Qualitative Factors that Influence Tourism Interests Visiting Tourism Destinations in Indonesia

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ABSTRACT

This study aims to describe the qualitative factors that influence domestic tourists visiting tourist destinations. This research uses a qualitative approach. The tourist destinations that became the location of the study were the spiritual tourism destination of Maria Lounders Cave, PohSarang Village, Kacamatan Semen, Kediri Regency, East Java and the Tomb of WaliSongoSunanAmpel in Surabaya, East Java, Indonesia. Primary data was collected using participatory observation techniques, in-depth interviews, and documentation. Data were analyzed using four steps of qualitative research, including data collection, data filtering, data classification, and drawing conclusions. Based on the results of the study it can be concluded that, the factors that affect the interest of tourists visiting tourist destinations are: the completeness of facilities and infrastructure, tourist image, service, attraction, comfort, promotion, and tourist preferences. Based on interview results, those qualitative variables are always sought after by tourists. They want to visit a destination because of its promotion, attractiveness, and good image. Service, comfort, and tourist preferences are also reasons why these tourists visit tourist destinations.

Keywords: Image, Service, Attraction, Comfort, Promotion, Tourist preferences.

Highlights of this paper

- This study aims to describe the qualitative factors that influence domestic tourists visiting tourist destinations.
- Based on the results of the study it can be concluded that, the factors that affect the interest of tourists visiting tourist destinations are: the completeness of facilities and infrastructure, tourist image, service, attraction, comfort, promotion, and tourist preferences. Based on interview results, those qualitative variables are always sought after by tourists.

1. INTRODUCTION

Lots of qualitative variables that affect the interest of tourists in visiting a tourist destination. This study wants to examine six qualitative variables that are theoretically influential, such as the completeness of facilities and infrastructure, tourism imagery, service, attraction, comfort, promotion, and tourism preferences. As is well known, lately since social media has been used by all people of the world, tourism promotion has become intense. In fact, many tourist destination managers find it helpful to have social media that directly promotes these tourist destinations.

Many tourists who feel dissatisfied, or regret having visited tourist destinations, are none other than due to inadequate facilities and infrastructure, services, attractiveness, comfort, promotion, and tourist preferences. Therefore, this paper seeks to find the right solution, which can overcome tourist dissatisfaction when visiting various tourist destinations in Indonesia.

The fundamental problem that can be felt when visiting tourist destinations in Indonesia is the lack of existing facilities and infrastructure. The majority of tourist destinations are simply built potluck, minimal facilities, no adequate public facilities, poor toilet facilities, access to tourist sites that are not good, lack of worship facilities, lack of clean water facilities, lack of health facilities, lack of security facilities communication facilities are not smooth, and various other shortcomings.

Another problem is the poor image of tourism in several tourist destinations in Indonesia. Bad image will affect tourist interest. Various news that is not good for the existing destination, as well as various stories that do not support both stories directly from person to person, as well as stories from the mass media, including stories from comments on the website (online) will also shape the image of the destination.

The next problem is the low quality of services, starting from receptionist services, tour guide services, travel service bureau services, services of surrounding communities, including the services of the chovenis sellers at tourist sites also greatly affect the interest of tourists in visiting tourist destinations.

Another problem is the low attractiveness of some tourist destinations in Indonesia. The low tensile strength is inseparable from the low availability of supporting facilities and infrastructure. The impact of the follow-up, because of the minimal facilities and infrastructure, then the comfort of the visitors also declined. If the comfort of visitors to a destination is already low, then the interest of tourists to visit the destination will also decrease.

Problems experienced by some tourist destinations is a matter of promotion. Low promotion will affect the low prospective tourists in visiting the destination. Various tourism promotions that are available in the internet network if not maintained and maintained at all times, of course will cause the available data to be using. This will reduce tourist preferences that are accepted by tourists.

This research is an accumulation of the results of reading about all the problems, with the hope of being able to produce a common ground for improving the management of tourist destinations that are able to provide satisfaction for the visitors and be able to improve the welfare of the surrounding community.

The location of this research is, Tourism destinations in Kediri Regency, and destinations in the city of Surabaya, East Java, Indonesia is in a densely populated area with multicultural inhabitants, ranging from indigenous communities consisting of Javanese and Madurese to the Arab and Chinese ethnicities. The problems that occur in these two tourist spots are basically very complicated, although they do not appear to be explicit. If specified, it can be described as follows.

First, the number of sellers that are not well organized, so that it seems chaotic, without rules, wild, no uniform stalls are used, there are no clean and adequate toilets, no adequate lodging, culinary, and the environment is not maintained clean. This makes it difficult to manage environmental cleanliness so there is a lot of garbage scattered about because there are no officers to maintain cleanliness.

Second, there is a conflict over the seizure of economic resources inherent in these tourist destinations. There is no official parking area, resulting in growing parking lots and illegal parking attendants who cannot add to the surrounding community's fair share of the land. Transportation around the destination also becomes chaotic because there are no officers to regulate vehicle traffic, especially on busy visit days, such as holidays and religious holidays. No less complicated, namely many beggars who are at the tourist destination location, which makes the visitors uncomfortable because their numbers are very large, and in asking them to be impressed impractical.

Third, there is no ecotourism model that can be used as a reference in managing tourist destinations. The existing model of structuring spiritual tourism destinations is only done as is, without a mature, careless concept, and does not use a good landscape.

Fourth, the managers of tourist destinations do not understand the excellent service to customers, so that visitors feel they have not received excellent service from the existing officials. This happens because, there has never been training that provides excellent service material for the managers of spiritual tourism destinations.

Fifth, there is no coordination of activities, there has been no effort to expand the network through the WEB, there is no good communication with spiritual tourists, there is no coordination with the surrounding population, and there is no collaboration with related institutions so that a harmonious tourism environment cannot be created.

All of the above problems indicate that: 1) there is still a need for management of tourist destinations that meet good management criteria, 2) the need for a good arrangement of goods and service sellers, 3) the need for parking and place management and officers who are ready to provide the best service to visitors, 4) the need for a good landscape arrangement so as to be able to give a positive impression to the tourists who come, and 5) the need for training for all managers of tourist areas, especially those on the front lines, so as to be able to provide excellent service to the visitors. Thus, it can be understood the need to build a community-based ecotourism model on tourist destinations towards social harmonization and sustainable economic growth.

The purpose of this study is to produce: (1) an ecotourism model that has been fixed and feasible to be disseminated in a wider tourist destination in relation to the ecotourism model in a Tourist Destination, (2) obtaining a recommendation form for the tourism department, local government, and tertiary institutions in order to handle a variety of Travel Destinations, and (3) new theories relating to the ecotourism model in a community-based homeland in order to maintain harmony among the people and the welfare of the community around a tourist destination in a sustainable manner.

In other words, the urgency of this research is to find an ecotourism model that can be an input for policy makers and regulators in handling ecotourism in community-based spiritual tourism destinations. This research can also be a foothold driving theoretical developments in the science of tourism and the science of community empowerment around tourist destinations. This research can also give birth to a new innovation about the

community-based ecotourism model, discovering new theories that minimally reinforce the results of the research of previous experts who have examined ecotourism.

2. THEORY

Based on Law No. 10 of 2009 concerning Tourism states that a Tourist Destination Area (a Tourist Destination) is a geographical area within one or more administrative regions in which there are tourist attractions, public facilities, tourism facilities, accessibility, and other life activities that involve or are related to community at the destination.

Tourism Development is essentially carried out on the basis of a number of different motivations for everyone's travel including family, business, religious, vacation, health, etc. Motivation is the "trigger" of the tour process. But the development of tourism in an area is inseparable from the availability of facilities and infrastructure in these attractions and the availability of transportation facilities to reach these attractions as a pull factor from tourists. Both of these will have an influence on tourist entertainment and tourist attractions in attractions to provide satisfaction to tourists who come (Soebiyantoro, 2009).

Tourism is everything related to the organization of tourism (Yoeti, 1997). Tourism is a travel activity or part of the activity which is carried out voluntarily and is temporary to enjoy the objects and tourist attractions. While tourists are people who carry out tourism activities. "Tourism is an integrated system and can be viewed in terms of demand and supply. The demand is made up of domestic and international tourist markets. The supply is comprised of transportations, tourist attractions and activities, tourist facilities, services and related infrastructure, and information and promotion. Visitors are defined as tourist and the remainder as same-day visitors".

Tourism according to the Republic of Indonesia Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan for 2010-2025 is all activities related to tourism and are multidimensional and multidisciplinary in nature that emerge as a manifestation of the needs of each person and country as well as interactions between tourists and the local community, fellow tourists, the Government, Local Government, and entrepreneurs. Tourism is a whole activity related to tourism and is multidimensional and multidisciplinary in nature which emerges as a manifestation of the needs of each person and country as well as interactions between tourists and the local community, fellow tourists, the Government, Regional Governments, and entrepreneurs.

In broad outline, the definition shows that tourism has the meaning of cohesiveness which on the one hand is influenced by demand factors and availability factors. The demand factor is related to domestic and foreign tourist market demand. While the availability factor is influenced by transportation, tourist attractions and activities, facilities, services and related infrastructure as well as information and promotion.

Tourism travel activities are defined as tourism activities, as stated in the Tourism Law No. 10 of 2009 article 1, namely travel activities carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or learning the uniqueness of tourist attractions that are visited in a temporary period.

Smith (1989) defines tourism as a collection of businesses that provide goods and services to facilitate business activities, have fun, and take advantage of free time that is carried away from their home environment. "... the aggregate of all businesses that directly provide goods or services to facilitate business, pleasure, and leisure activities away from the home environment".

Academically, the academic dimension defines tourism more broadly, not only looking at one side (supply or demand), but seeing both as two aspects that are interrelated and influence one another. Tourism from this

dimension is defined as a study that studies the journey of humans out of their environment, also includes industries that respond to the needs of people who travel, furthermore the impact caused by travel and industry actors on the local socio-cultural, economic and physical environment. The definition was put forward by JafarJafari, 1977 (Gartner, 1996). "Tourism is a study of man away from his usual habitat, of the industry which responds to his needs and of the impacts that both he and the industry have on the host, sociocultural, economic and physical environment."

Tourism is the overall activities related to tourism and are multidimensional and multidisciplinary in nature that emerge as a manifestation of the needs of each person and country as well as interactions between tourists and the local community, fellow tourists, the government, local governments and entrepreneurs.

Cultural tourism, namely travel or tourism activities carried out on the basis of a desire to broaden one's outlook on life by: 1) conducting visits or observations to an area, 2) studying the condition of the people, patterns of life, customs and customs, their way of life, culture, their religion and art. Along with this trip together with opportunities to take part in cultural activities, such as art exposition (dance, drama, music, and sound art), or activities that are historically motivated, religious, and so on. In cultural and religious tourism objects, it is not uncommon for tourist attractions to be presented specifically for tourists, with the intention of becoming more attractive.

This is what often causes problems, because it is undeniable that there is a gap in tastes between cultural circles, the tastes of tourists and among providers (industry) tourism. Compromises must be taken often. Culturalists say that the special packaging of these objects for tourists will eliminate the authenticity of a culture, while the tourism circles say that this is okay, with the condition that it does not eliminate the substance or essence of a work of art.

A tourism object must meet three criteria so that the object is attractive to visitors, namely: a) Something to see is that the tourist attraction must have something that can be seen or made a spectacle by tourist visitors. In other words the object must have a special attraction that is able to suck the interest of tourists to visit the object. b) Something to do is so that tourists who do tourism there can do something useful to provide a feeling of pleasure, happiness, relax in the form of recreational facilities both playgrounds or places to eat, especially food typical of the place so as to make tourists more comfortable to live there. c) Something to buy is a facility for tourists who shop in general is a characteristic or icon of the area, so it can be used as souvenirs (Yoeti, 1985).

In the development of tourism, it is necessary to increase directed and integrated steps, especially regarding the education of the workforce and physical development planning. Both of these should be interrelated so that the development becomes realistic and proportional. So that a tourist attraction can be used as one of the interesting attractions, the very supporting factor is the completeness of the facilities and infrastructure of the tourist attraction. Because the facilities and infrastructure are also very necessary to support the development of attractions.

According to Yoeti (1985) said: "Tourism infrastructure is all facilities that allow tourism facilities to live and develop so that they can provide services to satisfy the needs of diverse tourists".

Many writers who have discussed the concept of ecotourism include (Tribe, 1997) in his book entitled, "Corporate Strategy for Tourism". In addition, Hax and Majluf (1984), King and Cleland (in Pearce and Robinson (1994)) and several writings of other experts in the field of administrative sciences have also discussed the same thing (Nasikun, 2009).

Furthermore Nasikun (2009) explained that the Tribe identified four strategic steps that must be taken in preparing a strategic plan. The four strategic steps in question include: (1) formulation of the vision, mission and

objectives to be achieved by a corporation or organization; (2) strategic analysis (strategic analysis); (3) determining strategic choices; and (4) setting the agenda of strategic programs (strategic implementation) to achieve the desired vision, mission and organizational goals.

The first step in every strategic planning arrangement of a corporation or organization is the formulation of the vision, mission, and objectives of the corporation or organization. With the vision of a corporation or organization ideally play the following two things at once: (1) providing a "unifying theme" for the activities of all stakeholders; and (2) at the same time formulating challenges and at the same time providing confidence that those goals can indeed be achieved (a sense of achievable ideals). In other words, the vision of a corporation or organization has a function as a source of inspiration, motivation, and "guiding forces" that "plague" or even "intoxicate" not only the thoughts and actions of members of the corporation or organization but also all stakeholders within the ethical framework and values shared by the corporation or organization concerned.

The mission statement of a corporation or organization ideally contains very important information about clear boundaries or definitions of the scope of corporate or organizational activities at present and in the future (generally covering a period of three to five years), which clearly describes three things following (Hax and Majluf, 1984): (1) product scope; (2) market scope; and (3) the geographical scope of the operational area of a corporation or organization.

Strategic analysis is the second step in a strategic planning, which is carried out through the use of "situational analysis" techniques. The step was carried out through the presentation of the following two more specific types of analysis. The first is in the form of an analysis of the external environment of the corporation or organization to identify opportunities and threats faced by the corporation or organization at this time and their forecast in the future. The second is an analysis of the internal conditions of a corporation or organization to identify the strengths and weaknesses of the corporation or organization referred to in its efforts to realize its mission and objectives.

The second element of analysis of the competitive environment concerns the analysis of "strategic groups" that are competitors of the corporation or organization. The aim is to identify the strengths of key competitors in relation to the choice of the following: (1) pricing policies adopted by various corporations or organizations; (2) the type and quality of their products; strength of "branding" respectively; (3) the geographical scope of their marketing; (4) market segments of competitors; (5) the distribution channels they use; and (6) the size of their corporation or organization (Tribe, 1997).

The third step in strategic planning in developing a corporation or organization's development policy is an analysis of determining strategic choices. The aim is to present a framework for making strategic choices for achieving the mission and objectives of the corporation or organization. By using the generic strategy of Porter (1980) that has been modified by Tribe as a "starting point", the third step in developing corporate or organizational development policies should ideally be taken to provide direction and methods for the formulation of strategies to be chosen by the corporation or organization. As is known, Porter offers three generic strategies that can be taken by a corporation or organization in an effort to achieve its mission and goals. These three strategies include: (1) a strategy to achieve "leadership in financing" operating activities (cost leadership strategy); (2) a "differentiation" strategy for products or activities (differentiation strategy); and (3) strategies for "choosing the focus of business activities" within a particular type of specific product (focus strategy). The first strategy choice requires corporations or organizations to struggle and try to reduce their operating costs to a minimum by reducing labor costs and raw material inputs or by increasing the scale of economic activities (economy of scale).

The fourth and final step in strategic planning is "strategic implementation". Implementing a strategy that has been chosen relatively is a step that is not too complicated, if it cannot be called simple. The main task for the

success of its implementation is to formulate the project design and prepare logistical support that will ensure that all the consequences of implementing the strategy chosen by the organization or corporation, ranging from organizational development, infrastructure, recruitment, training and the consequences of financing, will be carried out in an orderly manner the right order, at the right time, and according to predetermined specifications.

3. METHOD

This study uses a qualitative approach, because it wants to describe the qualitative factors that can influence tourist interest in visiting a tourist destination. The study was conducted at Tourist Destinations in Kediri Regency and Surabaya, East Java, Indonesia. Primary data was collected using participatory observation techniques, in-depth interviews. In this process of understanding, researchers stayed at the study site to experience for themselves how the conditions and conditions that exist in tourist destinations in the two cities. Through efforts to extend stay time at the study site is expected to get accurate and reliable data. In the process, the researcher tried to interview each tourist. Researchers also always make detailed observations, so that reliable results are obtained.

Qualitative data obtained using participatory observation techniques and in-depth interviews were analyzed using a four-step qualitative data analysis technique which included data collection, data reduction, data classification, and drawing conclusions (Basrowi and Suwandi, 2008). Based on the results of that analysis, researchers can make the process of drawing conclusions that can be accounted for.

4. RESEARCH RESULT

The locations of this research are: 1) Spiritual Tourism destination of Maria Lounders Cave, PohSarang Village, Kacamatan Semen, Kediri Regency, East Java, Indonesia is a cave that is used as a church by Christians, but the cave is in a 100% Muslim village. The cave is a Christian tourist destination both domistic and abroad, 2) spiritual tourism destination in the Great Mosque pakualaman namely WaliSongoSunanAmpel Tombs in Surabaya, East Java, Indonesia is in a densely populated area with multicultural inhabitants, ranging from indigenous communities consisting of the Javanese and Madurese to the ethnic Arabs and Chinese.

The results of interviews with tourists, about their interest in visiting the tour, because they see the promotion available on the web. In this web page, the location of this tour is very interesting, the facilities and infrastructure are complete, so that it has a high attraction. In other words, promotion plays a very high role in increasing the interest of tourists in visiting a tourist destination. Thus, tourist destinations must implement a good advertising strategy, if they want their promotion to be successful, able to penetrate all people in the world. So promotion is an aspect that greatly influences tourism interest. The better the promotion done, the higher the interest of tourists to visit the destination, and vice versa, the worse the promotion is done, the lower the interest of tourists in visiting a destination.

The creation of coordinating activities, in an effort to expand the network through the WEB, creates good communication with spiritual tourists, runs coordination with the surrounding population, and there is cooperation with related institutions so as to create a harmonious pilgrimage tourism environment.

Interviews of more than 100 tourists showed that, their interest in visiting both destinations, because, the services provided by the tour guides were interesting. The services provided by the parties involved in the tourist sites are also very friendly. The services of the vehicle parking attendants (cars and motorbikes) are also very friendly. The service of souvenir vendors is also very friendly. Including the service of the waiters at hotels that are around tourist destinations are also very good. Thus, the better the services provided by all parties involved in the

series of tours, the higher the interest of tourists. Conversely, the lower the quality of services provided, the lower the interest of tourists in visiting a tourist destination.

The managers of tourist destinations have understood the excellent service to customers, so that visitors seemed to get excellent service from the existing officers. Through this research, a condition is created where the officers who serve tourist guests, both security guards, ticket sellers, administrative officers, and all workers who work on the front lines receive excellent service training while being able to apply when providing services to visitors.

Interviews with tourists also showed that, they were interested in visiting this tourist destination because, the image of this tourist destination was quite interesting. Various testimonies made by the majority of website visitors said that it was good in all respects. This shows that the image of the tourist location is a factor, why a tourist is interested in visiting the destination. The better the image of a tourist destination will be able to increase the interest of tourists in visiting a destination. Conversely, the worse the image of a tourist destination, the lower the interest of tourists in visiting the destination.

The results of this study reinforce the findings of Wibisono and Yahya (2016) which concluded that basically the decision to travel is influenced by strong push factors from within a person and pull factors (pull factors) that exist in each tourist destination. Attractor factors include, the image of the tour, services, facilities and infrastructure, and promotion.

Interview results clearly show that tourists are interested in visiting a destination because of good tourism preferences. Travel preferences are built from the various literacy they read, heard, information from friends, colleagues, previous tourists' testimonies, and other information. Both formal and informal information received by tourists will be able to shape tourist preferences. Therefore the better the preferences formed in tourists, the better their interest in visiting tourist destinations. Vice versa, the worse the tourist preferences owned by tourists, the lower their interest in visiting a tourist destination.

The results of observations and interviews with other tourists indicate that, factors that cause them to be attracted to visit tourist destinations is because of the high attractiveness of the destinations to visit. Search results via the internet site, information from previous tourists, reality on the ground, and various unique facilities and infrastructure that have been able to increase its own attraction for tourists. The subsequent follow-up impact, tourist interest to visit the destination increased.

The results of this study also corroborate the findings of Suradnya (1999) about the perceptions of tourists visiting Bali's tourist destinations and their implications for market segmentation and strategies to position them. Suradnya get eight factors that attract foreign tourists to visit Bali, namely: first, the prices of reasonable tourist products; secondly, culture in its various manifestations; all three beaches with all their charms; fourth Leisure travel; five broad opportunities for relaxation; the six images (image) or the big name of Bali; Seventh beauty of nature; eighth hospitality of the locals.

Based on the results of the study it can be seen that, the high interest of tourists visiting the destination because of the complete facilities and infrastructure available at the tourist location. All facilities and infrastructure are arranged properly to make the visitors feel comfortable. The atmosphere of relaxation becomes formed.

The results of this study are in line with research conducted by Bursan (2006) on the analysis of the influence of the tourist dimension namely loyalty from tourists, tourist recommendations, complaints from tourists to tourist loyalty (case studies in Lampung province) observed from the elements of accommodation, transportation, destinations and tourist infrastructure. This research results that tourism object and tourism infrastructure have an effect on tourist satisfaction, but accommodation and transportation have no influence. However, tourist satisfaction

does not have an influence on the variable of loyalty from tourists, tourist recommendations to other tourists, and complaints from tourists, so it does not have an impact on increasing the number of tourist visits. Bursan (2006) suggests conducting further research on overall satisfaction from tourists.

Comfortable facilities and infrastructure supported by the arrangement of all aspects of its supporters will also be able to increase the interest of tourists in visiting the destination. All the sellers in the two tourist destinations are well ordered, so it does not seem chaotic, there are rules that are obeyed together, not wild, all the places of snacks seem uniform, including the form of the kiosk that is used also uniformly, clean toilets are quite adequate, the inn has been adequate, adequate culinary, and the environment always occurs cleanliness. Official parking lots are available, parking lots and illegal parking attendants are no longer available, transportation around the destination has also become smooth, because there are officers who manage vehicle traffic, especially on busy visit days, such as holidays and public holidays.

The results of this study also corroborate the findings of Yoeti (1985) which concludes that, tourist interest is influenced by existing facilities and infrastructure. Tourism facilities that must be available are: a) Accommodation companies: hotels, inns, bungalows, b) Transportation companies: air, sea or train transportation and buses that serve only tourism, c) Restaurants, restaurants, depots or stalls shops around tourism objects and indeed look for livelihoods based on visitors of these attractions, d) Souvenir shop sellers typical of these attractions which incidentally get income only from the sale of souvenir items typical of these objects and others .

Through in-depth observations it can be seen that the high interest of tourists visiting the destination because the destination has also been created a good parking system, good traffic engineering, official parking attendants, and parking locations that are actually prepared for the visitors officially through land leases. With a large, comfortable, safe parking space, it will increase the satisfaction of visitors to the tourist destination. Regarding the beggars, there are only outside the destination location and they are not allowed to enter, so the tourists feel happy not disturbed by their presence.

The results of this study also reinforce research conducted by Sudiarta (2005) in Sarangan Village, Bali, that transportation access can improve tourism development and increase the number of tourists because access to urban areas is becoming smoother and costs are increasingly cheaper.

Therefore, through this research it can be seen that the creation of a tourist destination environment that is neatly organized, coordinated environmental management, the presence of security officers, cleaning officers who are always ready at the destination location, there are clean and sufficient toilets, there are adequate lodgings, and culinary regional specialties are available in full, will be able to increase the interest of tourists. With such an atmosphere, the visitors get a distinct impression and have the intention to visit again, including being a free advertisement to others, including inviting others to come to visit the place in the future.

The results of this study are in line with the research of Yuniarti (2011) which concluded that the development of pilgrimage tourism in the Church of HKTY Ganjuran can be done including: 1) the development of tourist objects and attractions; 2) providing pilgrimage tourism facilities with ease of roads and means of transportation, lodging, culinary; 3) the development of the Ganjuran Parish through planning, developing facilities, coordinating spiritual activities, expanding the network, improving services, maintaining communication with spiritual tourists. The researcher concludes that the development of the Ganjuran HKTY Church as a pilgrimage tourism destination is carried out by adjusting the vision and mission of the parish, equipping infrastructure, accommodating the activities and needs of tourists, acceptance by surrounding residents, and cooperating with related institutions to create a harmonious pilgrimage tourism environment.

Through this research can be used as a reference in managing tourist destinations. The existing tourist destination structuring model is done in a professional manner, using careful planning or concepts, not careless, and using good governance. In other words, through this research, factors that influence tourists' interests in visiting tourist destinations can be identified.

The completeness of facilities and infrastructure, destination image, good service level, promotion, will be able to increase the interest of tourists both domestic and abroad, and be able to have positive implications for the economy of the surrounding community especially those who open service businesses and food stalls, souvenirs, and various other stalls.

The results of this study corroborate the findings of Soebiyantoro (2009) research on tourism in Kebumen, Central Java stated that the increase in the development of facilities and infrastructure can increase tourist attractions, the increase in the development of facilities and infrastructure affects the availability of entertainment and does not affect the tourist attractions and the increase in the availability of transportation has an effect on availability of entertainment tours.

The results of this study are in line with research conducted by Susanto and Liangi (2010) who have conducted research at the PutriKarmel Hermitage church in Malang with the aim of finding out the attributes of spiritual tourism destinations in the PutriKarmel Retreat and the level of visitor satisfaction with these attributes. This study also aims to determine the effect of visitor satisfaction on revisiting commitment, and analyze the destination attributes that have a dominant effect on revisiting commitment. The results showed that the attributes of spiritual tourism destinations in the Carmelite Princess Retreat were the Church, Maria's Cave, retreats, consultation facilities, and so on. Overall, visitors are satisfied with the attributes of these spiritual tourism destinations. The results of this study also indicate that the satisfaction of the attributes of the spiritual tourism destination has a significant effect on revisiting commitment and satisfaction with the attribute of attraction has a dominant effect on revisiting commitment.

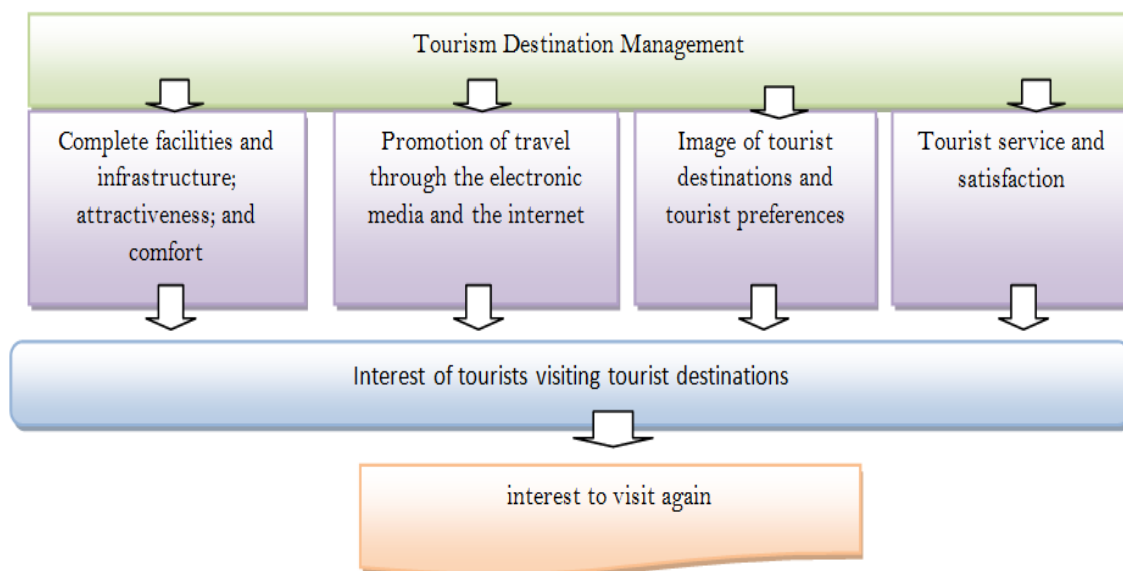Through this research a Figure 1can be formed that can be modeled as follows.

Figure-1. The relationship between factors that affect the interests of women entrepreneurs.
Source: Susanto and Liangi (2010) data processed.

The results of this study indicate that the factors that influence the interests of tourists are the completeness of facilities and infrastructure, tourist image, service, attractiveness, comfort, promotion, and tourist preferences.

Therefore, in the management of tourist destinations need to meet the criteria of good management. This research has produced a model of factors that influence the interest of tourists in going to destinations. This model deserves to be disseminated in wider tourist destinations.

The model can be input for policy makers and regulators handling tourist destinations. The results of this study can be used as a foothold for the theoretical development in the science of tourism and the science of community empowerment around tourist destinations.

5. CONCLUTION

The results showed that, qualitative factors that influence the interest of tourists are the completeness of facilities and infrastructure, tourism image, service, attractiveness, comfort, promotion, and tourism preferences. The completeness of facilities and infrastructure becomes an important aspect because without complete facilities and infrastructure, the image of tourism will not grow. Likewise the pull power will not be high. Including the convenience of visitors will not be realized without complete facilities and infrastructure.

The promotion aspect is the next most important part, because the number of visitors is very much related to the promotion. the more intense the promotion carried out to all age groups and economic structures, will be able to increase the interest of tourists in visiting tourist destinations.

The image of tourism and tourist preferences also greatly affect tourist interest. The image and preferences that are built in the perception of tourists will be able to increase the interest of tourists in visiting the destination.

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