

Research Article

Compare Means Analysis of Domestic Tourists Habits: Daily Actions and Vacationing Actions in Rural Destinations

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Abstract.

The concept of sustainability should be followed by all tourism destinations in Indonesia to ensure the balance of ecological, social/cultural, and economic impacts on all. One of the main concerns of the sustainability is the maintenance of environmental aspects, which can be measured in many ways, human behavior being the key to that. Therefore, initial profiling of tourist behavior can be a great start and can be applied to all tourism destinations in Indonesia. By knowing the general behavior of tourists (daily and vacationing behavior), local managers may adapt environmentally friendly tourism activities, which will actually increase the demand side (tourists). The findings of 134 respondents in this study show not only a comparison of each respondent's profile but also a connection to previous related studies. Thus, future research may cross-examine the profiles as well as check their relations simultaneously.

Keywords: daily actions, vacationing actions, rural destinations, domestic tourists, compare means

1. INTRODUCTION

Tourism destinations based on sustainable tourism in Indonesia are the focus being carried out by the Indonesian Ministry of Tourism and Creative Economy. Through sustainable tourism programmes oriented towards the 3Ps (people, planet, and prosperity), the Indonesian government will help maintain ecological, social/cultural, and local economic impacts for the benefit of local communities and tourists both now and in the future. There are many types of tourism activities in Indonesia, both managed by the government and by the private sector. From man-made to natural-made destinations, each of the destinations must have its own stakeholders. Weaver and Weaver [1] mentioned eight stakeholders in tourism that affect the course of a tourist destination;

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one of the most important is tourists as the demand side. The term “tourist” was most likely coined by Stendhal (1838) in “*Mémoires d’un touriste*” [2]. In one of the earliest definitions, tourists are defined as “people on temporary vacations away from home who also spend money gained from their home location rather than the place being visited” [3]. Tourist typologies aim to make tourism policy more effective and comprehensive, allowing for long-term sustainability [4]

Tourist preferences are influenced by pro-environmental attitudes. Therefore, policy-makers might establish activities based on these preferences to attract more visitors [5]. Typologies are identified as having a relationship with activity preferences [6], but only some refer exclusively to environmental behaviour [7]. A thorough explanation should be made to capture the right market segment, as it will create higher motivation and a more responsible attitude than in other market segments. Choi et al. [8] discovered a sensation seeking of psychological characteristics that are more related to tourists preferred activities and arrangements and can be used as important segmentation bases for further tourism arrangements. As a first step in identifying environmental protection behaviour by tourists, it is necessary to compare their behaviour in daily life with their behaviour while travelling (vacationing vior). This comparative means analysis study is carried out through the collection of data from tourists who have visited a rural tourism destination in Indonesia.

By knowing the profiles of the daily and vacationing behaviour of visiting domestic tourists, managers of rural tourism destinations can create appropriate tour packages that can better accommodate market segmentation but do not abandon environmental protection rules for sustainable tourism. Basically, maintaining sustainability in tourist destinations is very easy by anticipating the profile of visiting tourists, making appropriate packages, and having environmental protection funds.

The theory of reasoned action, which was developed by Fishbein and Ajzen [9], and the theory of planned behavior, which is an extension of the former, are two influential approaches to the study of human behavior. The field of social psychology, rather than economics, is the origin of these theories, which focus on the ways in which individuals’ internal and external environments interact to shape human behaviours, as well as the influence of social support, which has an influence on psychological well-being [10].

In the Theory of Planned Behaviour, both the individual and the social background of a behaviour are taken into account [11] in order to get a more complete picture of that behavior. Recent research shows that social and demographic factors have different effects on behaviour that is good for the environment and behaviour that

saves resources, as well as on the motives of tourism, especially for domestic tourists [12].

It is generally accepted that people's perceptions of their surroundings have an effect on the frequency with which they engage in environmentally friendly behaviours in their day-to-day lives [13], as the term "conservation behaviour" refers to the general public's propensity to participate in activities such as recycling or leading a way of life that has a smaller negative impact on the environment [14]. Zhang et al [15] are concerned with the environmental protection of tourist sites and daily environmental conservation behaviour as components to measure environmental conservation behaviour.

2. METHODOLOGY/ MATERIALS

The method was a descriptive methodology emphasising quantitative data for comparative means analysis with SPSS version 26 as a statistical tool. The number of samples was figured by Roscoe (1975), as described in Sekaran [16]. As a result, the number of samples for the research was set at 100 respondents, and the questionnaires were carried out by distributing a blast message containing a direct link to the questionnaire across a number of online platforms.

Before the questionnaire was widely distributed, each item was checked for validity and reliability, and a preliminary examination of the data was performed, which included calculating the response rate and identifying any missing information. Of the 150 responses that were received, only 134 are being used for this analysis. The questionnaire used filtered questions to avoid respondent discrepancies. After that, the questionnaire consists of three parts: socio-demographic, daily conservation behaviour, and vacationing behavior. Each question had a Likert scale for the answer choices, with (1) never, (2) rarely, (3) occasionally, (4) frequently, and (5) consistently.

3. RESULTS AND DISCUSSIONS

Table 1 shows all the sociodemographic profile of the respondents, of which the gender percentage is very slightly different. 51% are male and 49% are female, with the major age range being between 26-35yo (34%), followed by 21-25yo (32%), 36-45yo (18%), and >45yo (18%). Major percentage differences are on the basis of residential area; the majority of the participants live in Jakarta, Bogor, Depok, Tangerang, and Bekasi with 63%; those who live in West Java and Banten (except Tangerang) are at 16%; and all other areas are spread out, but only within 1-3%; there are no respondents in this study

TABLE 1: Socio-Demographic Profile.

Socio-Demographic Profile		Freq.	%
Gender	Male	68	51
	Female	66	49
Age	17-25yo	43	32
	26-35yo	45	34
	36-45yo	24	18
	>45yo	22	16
Residential Area	Jakarta, Bogor, Depok, Tangerang, Bekasi	85	63
	West Java & Banten (except Tangerang)	41	31
	Sumatera	3	2
	Java Island (except DKI Jakarta, West Java & Banten)	4	3
	Kalimantan Island	1	1
	Sulawesi Island	0	0
	Papua Island	0	0
Completed Education	Not completing any formal education	0	0
	Elementary - Junior High School	1	1
	Senior High School	30	22
	Bachelor	44	33
	Magister	59	44
Monthly Income	Rp. 0,- to Rp. 1.900.000	30	22
	>Rp. 1.900.000,- to Rp. 4.300.000,-	12	9
	>Rp. 4.300.000,- to Rp. 6.000.000,-	21	16
	>Rp. 6.000.000,- to Rp. 10.000.000,-	31	23
	>Rp. 10.000.000,-	40	30

who live in Sulawesi Island or Papua Island. Surprisingly, the majority of the respondents completed their master's degree with 44%, their bachelor's degree with 33%, their senior high school with 22%, and only 1% completed only elementary or junior high school. Most probably in line with completed education, the majority's monthly income is also at the highest choice, which is >Rp. 10.000.000,-, with 30% of the respondents, and the following percentage follows the number of available monthly income options.

The comparative means between gender and daily and vacationing behavior in Table 2 show that females are leading both in each item and in the means of daily and vacationing attributes. This was also mentioned in Desrochers et al. [17]: compared to males, females exhibited more positive attitudes toward preserving the environment and

TABLE 2: Compare Means between Gender and Daily and Vacationing Behaviour.

Gender		D1	D2	D3	Mean Daily	V1	V2	V3	Mean Vacationing
Male	Mean	4.18	4.29	4.01	4.1765	3.90	3.82	4.06	3.8971
	N	68	68	68	68	68	68	68	68
	Std. Deviation	1.184	1.023	1.058	1.00656	.995	1.021	1.020	.96413
Female	Mean	4.59	4.62	4.53	4.6212	3.94	3.98	4.26	4.0303
	N	66	66	66	66	66	66	66	66
	Std. Deviation	.656	.674	.728	.62672	.975	1.045	.810	.85880
Total	Mean	4.38	4.46	4.27	4.3955	3.92	3.90	4.16	3.9627
	N	134	134	134	134	134	134	134	134
	Std. Deviation	.979	.881	.943	.86727	.981	1.032	.925	.91279

TABLE 3: Compare Means between Age and Daily and Vacationing Behaviour.

Age		D1	D2	D3	Mean Daily	V1	V2	V3	Mean Vacationing
17-25yo	Mean	4.35	4.26	4.26	4.3256	4.12	4.00	4.09	4.0233
	N	43	43	43	43	43	43	43	43
26-35yo	Mean	4.36	4.60	4.27	4.3778	3.98	3.87	4.22	4.0222
	N	45	45	45	45	45	45	45	45
36-45yo	Mean	4.50	4.33	4.08	4.3750	3.54	3.54	3.96	3.6250
	N	24	24	24	24	24	24	24	24
>45yo	Mean	4.36	4.68	4.50	4.5909	3.82	4.18	4.36	4.0909
	N	22	22	22	22	22	22	22	22
Total	Mean	4.38	4.46	4.27	4.3955	3.92	3.90	4.16	3.9627
	N	134	134	134	134	134	134	134	134

less favorable attitudes when it came to making use of the environment. In addition, females had a higher propensity to engage in behaviors that were environmentally conscious. To be more specific, women are more concerned with issues relating to the environment [18].

Table 3 shows the comparison between age and daily and vacationing behavior and that, in general, those who are older than 45 have higher means in both daily behavior and vacationing behavior. This result can refute previous studies such as those by Wiernik and Ones [19], who believed that the elderly have little concern for the environment and even avoid natural damage. In general, the lowest age range gap

TABLE 4: Compare Means between Residential Area and Daily and Vacationing Behaviour.

Residential Area		D1	D2	D3	Mean Daily	V1	V2	V3	Mean Vacationing
Jakarta, Bogor, Depok, Tangerang, Bekasi	Mean	4.45	4.49	4.33	4.4353	4.01	3.94	4.16	4.0235
	N	85	85	85	85	85	85	85	85
West Java & Banten (except Tangerang)	Mean	4.32	4.49	4.22	4.3902	3.85	3.88	4.27	3.9268
	N	41	41	41	41	41	41	41	41
Sumatera	Mean	3.67	3.33	3.33	3.6667	2.67	3.00	3.00	3.0000
	N	3	3	3	3	3	3	3	3
Java Island (except DKI Jakarta, West Java & Banten)	Mean	4.25	4.25	4.25	4.2500	3.50	4.00	3.75	3.7500
	N	4	4	4	4	4	4	4	4
Kalimantan Island	Mean	4.00	4.00	4.00	4.0000	4.00	4.00	4.00	4.0000
	N	1	1	1	1	1	1	1	1
Total	Mean	4.38	4.46	4.27	4.3955	3.92	3.90	4.16	3.9627
	N	134	134	134	134	134	134	134	134

TABLE 5: Compare Means between Completed Education and Daily and Vacationing Behaviour.

Completed Education		D1	D2	D3	Mean Daily	V1	V2	V3	Mean Vacationing
Elementary - Junior High School	Mean	5.00	5.00	5.00	5.0000	5.00	5.00	5.00	5.0000
	N	1	1	1	1	1	1	1	1
Senior High School	Mean	4.37	4.27	4.37	4.3333	4.17	4.17	4.23	4.1667
	N	30	30	30	30	30	30	30	30
Bachelor	Mean	4.59	4.61	4.36	4.5909	3.80	3.52	4.05	3.7500
	N	44	44	44	44	44	44	44	44
Magister	Mean	4.22	4.42	4.14	4.2712	3.86	4.03	4.19	4.0000
	N	59	59	59	59	59	59	59	59
Total	Mean	4.38	4.46	4.27	4.3955	3.92	3.90	4.16	3.9627
	N	134	134	134	134	134	134	134	134

TABLE 6: Compare Means between Monthly Income and Daily and Vacationing Behaviour.

Monthly Income		D1	D2	D3	Mean Daily	V1	V2	V3	Mean Vacationing
Rp. 0,- to Rp. 1.900.000	Mean	4.33	4.20	4.30	4.2667	3.87	3.87	4.07	3.9000
	N	30	30	30	30	30	30	30	30
>Rp. 1.900.000,- to Rp. 4.300.000,-	Mean	4.50	4.50	4.17	4.5000	4.08	4.00	4.00	4.0000
	N	12	12	12	12	12	12	12	12
>Rp. 4.300.000,- to Rp. 6.000.000,-	Mean	4.57	4.67	4.62	4.6667	4.10	4.05	4.43	4.0952
	N	21	21	21	21	21	21	21	21
>Rp. 6.000.000,- to Rp. 10.000.000,-	Mean	4.23	4.39	4.32	4.3548	3.90	3.94	4.16	4.0000
	N	31	31	31	31	31	31	31	31
>Rp. 10.000.000,-	Mean	4.40	4.58	4.05	4.3500	3.82	3.80	4.13	3.9000
	N	40	40	40	40	40	40	40	40
Total	Mean	4.38	4.46	4.27	4.3955	3.92	3.90	4.16	3.9627
	N	134	134	134	134	134	134	134	134

in terms of daily behavior is on the youngest in the category, which is 17–25 years old, but in vacationing behavior the lowest age range gap is 36–45 years old.

Since the distributions of the residential area are uneven, the behavior of another area cannot be described, but for the respondents who live in Jakarta, Bogor, Depok, Tangerang, and Bekasi, 65% of the populations of which surely occupy the highest means, But it shows the respondents from this area have a higher level of behavior towards their daily and vacationing activities. However, while some studies have found that people living in rural areas express lower levels of concern for the environment than people living in urban areas, other studies have found that low levels of environmental concern in rural areas may actually reflect lower concerns among farmers in particular. Despite the fact that some studies have found that rural residents express lower levels of environmental concern than urban residents, other studies have found that low levels of rural environmental concern may actually reflect lower levels of concern among farmers in particular. However, Freudenburg [20] found that persons in agriculture express higher levels of concern than other rural individuals in the same communities.

Table 5 compares the means of completed education and Table 6. For monthly income, these two socio-demographic factors have also been mentioned in Patel et al. [21], who found that highly educated tourists are more pro-environmentalists. Meanwhile, Vito and Krisnani [22] explored that if most domestic tourists coming from the city around have a fairly high economic and educational gap, the gap inequalities themselves get larger in big cities [23], and gaining insights into the perspectives of tourists enables destination managers to enhance their service delivery [24].

4. CONCLUSION AND RECOMMENDATION

Profiling tourists who have visited destinations does not directly make destinations sustainable, but by considering the socio-demographic profiles of visiting tourists and getting an overview of their daily and vacationing behaviour, every tourist destination in this study, especially one of the rural tourism destinations in Indonesia, can lead to a better understanding of the targeted market and more effective marketing efforts, proposing appropriate tourism activity recommendations, and other necessary considerations that can reduce the risks of possible environmental degradation.

This study's findings are anticipated to increase local managers' awareness of the significance of profiling tourists, which was previously minimal, and also serve as a reference for local managers when creating environmentally friendly tourism activities. The results of this research can be important material for the basis of subsequent research examining the relationship and influence of a person's environmental conservation behaviour in future research, not only for domestic tourists but also for local communities.

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