Sustainable Tourism Destination Planning in Raja Ampat: A Conjoint Analysis Approach to Understanding Tourists' Preferences

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ABSTRACT

This study aims to understand tourist preferences in sustainable tourism planning in Raja Ampat using conjoint analysis method. Quantitative method was employed to collect data through a survey using Gform, with 130 respondents who provided their responses. Data analysis was conducted using conjoint analysis to identify the attributes that most influence tourist preferences and measure the importance of each attribute. The utility assessment results showed that the duration of the visit, attractions, facilities, souvenirs, accommodations, and points of interest have a significant impact on tourist preferences in Raja Ampat. Importance values were obtained to measure the importance of each attribute, where accommodations and duration of the visit had relatively high values. Additionally, the validity and reliability of the research instrument were verified using Pearson's R and Kendall's Tau. The findings of this study provide a deeper understanding of tourist preferences and the most influential attributes in choosing a tourism destination in Raja Ampat. These findings can serve as a basis for developing more effective marketing strategies, targeted product development, and enhancing the tourist experience when visiting Raja Ampat. This research contributes significantly to the fields of sustainable tourism planning and tourism marketing.

Keywords: *Sustainable Tourism, Destination Planning, Raja Ampat, Conjoint Analysis, Tourists' Preferences*

INTRODUCTION

Raja Ampat is one of the famous tourist destinations in Indonesia and the world. Located in West Papua Province, Raja Ampat is renowned for its stunning natural beauty, such as coral islands, coral reefs, lagoons, and extraordinary marine biodiversity. It is a paradise for divers, nature enthusiasts, and tourists seeking unforgettable travel experiences. However, the popularity of Raja Ampat as a tourist destination has presented challenges in preserving the local environment and culture (Grantham et al., 2013; McKenna et al., 2002; McLeod et al., 2009; Tafalas, 2010; Varkey et al., 2010). The high number of tourist visits can have negative impacts on the environment and the livelihood of indigenous communities in the area (Nian et al., 2019; Prihanti et al., 2020; Sudarmadji & Darmanto, 2014). Therefore, it is important to develop sustainable tourism planning that ensures tourism in Raja Ampat aligns with the sustainability of the local environment and culture.

To achieve the goal of sustainable tourism planning, it is crucial to understand tourists' preferences and priorities in choosing a tourism destination (Aryanto & So, 2012; Salem & El-Shimy, 2012; Szromek, 2019). In this regard, conjoint analysis assessment becomes a valuable tool to comprehensively understand tourists' preferences (Alriksson & Öberg, 2008; Green et al., 2004; Green & Srinivasan, 1990; Rao, 2014). This method enables researchers to analyze the factors that influence tourists' preferences, including attributes such as price, natural

beauty, sustainability, accommodation quality, tourist activities, and others. In the context of Raja Ampat, conjoint analysis assessment can help understand tourists' preferences related to the travel experiences they seek, whether they prefer natural and preserved environments, environmentally friendly tourist activities, quality accommodations, or other factors that may be considered when choosing a tourism destination. The findings of this research can provide valuable insights for decision-makers in formulating policies and strategies for sustainable tourism planning in Raja Ampat.

Through this research, it is hoped that recommendations based on tourists' preferences can be developed while maintaining a balance between environmental preservation, tourist satisfaction, and the well-being of local communities. Thus, this research will make a significant contribution to the efforts of preserving Raja Ampat as a sustainable premier tourist destination and ensuring that the beauty of nature and local culture remain intact for future generations.

MATERIALS

A. Tourists' Preferences and Marketing

Marketing is a series of activities carried out by companies or organizations to create, communicate, and deliver value to customers (Amalia & Hanika, 2021; Lutur, 2020). The main goal of marketing is to create mutually beneficial relationships between the company and consumers by meeting their needs and desires, as well as achieving the company's objectives (Suansri, 2003). Tourist preferences are an important aspect in the field of marketing (Li & Cao, 2022). Tourists have different needs and desires when choosing a travel destination. Understanding tourist preferences is key in developing effective marketing strategies to attract and satisfy tourists.

By understanding tourist preferences, companies or travel destinations can tailor the products, services, and experiences offered to align with the expectations of tourists (Purwoko et al., 2022). For example, understanding tourist preferences regarding natural beauty, environmental sustainability, accommodation quality, tourist activities, or other factors can help companies or travel destinations develop attractive travel packages that meet tourists' expectations.

Furthermore, by understanding tourist preferences, companies or travel destinations can identify the right target market segments and target their marketing efforts more effectively. Market research and analysis of tourist preferences can provide valuable insights into what is important to tourists when choosing a travel destination, as well as their preferences for specific attributes (Li & Cao, 2022). This information can be used to develop more targeted marketing strategies and optimize the use of marketing resources.

Thus, understanding tourist preferences is a crucial part of marketing. It allows companies or travel destinations to direct their marketing efforts more effectively, enhance the attractiveness of the destination, increase tourist satisfaction, and achieve their business goals.

B. Nature Attraction and Sustainable Tourism

Nature tourism is a form of tourism that showcases the beauty and allure of nature (Muin & Suci Wulandari, 2014). The main purpose of nature tourism is to enjoy the beauty of the natural environment, breathe fresh air, and escape the hustle and bustle of urban life (Farizal et al., 2020). Nature tourism offers a wide range of activities such as hiking, mountain climbing, camping, cycling, fishing, swimming, and exploring local flora and fauna.

Additionally, nature tourism provides visitors with opportunities to learn about biodiversity, the natural environment, and local culture. Nature tourism not only provides physical and mental satisfaction to its visitors but also plays a role in raising awareness about the importance of nature conservation and maintaining ecosystem balance. Therefore, when engaging in nature tourism, it is important for visitors to respect the surrounding environment, maintain cleanliness, and abide by the applicable rules and regulations to protect the environment and the living organisms within it.

Nature tourism is closely linked to sustainable tourism practices (Szromek, 2019). Sustainable tourism aims to minimize the negative impact on the environment, preserve natural resources, and support the well-being of local communities. By promoting responsible behaviour and awareness of environmental conservation, nature tourism contributes to the principles of sustainable tourism. In nature tourism, sustainable practices can be observed through the implementation of eco-friendly initiatives, such as minimizing waste, conserving energy and water, supporting local businesses and communities, and preserving natural habitats (Tyrväinen et al., 2014). Additionally, educating visitors about the importance of sustainable practices and promoting respect for the environment helps ensure the long-term sustainability of nature tourism destinations (Bascha et al., 2021). By integrating sustainable principles into nature tourism, we can preserve the beauty of natural environments for future generations to enjoy while promoting the well-being of local communities and fostering a harmonious relationship between humans and nature.

C. Conjoint Analysis

Conjoint analysis is a research method used in marketing and market research to understand consumer preferences and prioritize them regarding product or service attributes (Alriksson & Öberg, 2008). This method assists companies or researchers in identifying the factors that most influence consumer decisions and measuring how much consumers value each attribute. In conjoint analysis, respondents are presented with a series of different product choices or scenarios with varying attribute combinations. They are then asked to select their preferred choice or rank the presented options. By collecting data from a number of respondents, this method allows for statistical analysis to identify preferences and the importance level of each product attribute.

The results of conjoint analysis provide a deeper understanding of how product or service attributes contribute to consumer preferences (Green et al., 2004). This enables companies to develop more targeted products, optimize marketing strategies, and make better decisions in setting prices, maximizing product features, or conducting market segmentation (Rao, 2014).

An example of using conjoint analysis in the tourism industry is to identify the most important attributes in choosing a travel destination, such as location, price, type of accommodation, facilities, or offered activities. Thus, tourism companies can tailor their offerings to better meet market preferences and needs. The use of conjoint analysis in the tourism industry makes a significant contribution to the development of effective marketing strategies and enhances tourist satisfaction.

METHODOLOGY

The method used in this research is quantitative. The data collection technique was conducted through Gform, with a total of 130 respondents. The Gform data was filled out by 133 individuals whom we distributed to several relatives and friends through social media.

The data analysis in this research utilized conjoint analysis with the aim of determining the importance of attributes possessed by Raja Ampat tourism in attracting tourist visits. The number of stimuli cards used in this study was 16 stimuli.

RESULT AND DISCUSSION

A. Respondent Profile

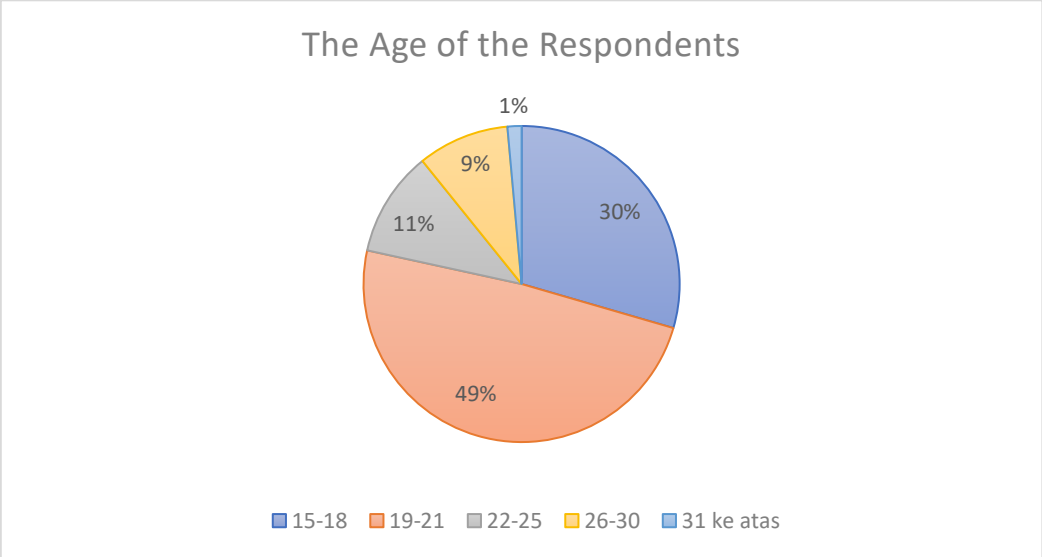
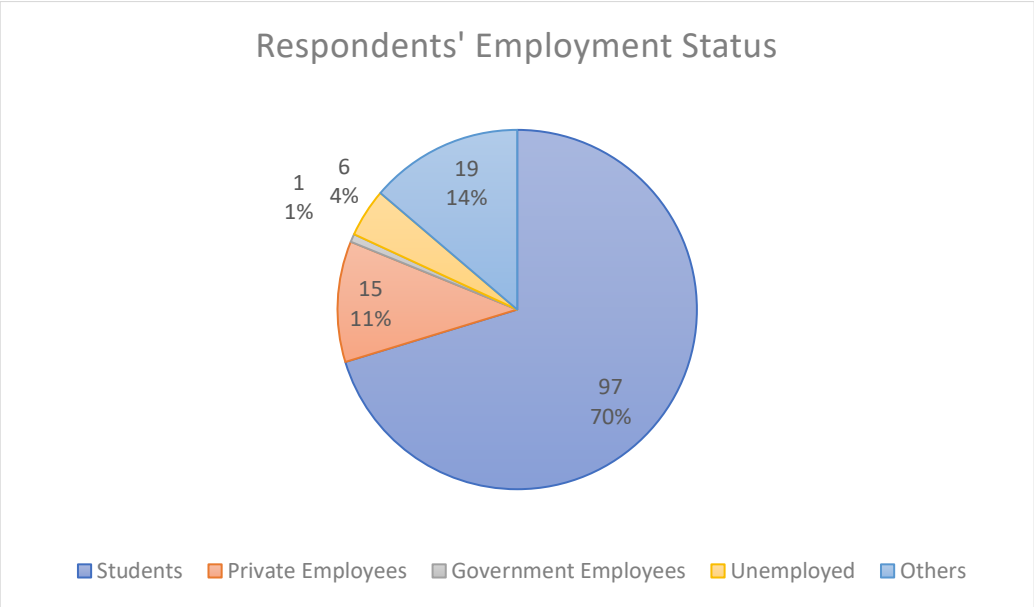


Figure 6. The Ages of the respondents

The respondent profile based on age category is as follows: (1) Age 15-18: There were 41 respondents in this age group. These respondents are typically teenagers who are in the early stages of their high school education or nearing the end of their secondary education, (2) Age 19-21: This age group had the highest number of respondents, with 68 individuals. The respondents in this category are typically young adults who may be pursuing higher education at the university or college level or starting their early careers, (3) Age 22-25: There were 15 respondents in this age range. These individuals are generally young adults who have recently completed their higher education or are in the early stages of their professional careers, (4) Age 26-30: This age group had 13 respondents. These individuals are typically in their late twenties and may have some years of professional experience or may be pursuing advanced degrees or career development, (5) Age 31 and above: There were only 2 respondents in this category. These individuals are generally in their thirties or older and may have more extensive professional experience or established careers.

The distribution of respondents across different age groups provides insights into the demographic composition of the study participants and allows for a better understanding of how different age cohorts perceive and evaluate the subject matter of the research.



The explanation for the respondents' employment status data is as follows: (1) Students: There are 97 respondents in this category. The majority of respondents are students pursuing higher education at universities or students still in school. They may have an interest in the related research or have a keen interest in the tourism destination, (2) Private Employees: There are 15 respondents who work in the private sector. They are individuals who have jobs in private companies or non-governmental organizations. The employment status indicates the participation of those who have entered the workforce, (3) Government Employees: There is only 1 respondent who works as a government employee. This individual has a job in a government institution or a state-owned enterprise. The small number of respondents in this category may indicate that they are not significant in this research, (4) Unemployed: There are 6 respondents who are currently unemployed. They may have recently graduated or are actively seeking employment. This category reflects the variation in the respondents' employment profiles, (5) Others: There are 19 respondents categorized as "Others." This category includes individuals with employment status that does not fall into the previous categories. For example, they may have their own businesses, work part-time, or have temporary employment. The distribution of respondents based on employment status provides information about the participants' employment backgrounds. This can provide insights into different perspectives in their assessments and preferences regarding the research subject.

B. Conjoint Analysis

In conjoint analysis, there are two main concepts that will be discussed in the findings of this research: utility and importance value. First, utility refers to the measurement of how much each attribute of Raja Ampat tourism provides benefits or value to the tourists. Second, importance value indicates the level of importance of each attribute in the decision-making process of tourists.

1). Utility

In the context of utility assessment, this research will reveal the most valued and desired attributes by tourists, which include duration, attractions, facilities, souvenirs, accommodations, and points of interest visited. The utility analysis will help in understanding

tourists' preferences towards these attributes and gaining a deeper understanding of how these attributes influence destination choices. The results of the utility assessment are depicted in the following tables.

Table 1. Utility Value for Length of Stay

		Utility Estimate	Std. Error
Length of Stay	Overnight < 7 Days	-.057	.034
	Overnight 7-14 Days	.005	.040
	Overnight > 14 Days	.052	.040

Based on the information in Table 1 above, it is known that: (1) Overnight < 7 Days has an estimated utility of -0.057 with a standard error of 0.034. The negative value indicates that a duration of less than 7 days has a negative influence on tourists' preferences, (2) Overnight 7-14 Days has an estimated utility of 0.005 with a standard error of 0.040. The value close to zero indicates that this duration does not have a significant influence on tourists' preferences, and (3) Overnight > 14 Days has an estimated utility of 0.052 with a standard error of 0.040. The positive value indicates that a duration of more than 14 days has a positive influence on tourists' preferences.

Table 2. Utility Value for Attraction

		Utility Estimate	Std. Error
Attraction	Diving dan Snorkeling	-.103	.025
	Tracking	.103	.025

Based on the information in Table 2 above, it is known that: (1) Diving and Snorkeling have an estimated utility of -0.103 with a standard error of 0.025. The negative value indicates that these attractions have a negative influence on tourists' preferences, and (2) Tracking has an estimated utility of 0.103 with a standard error of 0.025. The positive value indicates that this attraction has a positive influence on tourists' preferences.

Table 3. Utility Value for Facilities

		Utility Estimate	Std. Error
Facilities	Pemandu Wisata yang Kompeten	-.001	.034
	Kapal (Speedboat, Ferry)	.004	.040
	Restoran	-.003	.040

Based on the information in Table 3 above, it is known that: (1) Competent Tour Guide has an estimated utility of -0.001 with a standard error of 0.034. The value close to zero indicates that this facility does not have a significant influence on tourists' preferences, (2) Boat (Speedboat, Ferry) has an estimated utility of 0.004 with a standard error of 0.040. The value close to zero indicates that this facility does not have a significant influence on tourists' preferences, and (3) Restaurant has an estimated utility of -0.003 with a standard error of 0.040. The value close to zero indicates that this facility does not have a significant influence on tourists' preferences.

Table 4. Utility Value for Souvenir

		Utility Estimate	Std. Error
Souvenir	Pakaian Tradisional khas Papua	.028	.025
	Ukiran khas Papua	-.028	.025

Based on the information in Table 4 above, it is known that: (1) Traditional Clothing of Papua has an estimated utility of 0.028 with a standard error of 0.025. The positive value indicates that this souvenir has a positive influence on tourists' preferences, and (2) Papua

Carvings have an estimated utility of -0.028 with a standard error of 0.025. The negative value indicates that this souvenir has a negative influence on tourists' preferences.

Table 5. Utility Value for Accommodation

		Utility Estimate	Std. Error
Accommodation	Resort	.059	.034
	Homestay	-.065	.040
	Vila	.007	.040

Based on the information in Table 5 above, it is known that: (1) Resort has an estimated utility of 0.059 with a standard error of 0.034. The positive value indicates that this accommodation has a positive influence on tourists' preferences, (2) Homestay has an estimated utility of -0.065 with a standard error of 0.040. The negative value indicates that this accommodation has a negative influence on tourists' preferences, and (3) Villa has an estimated utility of 0.007 with a standard error of 0.040. The value close to zero indicates that this accommodation does not have a significant influence on tourists' preferences.

Table 6. Utility Value for Object/Point of Interest

		Utility Estimate	Std. Error
Object/Point of Interest	Desa Wisata	-.062	.025
	Pulau-pulau Raja Ampat	.063	.025

Based on the information in Table 6 above, it is known that: (1) Desa Wisata (Tourist Village) has an estimated utility of -0.062 with a standard error of 0.025. The negative value indicates that this attraction has a negative influence on tourists' preferences, and (2) Pulau-pulau Raja Ampat (Raja Ampat Islands) have an estimated utility of 0.063 with a standard error of 0.025. The positive value indicates that this attraction has a positive influence on tourists' preferences.

Thus, the results of this utility analysis provide an overview of the tourism attributes that have a significant influence on tourists' preferences in Raja Ampat. Attributes with positive estimated utility indicate higher preferences, while attributes with negative estimated utility indicate lower preferences.

2). Importance Value

In this analysis, the importance of each attribute will be measured and weighted to determine its contribution to tourists' preferences. The importance value provides valuable information for tourism planners and decision-makers in determining the priority for the development and improvement of the most important attributes for tourists in Raja Ampat.

Table 7. Importance Value

Duration/Length of Stay	**23.543**
Attractions	**12.633**
Facilities	**18.468**
Souvenirs	**12.467**
Accommodation	**21.510**
Objects/Point of Interests	**11.377**

In conjoint analysis with importance value, each attribute is assigned a weight to determine its level of importance in tourists' decision-making. Based on the given importance values, we can interpret the level of importance for each attribute as follows:

Duration (23.543): The "Duration" attribute has a high importance value, indicating that tourists pay significant attention to the length of time required for travel or tourist activities in Raja Ampat. This suggests that tourists tend to prefer travel options with durations that align with their preferences.

Attractions (12.633): The "Attractions" attribute has a lower importance value compared to the Duration attribute. However, tourists still consider the presence of attractive tourist attractions in Raja Ampat important. Tourists are likely to consider the diversity and quality of the offered tourist attractions before making travel decisions.

Facilities (18.468): The "Facilities" attribute has a relatively high importance value, indicating that tourists attach importance to the availability and quality of facilities in the tourist destination. Adequate facilities such as dining options, toilets, and recreational amenities can enhance tourists' experiences and provide comfort during their visits to Raja Ampat.

Souvenirs (12.467): The "Souvenirs" attribute has a lower importance value compared to the Facilities attribute. However, tourists still pay attention to the availability of souvenirs or mementos that can be purchased at the tourist destination. The presence of unique and high-quality souvenirs can be a determining factor in satisfying tourists and adding value to their travel experiences.

Accommodation (21.510): The "Accommodation" attribute has a high importance value, indicating that tourists highly prioritize the availability and quality of accommodations in Raja Ampat. Tourists are likely to choose tourist destinations that provide a range of comfortable accommodation options that align with their preferences.

Objects (11.377): The "Objects" attribute has a lower importance value compared to the Accommodation attribute. Nevertheless, the existing tourist attractions in Raja Ampat still hold importance for tourists. The natural beauty, unique ecosystems, and diverse flora and fauna influence tourists' choices when selecting a tourist destination.

3). Validity and Reliability

Table 8. Validity and Reliability

Pearson's R	.916	<.001
Kendall's tau	.740	<.001

The assessment of validity and reliability of conjoint analysis indicates that this method has a high level of validity and reliability. Several statistical measures are used to evaluate the validity and reliability in this analysis, namely Pearson's R and Kendall's Tau. In this study, Pearson's R of 0.916 with a significance level of less than 0.001 indicates a strong positive correlation between the measured attributes in conjoint analysis. This indicates that the assessment of tourism attributes in this study is consistent and reliable. The closer the value of Pearson's R is to 1, the higher the correlation between the attributes.

Additionally, Kendall's Tau of 0.740 with a significance level of less than 0.001 also indicates a high level of agreement in the assessment of tourism attributes. Kendall's Tau is a statistical measure that depicts the level of agreement or correlation in ordinal assessments. A Kendall's Tau value approaching 1 signifies a high level of agreement among respondents in determining preferences for the tested attributes.

CONCLUSION

The utility assessment results indicate that tourists' preferences for specific attributes in the context of Raja Ampat tourism vary. The duration of the visit, attractions, facilities, souvenirs, accommodations, and destination objects have a significant influence on tourists' preferences. This suggests that tourists have diverse preferences when selecting tourist destinations and the attributes they consider important. The importance value calculated from the conjoint analysis provides an overview of which attributes are considered most important by tourists. Attributes with high importance values indicate that they have a significant influence on tourists' preferences. In this study, the accommodation and duration of the visit attributes showed relatively high importance values, indicating that these attributes play a significant role in determining tourists' preferences.

The assessment of validity and reliability using Pearson's R and Kendall's Tau demonstrates that the instruments used in this study have high levels of validity and reliability. The significant positive relationship found between the attributes and tourists' preferences, as well as the consistency of measurements among respondents, indicate that this study is reliable in depicting tourists' preferences regarding tourism attributes in Raja Ampat.

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