destination and preserving the values of the cultural heritage of the local community [8]. The dynamics of Bali's tourism has impacted the issues of measuring the quality of a tourism destination and the implementation of a tourism strategic policy as a result of development (4A) namely tourist attraction, accessibility, amenities, and ancillary. This research tries to measure destination quality based on the perspective of Bali tourism stakeholders [11, 12].

2. Literature Review

2.1 The quality of tourism and quality of life

According to Crask [13] and Yeates [14] who state that such definitions depend on the discipline of study, but besides, quality of life has been interpreted as the totality of features and characteristics of the varying environments and changing conditions that accept on the ability to satisfy the human needs for actualization at four levels of awareness: physical, emotional, mental, and spiritual. However, Johar and Sirgy [15] explain that the quality of human life, society wise means the general wellbeing that is experienced by members of society. Hyde, et al., [16] further explains that the general wellbeing of a society comprises of the objective (material conditions of life) and subjective (which is seen as perceptions/evaluation) components. Further on, the online dictionary explains that quality of life has been interpreted as a multidimensional perspective, subjective, and dynamic depending on the lifestyle and level of quality that people want. This is an assumption of the component of quality of life such as freedom, happiness, art, environmental health, and innovation. It is also noted that the components are hard to measure but the quality of life can be measured more easily from the economic perspective by the standard of living, the amount of money, and access to goods and services that a person has. It should be noted then that quality of life through hard to measure depends on a particular society and its ability to live in a normal environment.

2.2 Tourism is a prospective business

At the moment, tourism has been studied because tourism is one of the most important industries in many countries and the fastest growing industry in most of them [18]. Also, it has been established and developed in some countries, according to WTO that it can generate economic activity such as changes in sales, changes in regional income, and changes in employment. With the current Pro-poor tourism initiatives that seek to alleviate poverty through tourism developments, it is therefore clear that tourism, whether cultural or any other type of tourism can be seen as a way to improve the quality of life of both the host and the tourist. An example is community-based tourism that engages the locals, e.g. the Maasai people in Kenya, thereby benefiting them economic wise. The spending of visitors within the local area becomes sales or receipts for local businesses or other organizations

selling products and services to visitors such as handicrafts, guiding services, restaurants, hotels, etc. Also, tourism contributes many numbers of jobs related to tourism activities; it can increase the income of the local community [2].

On the other side, as consequences, the local government has developed sectors related in areas such as airports, ground transportation, quayside terminals for cruise ships, etc on according to global standards. Many tourism policymakers have a notion that tourism has been prospective businesses. Technology in transportation has been increasing a lot so the people to be easy to reach tourist destinations in over the world. Also, information technology has been infected the people to get more information about destinations and events easily. Many people can access the internet, multimedia, televisions, etc. as information media. Finally, tourism destinations can be more easily reached by people all over the world who want to improve their quality of life through their experiences and knowledge [19, 20].

2.3 Destination quality and marketing

In the marketing mix, there is a set of marketing tools known as the 4P mix, namely product, price, place, and promotion, whereas in tourism marketing has several additional marketing tools that are broken down or developed from product elements such as attraction, accessibility, convenience, and ancillary, which hereinafter known as 4A + 3P mixture. So the tourism marketing mix includes 3P namely: price, place, promotion, and added 4A namely attraction, accessibility, amenity, and ancillary [12, 21]. The seven elements of the tourism marketing mix are interconnected and influencing each other so that efforts are pursued to produce a marketing policy that leads to effective services to achieve tourist satisfaction. In the tourism marketing mix, some variables support one another, which are then combined by the destination manager to get the desired responses in the target market [21].

The travel industry partners are obliged to (1) give the travel industry data, legitimate assurance, and security and wellbeing to voyagers; (2) making an atmosphere helpful for the improvement of the travel industry organizations which remembers opening equivalent open doors for having a go at, encouraging and giving lawful sureness; (3) look after, create, and protect national resources that are a vacation spot and potential resources that have not yet been uncovered; and (4) overseeing and controlling the travel industry exercises to forestall then conquer different negative effects on the more extensive network [22, 23].

2.4 The five phases of decision making of travelling

According to Mathieson and Wall [28], there are five phases of decision making by the tourists, these are (1) Desire or Need: This depends on the tourist's desire to visit that place whether he or she is interested in going to that place. (2) Explore the best information: The place the tourist visits he/she wants to get as much idea available about that place before visiting that place so that he or she can explore the place better. (3) Making Decision: This phase involves tourists making decisions about the place they are going to stay during their tourist visit, the transportation means they are going to use during the visit and before the visit how they are going to reach there and the activities they are going to do. (4) Preparation to travel: This phase involves contacting the travel agent and making arrangements for the travel and finally traveling to the destination. (5) Satisfaction Evaluation: This phase involves whether the tourists were satisfied with his or her trip if they are satisfied they might come again to that place. Tourists' decision is based on psychological factors (needs, desires, and wealth). It is also based on push and pulls factors and the image

of the destination that they have heard or imagined about that place and they want to see it in real to experience it and improve their quality of life.

2.5 Society, culture, and environment

According to Iso-Ahola [26], attitude is a product of one's past learning experiences. He explained that leisure attitudes are expressed in everyday life by statements like "I hate or dislike or like hiking. "Therefore it can be seen that tourism is affected by personal attitudes that make tourists follow the kind of leisure they desire. According to Han [30], diversity is very important to look at the relationship between tourists and hosts. The understanding of diversity is the key to the identity of the cultural potential for tourist and host interaction and the effects of this interaction on the overall tourist holiday satisfaction.

The tourist in his quest to diversify takes into concern about his identity in the places he visits and the types of tourism activities (cultural or others) he engages in. Identity can, therefore, be categorized into three types [31] namely: (1) Social Identity or how people see others (2) Personal identity or how one sees himself. (3) Role identity or how a role is enacted. On the side of the tourist, identity motivates and influences the leisure styles and behavior of tourists. Kelly [31] explains the concepts of style. This means what the tourists want to do and how they do it, and also why they do leisure activities. Kelly goes on to explain that styles of camping, for example, can be distinguished by cultural background and social position. Tourists therefore in their quest for quality leisure and tour first identify themselves to what they want or desire to have on a vacation and in what type of environment they wish to be. This usually leads to a result of trends in leisure and tourist activities. The cultural tourist wants to have a quality vacation and therefore chooses among the many trends of leisure. Trends in tourism also result in the host's communities adapting to the needs of the tourist and therefore find themselves adapting to the tourist demand. An example is communities keeping or practicing their tradition for the sake of the tourist concerned with cultural history. To conclude, it can be seen that the human relationship perspective can be viewed on many different angles where it concerns the tourism sector. There has to be a balance between the host who is normally the providers and the tourists who may be demanding.

The environment and development are for people, not people for environment and development. The announcement can be recognized that individuals are fundamental to improvement. In this way the nature of human life likewise has been estimated by ecological pointers, for this situation, required innovation to screen the degree of contamination, record of sound, and so on as data to gauge the personal satisfaction. With regards to personal satisfaction, nature gives stylish incentive to people who discover solace, comfort, or some other resuscitative incentive in the earth. In certain nations; Tourism advancement had messed some up with regular assets. Additionally, the travel industry enterprises expended vitality, food, and fundamental crude materials. Furthermore, the primary regular assets in danger from the travel industry advancement are land, freshwater, and marine assets [32].

Jackson and Burton [32] have identified them as the exploration of the area, the involvement of the local communities and suppliers, consolidation, stagnation where tourism activities and development or remain intact with no change, which leads to the decline of tourism in the area and the end rejuvenation of the area into another tourists destination. All these stages at a certain time have a negative or positive impact on society. On the tourist side, the stages may be useful. For example, during the exploration stage, tourists who prefer privacy or places that are not crowded will want to go during this time. While others will wait until the place gets popular. In ideas of sustainable tourism, the development of tourism

has to carefully use natural resources without carefully using them, which can harm sustainability.

3. Research Methodology

This research uses a quantitative descriptive approach by surveying informants who understand the current condition of Bali's tourism destinations. This research informant numbered 81 people, from various institutions and occupations [33]. The attitude of the informants was measured by a choice of 5 Likert scales which directly asked their attitude various indicators which were divided into two elements namely the variable of tourist quality, and the destination quality measurement variable as shown in Table 1 below:

Table 1. Quality Tourism Indicator

| Quality Tourism Variable | Quality Tourism Indicator |
|--------------------------|----------------------------------|
| Quality Destination | Premium Accommodation |
| | Low Density of Tourists |
| | Beautiful and Unique Attractions |
| | Interesting Cultural Events |
| | The hospitality of Local People |
| | Quality of Culinary |
| | Public Transportation Access |
| | High Quality of Infrastructure |
| | Shopping Destination |
| | Climate and Weather Condition |
| Quality Tourist | High Education |
| | High Spenders |
| | Environmental Conscious |
| | Spending Locally |
| | Respect Local Culture |

Source: Postma [1], MarkPlus [3] and Nickerson [4]

The results of this descriptive analysis are only to look at the current condition of Bali tourism and try to compare it with the conditions expected by stakeholders related to quality tourism [1, 3, 4].

4. Results and Discussion

4.1 Stakeholders Profile

In this study, it used the principle of harmony to reach the quality of tourist experiences, quality of life residents, and quality of profit. A lot of studies just concerning the tourist expectation on the destination that they visited, but at the same time, we forgot to study the quality of life of local people in destination, on the other hand, investors a lot concern how they can make a profit rapidly. Nowadays, quality tourism has become the expectation of tourism stakeholders but until now the quality tourism does not yet have definitions and key performance indicators that can be used as measurement indicators, so this research becomes very necessary to do [1, 3, 4]. This study involved 81 informants; They

are 46.9% are local community, 40.7% academicians from a couple of universities in Bali, 7.4% Tourism practical, 3.7% journalists, and 1.2% government (see Table 2).

Table 2. Profile of Informants by Working Sector

| Working sector | Frequency | % |
|------------------|-----------|-------|
| Community | 38 | 46.9 |
| Academic | 33 | 40.7 |
| Tourism Business | 6 | 7.4 |
| Journalist | 3 | 3.7 |
| Government | 1 | 1.2 |
| Total | 81 | 100.0 |

When viewed from their position of work, the 81 informants are 46.9% of various tourism businessmen, 24.7% middle management of tourism companies, 17.3% staff of various companies, and 7.4% business owner (see Table 3).

Table 3. Profile of informants by position

| Position | Frequency | % |
|-----------------------------|-----------|-------|
| Various tourism businessman | 38 | 46.9 |
| Middle Management | 20 | 24.7 |
| Staff | 14 | 17.3 |
| Owner | 6 | 7.4 |
| Journalist | 3 | 3.7 |
| Total | 81 | 100.0 |

4.2 Stakeholders' Views of Tourist Quality and Destination Quality Indicators

In this study, it has combined 10 indicators of quality destination; these are a part of the quality of tourists, quality of life of local people, and quality of profit of investors. The results of a survey of 81 informants illustrate that the Stakeholders' views of the indicators of tourist quality and destination quality areas Table 4 below:

Table 4. Stakeholders' Views of Tourist Quality and Destination Quality Indicators

| Category | Variable | Mean | Std. Deviation | Asymp. Sig. (2-sided) X^2 | Remarks |
|-----------------------------|--------------------------------------|------|----------------|-----------------------------|----------------|
| Quality of Destination (QD) | QD1 Premium Accommodation | 4.20 | 0.749 | 0.455 > 0.05 | Agree |
| | QD10 Climate and Weather Condition | 4.04 | 0.813 | 0.769 > 0.05 | Agree |
| | QD2 Low Density of Tourists | 4.30 | 0.641 | 0.612 > 0.05 | Strongly agree |
| | QD3 Beautiful and Unique Attractions | 3.98 | 0.866 | 0.763 > 0.05 | Agree |

| Category | Variable | Mean | Std. Deviation | Asymp. Sig. (2-sided) χ^2 | Remarks |
|-------------------------|------------------------------------|------|----------------|--------------------------------|----------------|
| | QD4 Interesting Cultural Events | 4.00 | 0.851 | 0.832 > 0.05 | Agree |
| | QD5 Hospitality of Local People | 3.98 | 0.880 | 0.917 > 0.05 | Agree |
| | QD6 Quality of Culinary | 3.83 | 0.959 | 0.677 > 0.05 | Agree |
| | QD7 Public Transportation Access | 3.99 | 0.798 | 0.981 > 0.05 | Agree |
| | QD8 High Quality of Infrastructure | 3.99 | 0.829 | 0.743 > 0.05 | Agree |
| | QD9 Shopping Destination | 4.01 | 0.929 | 0.961 > 0.05 | Agree |
| Quality of Tourist (QT) | QT1 High Education | 4.20 | 0.600 | 0.649 > 0.05 | Agree |
| | QT2 High Spenders | 4.27 | 0.613 | 0.844 > 0.005 | Strongly agree |
| | QT3 Environmental Conscious | 4.25 | 0.751 | 0.904 > 0.05 | Strongly agree |
| | QT4 Spending Locally | 4.35 | 0.710 | 0.646 > 0.05 | Strongly agree |
| | QT5 Respect Local Culture | 4.32 | 0.649 | 0.987 > 0.05 | Strongly agree |
| | Valid N (listwise) = 81 | | | | |

Note: The mean value is the value that indicates the average perception of the respondent towards the informant's answer category. Range 1.00 – 1.80 means strongly disagree, 1.81 – 2.60 meaning disagree, 2.61 – 3.40 mean doubt, 3.41 – 4.20 mean agree, and 4.21 – 5.00 means strongly agree.

The tourism stakeholders strongly agree that QT4 Spending Locally, QT5 Respect Local Culture, QD2 Low Density of Tourists, QT2 High Spenders, QT3 Environmental Conscious as a key indicator to measure the quality of tourism destination (see Table 4). The stakeholders' views on quality tourist indicators agree with QT1 High Education, QD1 Premium Accommodation, QD10 Climate and Weather Condition, QD9 Shopping Destination, QD4 Interesting Cultural Events, QD7 Public Transportation Access, QD8 High Quality of Infrastructure, QD3 Beautiful and Unique Attractions, QD5 Hospitality of Local People, and QD6 Quality of Culinary (see Table 4). These findings in line with Postma, et al., (2017) and Utama (2020) that the quality of tourism should keep the principle of harmony to reach the quality of tourist experiences, quality of life resident, and quality of profit.

4.3 Stakeholder's view of quality tourist

In understanding tourism and culture, Carter [34] explains that tourism has been developed to increase and improve the economic value of the community. This study tried to figure out the stakeholder's perception concerning indicators of tourist quality that already done in their destination. The results of a survey of 81 informants illustrate that the Stakeholders' Views of the Indicators of Tourist Quality evidenced by Chi-Square Tests with Pearson Chi-Square are as follows:

- 1) There are no differing views among stakeholders about the quality of tourists on high education as evidenced by Sig. (2-sided) = 0.649 > 0.05
- 2) There are no differing views among stakeholders about quality tourists on high spenders as evidenced by Sig. (2-sided) = 0.844 > 0.05
- 3) There are no differing views among stakeholders about quality tourists on environmental conscious as evidenced by Sig. (2-sided) = 0.904 > 0.05
- 4) There are no differing views among stakeholders about the quality of tourists on spending locally as evidenced by Sig. (2-sided) = 0.646 > 0.05
- 5) There are no differing views among stakeholders about quality tourists on respect of local culture as evidenced by Sig. (2-sided) = 0.987 > 0.05

This research concluded that Bali tourism stakeholders are the same views a couple of indicator quality of tourists. These are high education, high spenders, environmentally conscious, spending locally, and respect the local culture.

4.4 Stakeholder's view of quality destination

The main positive impact of tourism development where these have been developed more relates to foreign exchange earnings, contributions to government revenues, and generations of employment and business opportunities [35]. On the other hand, tourism also has impacted the economy negatively. There are many hidden costs to tourism, which can have critical economic effects on the host community. These problems were unpredictable when tourism had been developed. The problems can be such as degradation of local culture, pollutions, prostitution, exploitation of natural and environmental resources, criminality, etc. Many developing countries exploited their resources as such for tourism development to increase their standard of living, regional economic growth, improve the income of the host community but ignored negative impacts. In many tourists destination, these have been developed inclusively, closed to the community, also non-authentic architecture, international chain, and hard the host whose want to join in the development. In the cases, destinations internationally and modern but the other side host communities are still living on poor conditions so far way or ideas of quality of life [1, 11].

In this study, the results of a survey of 81 informants illustrate that the stakeholders' views of the indicators of tourist destination evidenced by Chi-Square Tests with Pearson Chi-Square are as follows:

- 1) There are no differing views among stakeholders about quality destinations on premium accommodation as evidenced by Sig. (2-sided) = 0.455 > 0.05
- 2) There are no differing views among stakeholders about quality tourists on the low density of tourists as evidenced by Sig. (2-sided) = 0.612 > 0.05
- 3) There are no differing views among stakeholders about quality destinations on beautiful and unique attractions as evidenced by Sig. (2-sided) = 0.763 > 0.05

- 4) There are no differing views among stakeholders about quality destinations on interesting cultural events attractions as evidenced by Sig. (2-sided) = 0.832 > 0.05
- 5) There are no differing views among stakeholders about the quality destination on the hospitality of local people as evidenced by Sig. (2-sided) = 0.917 > 0.05
- 6) There are no differing views among stakeholders about the quality destination on quality of culinary as evidenced by Chi-Square Tests with Sig. (2-sided) = 0.677 > 0.05
- 7) There are no differing views among stakeholders about quality destinations on public transportation access as evidenced by Sig. (2-sided) = 0.981 > 0.05
- 8) There are no differing views among stakeholders about the quality destination on the high quality of infrastructure as evidenced by Sig. (2-sided) = 0.743 > 0.05
- 9) There are no differing views among stakeholders about quality destinations on shopping destinations as evidenced by Sig. (2-sided) = 0.961 > 0.05
- 10) There are no differing views among stakeholders about quality destinations on climate and weather conditions as evidenced by Sig. (2-sided) = 0.769 > 0.05

The research finding concluded that there are no differing views among stakeholders about a couple of destination quality indicators. These are premium accommodation, low density of tourists, beautiful and unique attractions, the hospitality of local people, the quality of culinary, public transportation access, the quality of infrastructure, shopping destinations, and climate and weather conditions. These are in line with the ideas of the development of tourism in the future.

The development of tourism in the future is ideally addressed to maximize positive impacts and minimize negative impacts of course. Sustainable development concepts will be important to cover tourism development in the future. On the other side, there are questions about how tourism can contribute to the quality of life both to host communities and tourists as customers. Tourism development is the development of economic, social, psychological, environmental, etc. [36]. It means tourism development has to cover economic development to increase the quality of life both to host and tourist. Interaction between people and people can open the modernity process as the positive impact of social interaction both between. Tourism contributes a component of the quality of life of the tourists psychologically. Tourism destination is developed to bring more opportunities to local initiatives, local owners, and matches environment, open to community, small scale transport, and also in simple service so that the host communities can participate in process of development to ideas of quality of life will be increasing as such [1, 11]

According to Postma [1] that the quality of tourism is determined by three main tourism stakeholder groups, they are an owner of the destinations, tourism industries, and tourist as consumers of the destinations. The owner of a destination develops the tourism sector to increase their quality of life, tourism industries sell their products and also services to benefit and profit goals as the symbol of quality of opportunities for doing business. And on the other side, tourists as consumers of destinations want to satisfy and improve their quality of experience by product or services that have been bought it. This statement indicates that they have to harmony and balance three of them as a framework for quality tourism. Quality of opportunity of the provider in the supply side was determined by the sustainability of tourism industries to produce their products and services, which should satisfy psychically their consumers and inner needs. The experience includes customers, providers, and other participants in their interactions harmonically. In another term, the quality of life of the community has been determined by the satisfaction of community needs

so that the community in the context of tourists and hosts can interact mutually both of them [1, 2, 8].

5. Conclusions and Suggestions

5.1 Conclusions

This study concluded that stakeholders' views on quality tourist indicators actually agree with the high education indicator, and strongly agree with the following indicators namely high spenders, environmentally conscious, spending locally, and respect a local culture as indicators for measuring quality tourists. In line with Cohen [38] that tourism has been defined as modern sociological of tourism concept and can be determined by some of the definitions such as tourism as commercialized hospitality, tourism as a democratized travel, tourism as a modern leisure activity, tourism as a modern variety of a traditional pilgrimage, tourism as an expression of basic cultural themes, tourism as an acculturation process, tourism as a type of ethnic relations, and tourism as a form of neo-colonialism.

There were no differences in views among stakeholders on the indicators of quality tourist measurements and also quality destination indicators so the above indicators can be used as measurement indicators for other destinations with adjustments according to their conditions. These are in line with tourism development in the new paradigm concept of development that has been addressed to the goal of sustainable development to increase the quality of life of the community (tourists, hosts, providers) base on the concept of values. The modernity of tourism development has to do setting up the concept of values, develop of humans by technology to minimize using natural resources, harmonization of three main tourism stakeholder groups; they are the owner of the destinations, tourism industries, and tourist as consumers of the destinations to the goal of quality of life [28, 37, 38].

5.2 Suggestions

Tourism development in the new paradigm concept of development has been addressed to the goal of sustainable development to increase the quality of life of the community base on the concept of values. In the fact that this research on measuring indicators of quality tourists and quality destinations is carried out involving only 81 informants so that different results may be found if it involves larger informants. The measurement of the quality of tourists and destinations also does not include critical indicators such as the issue of disease outbreaks, political conditions, and other issues that are very sensitive to the development of tourism.

Future research can be carried out on other tourism destinations with more diverse stakeholders [1, 3, 4]. Involving more stakeholders in various levels and organizations can be better the quality of research recommendation in line with the idea of modernity of tourism development that it has to do setting up the concept of values, develop of humans by technology to minimize using natural resources, harmonization of three main tourism stakeholder groups; they are the owner of the destinations, tourism industries, and tourist as consumers of the destinations to the goal of quality of life [1, 2, 3, 28, 37, 38, 39].

This study also recommends the need for a harmonious relationship between residents such as farmers, fishermen, traditional villages which are institutionalized community organizations in Bali. The government needs to continually educate the public to remain friendly to tourists and also be able to improve environmental sanitation and food hygiene sold to tourists. Tightening the presence of unqualified tourist's maybe can cause

problems for destinations such as tourists doing business illegally, tourists as drug dealers, or other illegal drugs [1, 2, 3, 11, 28, 37, 38, 39].

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