

# “VISITOR PREFERENCE FOR WATER PARK IN BALI”

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**Abstract**— Badung is one tourism destination in the island of Bali. The number of tourists visiting the Badung regency in 2013 is more than 1 million tourists. Badung regency has a very diverse tourist attractions ranging from natural resources and man-made resources. Currently it has many emerging water park in Badung. Development of Water Park in Badung regency begins with the establishment of Waterbom in 1994, and today is increasing more than 5 water parks. The purpose of this study was to determine the preferences of domestic and foreign visitors in choosing Water Park in Bali. This research is expected to contribute to the development of the marketing strategy of a tourist attraction through the identification and analysis of the attributes used in this study. Analysis of the data used in this study is conjoint. The results showed that domestic visitors in choosing water park domestic visitors prefer the rides as the attribute most considered of 6 other attributes. The experience of being attribute to two, elections become the third package, the ticket becomes the order of the fourth, and the election of the price to be fifth. Price is not the top priority in selecting a visit to a water park, and attributes of the concept of choice last attribute. Domestic visitors have a preference chose water park that has not been visited and prefer a package with a package-type canal. The concept chosen by domestic visitors is a water park with a general concept with extreme rides. Tickets are favored by domestic visitors is an electronic ticket at a price of more than Rp 200.000, -. The study of foreign visitors in choosing shows Water Park is the first attribute that reconsideration of a vehicle, and the order of the two experiences. Price into consideration all three, and the package becomes the fourth option. Then proceed with the selection of an electronic Ticket to-five, and the last is the concept is the attribute that most are not taken into account by foreign visitors in choosing a water park. Foreign visitors have a preference chose water park that has been visited, has a separate package, the concept of family, with extreme rides and using electronic cards and the price is more than \$ 15, -.

**Keywords:** *Preference of visitor, Water Park*

## I. INTRODUCTION

The arrival of foreign tourists (tourists) to Bali in January 2015 reached 301 748 people, with tourists who come through the airport as many as 288 755 people, and that is through sea ports amounted to 12 993 people. Number of foreign tourists to Bali in January 2015 rose by 8.05 percent compared to January 2014 and decreased by 13.13 percent compared to

December 2014. Menurut nationality, most foreign tourists came to Bali in January 2015 is the nationality of foreign tourists Australia, China, Japan, South Korea, and Malaysia with the percentage of each amounting to 28.19 percent, 17.18 percent, 5.93 percent, 5.02 percent and 4.58 percent ([www.bps.go.id](http://www.bps.go.id), accessed March 3, 2015). Kemenparekraf noted in the field of employment of the tourism sector to absorb labor force of 10.18 million people in 2013 compared to the year 2012 as many as 9.41 million people. While the sector as a foreign exchange earner is in the 4th position with the achievements of 10 billion US dollars. These figures show that the tourism sector has played an important role in the economy of Indonesia ([travel.kompas.com](http://travel.kompas.com), accessed March 3, 2015).

Indonesian Tourism Law no. 10 of 2009 on tourism that the "Tourist Attraction is anything that has a uniqueness, beauty, and value in the form of natural diversity, cultural and man-made results of the target or destination tourist visits". A tourist destination should be supported by four main components, known by the term 4A namely attraction (attraction), facilities (amenities), accessibility (access) and additional services (ancillary services). Tourist attractions is something interesting to be seen, felt, enjoyed and owned by tourists, which is made by humans and requires advance preparation before shown to the tourists.

The image is the core element in a communication strategy, especially in terms of branding and positioning strategies (Frochot and Kreziak, 2008). The experience is also affected by how big motivation, perception and hope someone on the destination that will be visited (Correia et al, 2009). The image of a tourist destination is a factor that affects the main choice of tourist destinations (Hanlan and Kelly, 2005), so the need an organization that is able to manage a destination likes a Destination Management Organization (DMO). One role of the DMO is to assist a destination marketing activities, including the creation of an image of the destination. The image formation by a marketing organization, either directly or indirectly, will affect the image of the traveler dibenak (Day, 2002). Bali is the icon of tourism in Indonesia that has been recognized by the international community. Beautiful nature and culture distinctive and full of spiritual activities bring people constantly recreation by pouring in daily life - the

day so as to give a different feel than other tourist destinations. Bali has a wide variety of cultural tourism attractions are available to meet the needs of travelers. Each appeal has a variety of different attractions and has a marketing strategy and positioning different. Request (demand) to be met through the provision of tourism attractions by the regions tourist destinations in the world if you want to feel optimal benefits from tourism. But it is undeniable that the demand in the tourism is very sensitive about the image (image) of an area used as a travel destination. The image of a tourist destination can be formed through a variable component that can represent these destinations into four sections, namely; places of interest and culture, resort atmosphere, outdoor activities, as well as the scenery, adventure and beach (Ibrahim, 2005). A tourist destination is evaluated through attributes in these destinations, will have a major role. Safety, activity, beach/sport activities, neighbor/outdoor, historical/cultural, religious, budget, leisure, and upscale are nine things to the attention of travelers prior to their visit to these destinations (Meng et al, 2008).

Badung is one tourism destination in the island of Bali. The number of tourists visiting the Badung regency in 2013 is 1,192,129 people. Badung regency has a very diverse tourist attractions ranging from natural resources and man-made resources. Man Made resources contained in Badung district is growing rapidly. There are three types of resources, namely (1) Natural resources (natural resources like mountains, beaches, wild region, deserts, oceans, lakes, flora, and fauna, climate, etc.); (2) Man Made Resources (man-made resources such as historical city, and the modern, village, entertainment venues, a mix between recreation and sports, monuments, sites, buildings and relief, museums and so on); (3) Human Resources (Human Resources as a destination population).

One example of a man made resources that are Water Park. Currently it has many emerging Water Park in Badung. The definition of a Water Park is a playground and extensive outdoor recreation for children and adults, which is the primary means of water, an amusement park where its attractions include a slide / slides, fountains, and other recreational facilities related to water. Water park (Water Park) is a place of play and recreation outdoor spacious for children and adults, which means predominantly water, an amusement park where its attractions include a slide (slides), fountains, and other recreational facilities associated with water (Farida, RB and Munte, 2007). Water Park is an amusement park that displays water play area, such as water slides, splash pads, spray grounds (water play), a lazy river, or other recreational bathing, swimming, and environmental bare footing. Water Parks also can be equipped with some type of artificial surfing or Body boarding area such as a wave pool or a Flow Rider.

Seeing the growth Water Park in Badung, it is necessary to study the preferences of tourists visiting the Water Park located in Badung regency. What accounts visitors in choosing Water Park located in Badung regency. It is expected from the study, each Water Park located in Badung regency can know the actual attributes desired by tourists.

## II. METHOD

The object of this study is the domestic and foreign visitors who already visited Water Park located in Badung regency. To assist in the study include different types of respondents, the study site chosen was on a tourist attraction that has such high levels of traffic, Pandawa beach, Kuta beach, and Sanur beach.

The sampling technique in this research is using purposive sampling method. Purposive sampling technique is a technique where the sampling is done deliberately in accordance with the requirements of sample is required; in this case the requirement is meant domestic and foreign visitors who are in the research sites that had been predetermined. There are 100 pieces of questionnaires domestic and foreign questionnaires amounted to 100 pieces. So the total questionnaires distributed were numbered 200.

Data analysis techniques used in this study aims to analyze the characteristics of the respondent and interpret data relating to Domestic and Overseas visitors preferences in choosing a Water Park in Badung. Analysis of the data used in this study is Conjoint. Conjoint analysis is an analytical technique that can be used to determine the relative importance based on customer perception brought about by a certain product and practical values that emerge from the attributes related products. To determine the marketing strategy, conjoint analysis is right and good. Even at a higher level can be used for market segmentation based on consumer preferences towards product attributes chosen. The philosophy of this analysis technique is that each stimulus anything that can be a product, brand or goods are sold in the market will be evaluated by consumers as a specific set of attributes. Therefore, this technique is very useful in marketing to know the preferences of consumers towards a product that was launched in the market.

Stages in conducting conjoint analysis are as follows:

### 1. *Determine the attributes (factors) and standard (part of a factor)*

According to the decision-making model of Schiffman and Kanuk (2000), previous experience and brand reputation can also affect a person's decision in choosing a product. According to Stanton (1991: 169) in Arifiana, Kumadji, and Fanani (2013), product attributes include price, brand, packaging, product warranty, the color, the good name of the seller, the seller services, product quality, physical characteristics of goods.

A geographical area that can be termed as a tourist destination must meet several requirements such as attraction, amenities, accessibility, and ancillary service (Inskeep 1991:75). Bali has met these requirements, even have had other variables as a tourist destination is also important to have that community or local high society involvement (Madiun, 2009). According to George McIntyre in Wardiyanto (2011), there are attributes of the tourism product are: Attractions and Events Tourism, transport facilities and other services, human resources, other service facilities, as well as elements of the constitutional. But in this study will be another attribute of a Water Park that also can affect a visitor's preferences in choosing a Water Park. This study uses six

attributes that each has two levels, where respondents would choose one of the two levels such as the level of the most popular.

## 2. *Designing stimuli*

After knowing the attributes and levels, the next step is to design a combination of the level and attribute or called by stimuli to approach full profile depicting the profile attributes. The number of stimuli that would complete the better, but according to Aaker et. al (2003, pp. 608) in Wahab (2011) if the number of stimuli too much will make it difficult for respondents to rate each profile stimuli were asked to lead the respondent would ignore the less important stimuli variations and takes a long time to answer. Therefore, the number of stimuli is reduced by using orthogonal design command in SPSS resulting amount of 8 cards stimuli.

Respondents will evaluate each stimuli by giving ratings from 1 to 8 (according to the number of stimuli) starting from the least desirable stimuli (1) to the most desirable stimuli (8).

## 3. *Collecting opinions of respondents*

After making the design of stimuli, the questionnaire will be distributed to then filled by respondents to rank members on each stimulus.

## 4. *Conducting the process of conjoint analysis*

Conjoint analysis will be done after getting the data of the distribution of questionnaires. These data will be processed and analyzed using a computer program MS Excel and SPSS.

# III. FINDINGS AND DISCUSSION

Water Park in Badung district development begins with the establishment of Waterbom in 1994. Twelve years later, in 2006, stood in the back of the Water Park South Kuta area as the Green Park which was later renamed New Kuta Green Park. Water Park developments in the Badung regency did not stop after 2 Water Park appears. Investors began to look at tourism businesses in particular Water Park for being promising investment opportunities. This is evident by the re-establishment Water Park in Badung with a family atmosphere that is called Circus Water Park in 2013. Currently, it can be seen, the development of small-scale Water Park started popping up like, Nirmala Ungasan and Segara Madu. Then exactly 2014 years had operated Water Park named Splash Water Park.

In this study, authors distribute 200 questionnaires were divided into 2 group, 100 questionnaires for domestic visitors and local, as well as 100 questionnaires to foreign visitors. The distribute of questionnaires were using random sampling of different types of backgrounds, ages ranging from 16-45 years old, origin, type of work, and the amount of income.

Based on the results of the analysis of the level of importance of attributes, we can know which attributes are most considered by foreign visitors and domestic visitors from all six attributes contained in the questionnaire that experience, Package, Concepts, Price, Ticket, and rides. By knowing the attributes most considered, entrepreneurs Water Park can make adjustments on the management or its Water Park so it can provide services and improve the level of

satisfaction to visitors who visit, both to visitors' foreign and domestic visitors.

Attraction is the cause why the main objective of tourists visiting a destination. Orth and Tureckova (2002) asserted, factors that attract tourists to visit a destination is how the whole Attraction being owned by these destinations, both Attraction be man -made, natural, social - cultural , and physical attraction, able to create attention so tourists interested to come visit. Correia et al (2007) states, the factors that attract tourists to come to an exotic destination that are; Attractions such as core social environment, shopping, and tourist activities that can be done, landscape features such as natural conditions and culture, as well as facilities such as public services and facilities available for the tourists. Attraction of the Water Park is choice most preferred by foreign tourists. This can be explained because the vehicle is the main attraction of a water park. Rides become sought after by visitors and are factors that determine to what visitors to come to a Water Park. Type of vehicle offered will be an option if it is in accordance with the wishes and needs of the visitors. Experience to be the most important thing both by foreign visitors because visitors want to reiterate previous pleasant experiences ever felt at a Water Park or avoid the unpleasant experience before. Therefore, the experience becomes an important attribute to consider. The third attribute is Price or the price into consideration a relatively important for international visitors. Prices are not too be the benchmark but essential if the existing facilities in accordance with the price offered by a Water Park or can be expressed by the value of money. Package is an attribute to the four important enough for foreign visitors. Visitors may find it easier if the employer already provides a Water Park package, either channel packages or separate packages. On the canal packet visitors are not charged additional fees for using certain facilities. In a separate package, visitors can choose a paid facility where they need and adjusted the price to be paid by visitors. Attribute to five who do not have a considerable influence in the selection of Water Park by foreign tourists is the Ticket. Tickets are used as a tool to get into a Water Park, usually can be either paper or electronic coupon. The form of electronic tickets can usually be used as a means of payment in the previous Water Park in place to fill the balance or counter ticket sales. Concept or concept becomes the least important attribute by foreign tourists in choosing a Water Park. The concept of a Water Park is usually the basis for the construction of facilities and rides in the Water Park. However, foreign visitors may be viewed rides offered to waive the concept of the Water Park therefore not be a concept that is an important attribute in selecting a Water Park.

Attraction is the most important vehicle of choice for domestic visitors. This can be explained because the vehicle is the main attraction of a Water Park, a lazy river becomes sought after by visitors and become a factor that determine to what visitors to come to a Water Park. Type of vehicle offered will be the choice has been whether in accordance with the wishes and needs of the visitors.

Experience to be the most important thing both by domestic tourists because visitors want to reiterate previous pleasant experiences ever felt at a Water Park or avoid the unpleasant experience before. Therefore, the experience becomes an important attribute to consider. Package into three important attributes according to domestic travelers in choosing a Water Park. Visitors may find it easier if the employer already provides a Water Park package, either channel packages or separate packages. On the canal packet visitors are not charged additional fees for using certain facilities. In a separate package, visitors can choose a paid facility where they need and adjusted the price to be paid by visitors. Attributes to the four that have the most influence in the selection of the Water Park by domestic tourists is the ticket. Tickets are used as a tool to get into a Water Park, usually can be either paper or electronic coupon. the form of electronic tickets can usually be used as a means of payment in the previous Water Park in place to fill the balance or counter ticket sales. the concept of choice to four by domestic visitors in choosing Water Park, this means that the concept does not have a considerable influence in domestic visitor concept of a Water Park is usually the basis for the construction of facilities and rides in the Water Park. However, foreign visitors may be viewed rides offered to waive the concept of the Water Park therefore not be a concept that is an important attribute in selecting a Water Park. Attribute to six selected by domestic visitors in choosing a Water Park that is the price to be the least important. It is caused by domestic visitors offered price does not matter as long as the products offered in accordance with the wishes and needs of visitors.

When compared preference according to domestic and foreign visitors, the most important attribute in selecting a Water Park are attributes of a vehicle / attraction, second thoughts or experience. Attributes to the three most important by foreign visitors prefer to attribute the price, and domestic visitors prefer to attribute the ticket. Attribute to four is the most important foreign visitors is the package attribute, then the domestic visitors prefer to attribute the ticket. Foreign visitors prefer the ticket as an attribute to five, and domestic visitors prefer to attribute the concept. The last attribute or to the six chosen by foreign visitors is the concept, then the price to attribute the final choice of domestic visitors.

#### IV. CONCLUSION AND SUGGESTIONS

Based on this study it can be concluded that foreign visitors in selecting the first attribute that reconsideration of the Water Park is the attraction in this study is meant is a vehicle, and a second order experience. Price is into consideration the third, with the package into the fourth choice. Then proceed with electronic tickets who became the fifth choice, and the latter is a concept or concept is the attribute that most are not taken into account by international visitors in choosing a Water Park. Foreign visitors have a preference choose Water Park who have never visited, had a separate package, the concept of family, with extreme rides

and using electronic cards and the price of more than \$ 15. While domestic visitors in choosing Water Park also prefers vehicle most considered an attributes of 6 other attributes. Experience into second, package selection into third place tickets into fourth place, and the election of the price of the fifth, the price is not the top priority in selecting a visit to a Water Park, as well as the concept of being the last attribute in choosing a Water Park. Domestic visitors have a preference choose Water Park that have never visited and prefer packages with package type canal. The concept chosen by domestic visitors is a Water Park with a general concept with extreme rides. Tickets are favored by domestic visitors is an electronic ticket at a price of more than Rp. 200,000.

Through this research, it is expected that the providers of Water Park attractions can make a good strategy by taking into account the preferences of tourists. Based on the discussion, we can see the difference between the preferences of domestic visitors with foreign visitors. Domestic visitors prefer Water Park that has never been visited before to gain new experience and a new atmosphere in the visiting Water Park, an effort Water Park can develop and add to the attractions found in the Water Park, although foreign visitors choose Water Park previously visited to prevent saturation visitors should venture Water Park broke new ground by adding these kinds of attractions and rides, domestic and foreign visitors choose the vehicle that extreme, extreme rides of this course should have high security standards. Electronic ticket of choice domestic and foreign tourists, because it is more efficient, and therefore should be better Water Park businessman has particularly two types of tickets, whether it be a coupon or an electronic ticket. Package selected by domestic visitors, while a separate package chosen by foreign tourists, and therefore Water Park businesses must have both types of packets, if their target market is domestic and foreign visitors. The general concept of choice of domestic visitors, the concept of family chosen by foreign visitors, and therefore Water Park businesses should have a complete vehicle, whether there is a vehicle that rides with general and the concept of family.

This study has several limitations including the research is still very general nature, this study did not specify a target respondents are more specific; for example, respondents from a particular province or respondents who Water Park certain amount of income as well as the criteria more specific will further help businesses Water Park which has its own market. In addition, the attributes used in this study can also be still lacking. Hence the advice that can be given for studies related traveler preferences in choosing Water Park is to define more specific market segments as well as by examining attributes more detailed Water Park.

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