Quality of Bali Tourism Destination: Tourists Perception

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Abstract-Destination quality plays important role in establishing the tourists' loyalty as sustainable competitive excellence. Tourism destination often faces various problems, such as the decrease visit to some tourism objects, urbanization, traffic, garbage, and security issue. This research aims at designing model for quality tourism development which able to answer the problems, they are: to analyze the level of conformity between the performance and the concern of tourism destination quality. The technique of collecting data was done by partipatory observation, questionnaire and interview. The data analysis technique was applying Importance Performance Analysis. This research was conducted in Bali by involving 600 tourists as sample. The finding of the quality indicator of tourism destination Bali showed that all indicators has not appropriate and fullfilled the tourist's expectation (<100 percents) with main revise priority shown by the service indicator. The conclusion of the research that the level of conformity between performance and the concern of quality of tourism destination, Bali has not met the tourist's expectation.

Keywords: quality, tourism destination, tourist perception, Bali.

I.   INTRODUCTION

The tourism destination quality is a crucial matter that needs to be taken seriously because it effects the tourists' experience quality. The tourism destination should fulfill tourists' expectation and distinguish itself from the competitors through quality [1]. Study about benchmark destination so far neglecting destination quality in measuring tourism performance. The destination quality play important role in attracting tourism ouput, and ignoring is the strong weakness which might bias result of the benchmark[2]. On a developing market, the measurement of tourism destination has been ignored, many literature is more focusing on tourism destination branding[3].

Tourism development in a destination has implication not only to physical environment, but also the social culture of society. Tourism is an important user of the nature resource and that is why it has significant contribution toward the environmental and human damage, intensification of travel will increase the negative impact [4]. Tourism can cause social problems, such as: traffic jam, construction projects, criminals, pollution, inflation which resulting in a higher living cost, mix effect on life quality, and the changes on community identity [5;6]. Some researches found that tourism destination should not too developed beyond certain limit,

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because the excessive tourism growth is potential to decrease the environment quality and threaten the nature, this can not be compensated by economics benefit and can influence the social welfare on a destination [7]. A developing tourism on an area brings out interaction between the locals (hosts) and the tourists (guests) and also impacts. The tourism destination brings economics benefits, creating job opportunity and gives contribution for local economy[8].However, with the existing policy, the profit from economic standpoint has not been destined and enjoyed by locals (hosts) of that area. The natural travel intensification will be resulting on the increased of negative environmental impact and in long term can decrease the opportunity for tourism development [9].

The tourism destination is developed for sustanaible goals, they are having the capability to be competitive, overcome challenges, able to attract tourists for the first time and improve their loyalty, stay unique culturally and stay balance with the environment. Therefore, tourism is said to be sustainable, to be able to balance two types of needs satisfaction, they are: the economy development and the protection of natural protection as a whole. The sustainable tourism strategy involved three aspects, they are: 1) qualified tourism, being sustanaible in giving valuable experience for visitors, and also improving the society's life quality-becomes host and protect the enviroment, 2) Sustainable, sustainable tourism ensures the nature sustainability based on the culture of the society-host, a satisfying experience for visitors; and 3) Equilibrium, it is a sustainable tourism which ensure the balance need of tourism industry, environment lovers and local society [10]. The objective of the research to analyze the conformity level between performance and the concern of Bali tourism destination quality.

II.   LITERATURE REVIEW

Gronroos (2007) in his reference stated the quality of tourism destination includes 19 indicators, they are natural resources, cultural and social attraction, accomodation, culinary, social events and experience, the availability of transport to destination, local transportation, the availability and information quality in destination, information and communication prior to arrival, friendly reception by locals, destination image, the level of service and good price in destionation, the level of quality of personnel in tourism services, security, destination cleanliness, destination density, destination uniqueness, additional infrastructure and appreciating sustainable development destination[11]. The research ofRajaratnam*et al.* (2015) which applied eight main indicators in measuring the tourism destination quality, they are: facility, accessibility and logistic, the tourism experience core, cleanliness, information, security, money value, and friendliness are contributing in establishing construct destination quality[12]. The research did not include the management indicator assessment, amenities and destination image in assessing the quality of tourism destination. However, that research has contributed in the establishment of construct which related to the destination quality with tourists' behavior. The research applied data analytical technique *Partial Least Squares Structural Equation Modeling (PLS-SEM).* The research of Anjos*et al.* (2017) showed that the most important factor in assessing the destination quality is service, followed by accommodation factor, management, objective and attraction[13]. However, the research did not have the friendliness indicator, destination image and the money value. The research is more dominant to measure the quality of attribute on tourism destination by applying technique of data analysis of exploration factor and confirmatory factor analysis.

The result of the research by Le and Dong (2017) stated that the biggest factor which influence the European tourists is the friendliness of locals in the city of NhaTrang, besides other variables were applied, such as: tourism attraction, accommodation services, and culinary, souvenir shop and transportation services[14]. That research has emphasized dominantly on tourists' perception toward the quality of tourism destination. It also did not include the assessment quality of destination by applying indicator of destination image and the money value. Data analysis technique applied on the research is called *Partial Least Squares Structural Equation Modeling (PLS-SEM)*. The finding of Mukherjee *et al.* (2017) showed that tourism quality is determined not only by destination fiture quality, but also by service quality and experience quality felt by tourists in a destination[15]. The practical implication of the research give marketing managers ideas about dimension which affected the tourism destination quality. The research dominantly analyze tourism destination quality in development scale by applying data analysis technique and exploration factor and confirmatory factor analysis.

The research of Ryglova, *et al.* (2017) focused on exploring destination quality perception to identify significant factors and quality dimension to find factors which influenced the whole satisfaction and loyalty toward destination[16]. The research identify six dimension of topical quality of rural destination, they are: welfareness, service, attractiveness or experience, information or communication, image and transportation. The research is more emphasized on rural tourism destination which analyze satisfaction factors and loyalty toward tourism destination as destination quality evaluation. The research done by this researcher tried to combined the indicator of quality of tourism destination which were applied by Gronroos, 2007; Rajaratnam*et al.,* 2015; Anjos *et al.*, 2017; Le dan Dong, 2017; Mukherjee *et al.,* 2017; Ryglova*et al.,* 2017 with adjustment of indicator grouping and attribute/sub indicators which related and relevant. The present research applied nine and fifty eight attributes. The research is also use survey method by spreading questioner to tourists. This research applied data analysis technique which similar to Ryglova*et al.,* 2017 (Importance Performance Analysis). Different fromRajaratnam*et al.* (2015); Le and Dong (2017)who applied data analysis technique *Partial Least Squares Structural Equation Modeling (PLS-SEM),* meanwhile Anjos*et al.* (2017); Mukherjee *et al.* (2017) used exploration factor analysis and confirmatory factor analysis. The advantage of Importance Performance Analysis data analysis technique resulting thourough research among the level of tourists' interest and the level of tourists' satisfaction, and also the position of each indicator and each attribute/sub indicator of each cartesius quadrant, so that can give revise recommendation toward each attribute/sub-indicator.

Concept of Tourism, Tourism Destination and Tourist Attraction

Leiperstated that there are three main elements of tourism activities, (Cooper *et al.,* 1993): they are tourists, geography and tourism industry. The tourist element, tourist is consider actor in tourism activity, that activity becomes an interesting experience to be enjoyed. In geographical area such as: tourists origin, transit area; and tourism destination[17].

In the Tourist Destination Area, there are various kinds of products enjoyed by tourists which are provided by various industries, both the tourism industry and other tourism supporting industries. Tourist attractions in destinations and tourist attractions can be in the form of natural, cultural, artificial, or a combination of two or three types of tourist attractions. In addition, hospitality facilities are available in the form of restaurants, bars, cafes, and others; accommodation with various types and choices of prices, locations, services, types; and other supporting facilities. The transportation needed by tourists is not only from the country

/ area of origin of tourists to Tourist Destination Area, but also local transportation that facilitates the mobility of tourists from one place to another while in their destination.

The infrastructure available in a destination is very important, meaning it is very important to make it easier for tourists to enjoy the products in these tourism destinations, as well as increasing added value and convenience for tourists in traveling, such as: tourism information centers, money changers, and others. Due to the development of tourism in Tourist Destination Area, the impact of tourism is greatly felt by the community as hosts and tourists as visitors. Tourism development really requires careful and holistic planning, professional and responsible governance, and the right strategy. The third element is the tourism industry. Industries that provide tourism products, both goods and services or a combination of goods and services. The tourism industry is business units or business activities in tourism and is spread over the three geographical areas of tourism. Tourism is a phenomenon and a relationship arising from interactions between tourists, business suppliers, local governments, local communities, central government, universities and non-governmental organizations, in the process of attracting, transporting, receiving and managing tourists and other visitors [18]. This definition emphasizes the relationship of stakeholders involved in tourism, namely individuals or groups who can influence, and be influenced by, strategic results obtained and who have claims that affect the performance of an organization.

The Act no 10, 2009 concerning Tourism defines tourism as a variety of tourist activities and is supported by various facilities and services provided by the community, businessmen, government and local governments[19]. Tourism comes from the word tourism is defined as a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or learning the uniqueness of a tourist attraction visited in a temporary period. Meanwhile, tourism is all activities related to tourism and is multidimensional and multidisciplinary in nature which emerge as a manifestation of the needs of every person and country as well as interactions between tourists and local communities, fellow tourists, government, local governments and entrepreneurs. The act also describes the definition of tourism destinations as geographic areas that are in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism. Tourist attraction is also described as anything that has uniqueness, beauty and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or purpose of tourist visits.

Theory of Competitiveness Advantage

The theory of competitive advantage in this study is to examine the quality of tourism destinations. Competitiveness advantage is the ability of an organization to overcome its competitors. Competitive advantage is the ability of a company to achieve economic benefits above profits that can be achieved by competitors in the market in the same industry [20]. Companies that have a competitive advantage always have the ability to understand changes in market structure and are able to choose effective marketing strategies. Each firm's choice of the generic strategy above will depend on an analysis of the business environment to determine opportunities and threats. Based on a study conducted by Porter, there are several ways to gain a competitive advantage, including by offering products or services at a minimum price (cost leadership), offering products or services that are unique compared to competitors (differentiation), or focusing on certain segments. Strategic competitiveness is achieved when a company has developed and learned how to implement a value-creating

strategy [21]. Umar (2001) states that a competitive strategy is a formulation to increase the competitiveness of a company in the eyes of customers or prospective customers[22]. The competitive strategy provides an advantage, thus differentiating it from other companies and creating healthy competition with segmented customers. Differentiation is a way of designing meaningful differences to differentiate a company's offering from its competitors' offerings [23]. Differentiation strategy is a strategy that can maintain customer loyalty, where by using a differentiation strategy, customers get more value than other products.

Hunger and Wheelen (2003) state that competitive advantage is a collection of strategies to determine the superiority of a company from competition among other companies[24]. The low cost strategy emphasizes producing standard products at very low unit costs. This product is usually aimed at consumers who are relatively easily affected by price shifts or use price as a determining factor. In terms of customer behavior, this type of strategy is very much in line with the needs of customers who fall into the category of behavior, when consumers do not really care about different brands, relatively do not need product differences, or if there are a large number of consumers who have significant bargaining power. To be able to carry out a low cost strategy, a company must be able to meet the requirements in two areas, namely: resources and organization. According to Tjiptono and Chandra (2011), another way to differentiate is to consistently provide better service quality than competitors[25]. This can be achieved by meeting or even exceeding the quality of service expected by customers. Service quality itself is influenced by two variables, namely: perceived service and expected service.

Kotler (2002: 2) broadly states that product differentiation is a company's product offering that has something better, faster and cheaper which will create higher value for customers than competitors' products[26]. Product selection among the many offers on the market is always based on differences, both implicitly and explicitly. The focus strategy is used to build competitive advantage in a narrower market segment. This type of strategy is intended to serve the needs of consumers who are relatively small in number and in making decisions to buy, relatively unaffected by price. In its implementation, especially in medium and large scale companies, the focus strategy is integrated with one of two other generic strategies, namely: a low cost strategy or a strategy for differentiating product characteristics. This strategy is commonly used by "niche market" suppliers (special / unique segments in a particular market; also known as market niches) to meet the needs of a particular product or goods and services. Requirements for implementing this strategy are a sufficient market size, there is good growth potential, and no attention from competitors in order to achieve success (competitors are not interested in moving into this niche). This strategy will be more effective if consumers need a certain uniqueness that is not in demand by competing companies. Enduring or sustainable competitive advantage is achieved when the organization implements a value creation strategy that is based on the organization's unique resources, capabilities and competencies. The ability to endure a competitive advantage is a function of the core competency obsolescence factor.

III. RESEARCH METHODS

Research Location

This research was conducted in Bali, especially in 6 tourist attractions in Bali, namely: TirtaEmpul, Penglipuran Village, Tanah Lot, Monkey Forest, Lovina, and Banjar Hot Springs. The tourist attractions selected

are based on variations in the dominant tourism potential that they have (cultural, natural, artificial), trends in the number of tourist visits (increasing, decreasing, and fluctuating), the characteristics of tourists visiting by nationality, as well as variations in locations based on districts in Bali. Based on these considerations, it is hoped that the chosen tourist attraction will be representative of the conditions of Bali's tourism destinations. Bali is a province in Indonesia which is known as the Island of the Gods. The total area of Bali Province reaches 5,780.06 km2 or 0.29 percent of the Indonesian archipelago. Bali is one of the provinces in Indonesia with a population of around 4,246,500 people. This tourist destination is visited by more than 15 million tourists (15,828,464 people in 2018) who are dominated by domestic tourists (61.65 percent). Tourist visits within 12 years increased by an average of 10 percent (2006-2018 average increase of 10.74 percent) to Bali. Bali with an area of 5,636.66 km² or 0.29 percent of the total area of Indonesia, however is able to attract more than 40 percent of total tourist visits to Indonesia[27].

Respondents

This study used a survey research design, in which researchers asked respondents' perceptions regarding the quality of tourism destinations and the quality of tourist experience, both the level of performance / satisfaction and the level of importance. The questionnaire model and construct greatly determine the success of the survey conducted. The population in this study were all tourists visiting Bali. Based on the calculation of the Slovin formula, a sample size of 100 people can be obtained for each tourist attraction, bringing the total to 600 tourists. To measure the quality of tourism destinations and the quality of experience visiting Bali, 600 tourists in Bali are used, which is a combination of the number of samples at each tourist attraction with a Bali sampling error rate of 4 percent taken accidentally in the field.

Data Collection Procedures

The types of data used in this research are qualitative and quantitative data. Sources of data used in this study, namely primary and secondary sources. The data collection techniques used in this study were: participatory observation, distributing questionnaires, and interviews. The research scale used in this study is a Likert scale which consists of five intervals (1-5) which use a positive response to a negative response. Respondents can choose one of the five internal. The validity of data in qualitative research is a very important part of knowing the degree of trustworthiness of the results of research that has been carried out using triangulation techniques in data collection, so the data obtained will be more consistent, so that it becomes valid and accountable data. Triangulation is defined as a data collection technique that combines data from various existing data collection techniques and data sources. In this study, researchers used two kinds of triangulation, namely: technique and source triangulation. Technique triangulation means that researchers use different data collection techniques to obtain data from the same data source. Researchers used participatory observation, questionnaires, interviews, and documentation for the same data source simultaneously. Source triangulation means to get data from different sources using the same technique.

Assessment Criteria

The data analysis techniques used in this study were Importance Performance Analysis. Importance Performance Analysis is a method used to analyze the relationship between importance and performance that the target performance level of a particular product attribute must be proportional to the importance of that attribute.

In other words, interest is seen as a reaction to the relative value of various consumer attributes [28]. Importance Performance Analysis has several advantages, namely that it can show product / service attributes that need to be improved or reduced to maintain customer satisfaction, the results are relatively easy to interpret, the scale is relatively easy to understand, and requires low costs. Based on the results of the assessment of the level of importance and level of performance, a calculation of the level of importance and level of performance is carried out which is then depicted in a Cartesian diagram.Consumer conformity criteria criteria: 1) The level of conformity> 100%, it means that the quality of the attributes given exceeds what are important attributes by consumers and the service is very satisfying; 2) The level of conformity = 100%, the quality of service that provides what meets the importance of consumers and satisfying service; and 3) The level of conformity <100%, means that the services provided do not fulfill what is important by consumers and the service is not satisfactory.

IV. RESEARCH RESULT

The quality of tourism destinations is seen from indicators in the form of tourist attractions, services, management, transportation, restaurants, accommodation, hospitality, destination image, and value for money. Tourists who come to Bali consider the hospitality of service providers, staff and the local community to be very good. Hospitality is a characteristic of the local community and Balinese people in general, tourists also think that the community is very accepting of their presence. Meanwhile, the lack of performance is found in the transportation indicators. Transportation is a classic problem of Balinese tourism, namely the lack of availability and access to public and local transportation for the community and tourists. Difficulty in accessing transportation greatly limits the mobility of tourists when they want to explore further Bali tourism. Available online transportation is constrained by permits to operate in certain areas due to business competition with offline transportation. The level of importance of the quality of Bali's tourism destinations shows that all indicators of obtaining an average value are very important.

Table 1

The Comparison of the Level of Performance and the Level of Importance of the Quality

of Bali Tourism Destinations

No.	Indicators and Attributes	Score of Performance	Score of Importance	Gap
1.	**Tourist attractions**	**4,28**	**4,35**	**-0,07**
	-	4,39	4,44	-0,05
	atural attraction in the destination	4,27	4,36	-0,09
	-	4,22	4,27	-0,05
	ultural attraction in the destination	4,39	4,46	-0,07
	-	4,14	4,24	
	anmade attraction in the destination			
	-			

tmosphere and environment at the destination

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rice paid

2.	**Services**	**4,20**	**4,34**	**-0,14**

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vailability of ordering methods

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-

uality of ordering methods

3

2

-

vailability of staff

4

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uality of staff

2

7

-

ecurity officer services

4

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-

vailability of health services

3

7

-

vailability of tourism activities

4

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-

uality of tourism activities

3

3

-

vailability of toilets

4

-

uality of toilets

,

4

-

vailability of parking

0

4

-

vailability of tourism information center

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2

-

uality of tourism information center

9

4

-

vailability of communication media/internet

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4

-

uality of communication media/internet

6

4

-

vailability of souvenir shops

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3

-

uality of souvenir shops

8

-

vailability of supporting facilities services	4
-	,
uality of supporting facilities services	3
-	9
ase of service regulation in destination	4
-	,
vailability of handling tourist complaints service	2
-	8
rocess of handling tourist complaints service	4
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3.	**Management**	**4,27**	**4,43**	**-0,16**
	-	4,32	4,43	-0,11
	rofessionalism of destination management	4,20	4,35	-0,15
	-			
	asy of services	4,42	4,56	-0,14
	-	4,36	4,49	-0,13
	he uniqueness of the destination	4,24	4,42	-0,18
	-			
	estination density	4,11	4,34	
	-			
	estination security			
	-			
	leanliness of destination			
4.	**Transportations**	**4,02**	**4,21**	**-0,19**
	-	4,29	4,45	-0,16
	vailability of accessibility to the destination	4,20	4,31	-0,11
	-			
	uality of accessibility to the destination	4,16	4,35	
	-	3,95	4,19	
	vailability of road infrastructure	3,98	4,17	
	-			
	uality of road infrastructure	3,85	4,01	
	-	3,91	4,13	
	vailability of transportation in destination	3,94	4,11	
	-			
	uality of transportation in destination	3,93	4,15	
	-			
	vailability of local transportation			
	-			
	uality of local transportation			
	-			
	rice of transportation services			
				-0,16

				-0,22
				-0,17
5.	**Restaurants**	**4,31**	**4,36**	**-0,05**
	-	4,40	4,42	-0,02
	vailability of restaurant	4,28	4,32	-0,04
	-			
	ariations in restaurant types	4,27	4,37	
	-	4,28	4,35	
	aste the menu in the restaurant			
	-			
	enu prices in restaurants			
				-0,07
6.	**Accommodations**	**4,30**	**4,38**	**-0,08**
	-	4,35	4,45	
	vailability of accommodations	4,29	4,37	
	-			
	uality of accommodations	4,30	4,34	
	-	4,25	4,35	
	ariations in types of accommodation			-0,08
	-			-0,04
	oom price			
7.	**Hospitality**	**4,41**	**4,49**	**-0,08**
	-	4,45	4,48	-0,03
	riendliness of service providers	4,42	4,54	
	-			
	taff friendliness	4,37	4,45	

	- riendliness of the local community			
				-0,08
8.	**Destination image**	**4,38**	**4,45**	**-0,07**
	- he existence of the destination	4,42	4,49	-0,07
	- ncourage tourist visits	4,42	4,43	-0,01
	- onservation efforts	4,29	4,44	
9.	**Value of money**	**4,29**	**4,32**	**-0,03**
	- mount of money spent	4,26	4,27	-0,01
	- enefits received by tourists	4,32	4,37	

Based on the comparison of the level of performance and the level of importance of the quality of Bali tourism destinations (Table 1), it can be seen that all indicators and attributes show a negative value, which means that the level of importance is higher than performance. A positive value shows the indicator has met the expectations of tourists. Meanwhile, a negative value means that the existing indicators have not met the expectations of tourists, so that improvement efforts are needed in each indicator. The smaller the gap between performance and importance means the better the level of tourist satisfaction, and vice versa. Then it is necessary to do further analysis to determine the priority scale and improvement efforts using the Importance Performance Analysis method.

In the tourist attraction indicator, the quality of tourism destinations has advantages in the attributes of natural and cultural tourist attractions (each gap -0.05) which corresponds to the main potential possessed by Bali's tourist attractions. Meanwhile, the weakness in the price paid attribute (gap -0.10), namely that tourists assess that the benefits received by tourists are not in accordance with the value of money paid and are not in accordance with their expectations when visiting Bali. On service indicators, the quality of tourism destinations has advantages in the attributes of staff quality and the availability of souvenir shops (each gap -0.02). While the weakness in the attribute of availability of communication media / internet (-0,24); availability of tourist complaint services (-0.22), process and handling of tourist complaints (-0.22); availability of health services (-

0.21); toilet quality (-0.20); availability and quality of service support facilities (respectively -0.19); availability of toilets and parking (each -0.16); and the quality of the tourism information center (-0.15).

In management indicators, the quality of tourism destinations has an advantage in the attributes of professionalism of destination management (gap -0.11). While the weakness is in the cleanliness attribute of the destination (gap -0.23), namely tourists highlighting the amount of waste, especially plastic waste, malfunctioning drainage systems, low public awareness, and poor waste management systems in Bali. In the transportation indicator, the quality of tourism destinations has an advantage in the attributes of the quality of access to destinations (gap -0.11). While the weaknesses are in the quality attribute of road infrastructure (gap -0.24); availability of local transportation and prices of transportation services (each gap -0.22); as well as the availability of road and transportation infrastructure at destinations (each gap -0.19). Tourists highlight the limited public transportation accessible to tourists, the condition of damaged and narrow road infrastructure, and the high price paid by tourists visiting tourist attractions located far from airports, such as Lovina and Banjar Hot Springs.

In the restaurant indicator, the quality of tourism destinations has an advantage in the attribute of restaurant availability (gap -0.02). While the weakness is in the taste attribute of the menu (gap -0.10) which is considered not quite right for the tongue of tourists who come from various countries and regions in Indonesia. In the accommodation indicator, the quality of tourism destinations has an advantage in the attributes of the variety of accommodation types (-0.04). While the weakness is in the attributes of the availability of accommodation around tourist attractions and room prices (each gap -0.10), because not all tourist attractions are close to accommodation facilities. Most of the tourists who visit stay in southern Bali such as Seminyak, Kuta, Canggu, Legian, Nusa Dua, Sanur, or in Ubud. Except for the tourist attractions of Lovina and Banjar Hot Springs which are located in northern Bali, tourists generally stay in the vicinity of these tourist attractions.

In the indicator of hospitality, the quality of tourism destinations has an advantage in the service provider friendliness attributes (gap -0.03). While the weakness is in the attribute of staff friendliness (gap -0.12) which is considered not meeting the expectations of tourists when providing services, in contrast to the gaps in the friendliness of service providers and local communities which have a lower gap. This is reinforced by the findings on tourist attractiveness which assess the highest gap in staff friendliness, namely: Banjar Hot Water (-0.23) and TirtaEmpul (-0.21). In the destination image indicator, the quality of tourism destinations has an advantage in the attributes of encouraging tourist visits (gap -0.01). While the weakness is in the attribute of the existence of conservation efforts (gap -0.15) which are considered not fulfilling the expectations of tourists regarding the protection efforts that have been carried out in relation to nature, culture and environmental preservation. Most of the tourists give advice so that tourism destinations and tourist attractions maintain and maintain beautiful nature, unique and interesting culture, as well as the green environment of many rice fields that are maintained by their beauty by not receiving too many tourists, not building too many hotels and maintaining cleanliness through professional waste management.

In the indicator of value for money, the quality of tourism destinations has an advantage in the attribute of the amount of money spent (gap -0.01). While the weakness is in the attribute of benefits received by tourists (gap -0.05) which is considered not meeting tourist expectations compared to the attribute of the amount of money spent. This is reinforced by the findings on tourist attraction which assesses the highest gap in these

attributes, namely Lovina (-0.29). Tourists highlight the lack of tourist activities offered on the tourist attractions of Bali's beaches. However, tourists who are looking for tranquility and elderly people love the activity of relaxing and sitting for a long time on Lovina Beach.

Based on the results of the assessment of the level of performance and the level of importance of the quality of tourism destinations, a calculation is carried out which is then described in a Cartesian diagram. The level of importance and performance contained in the Cartesian diagram is a score of importance and total performance assessment. Each attribute is positioned in a diagram. The total score for the assessment of the performance level shows the position of an attribute on the X-axis, while the position of the attribute on the Y-axis is indicated by the total score of the level of importance of the attribute. So based on the analysis of the level of conformity it can be seen that all indicators (<100 percent), meaning that the quality of the services provided does not meet what is considered important by tourists and the service is not satisfactory. Based on the quality level of Bali tourism destinations, it refers to the calculation of the level of suitability between the performance and the level of interest of tourists to the quality of tourism destinations, so it can be compared between Bali tourism destinations and tourist attractions according to the data presented in the data tabulation of Table 2.

Table 2

Data Tabulation of the Level of Conformity to the Quality of Bali Tourism

Destinations and Tourist Attractions

Criteria (%)	Tourist Attrac-tions	Services	Manage-ment	Trans-porta-tions	Restau-rants	Acco-mmo-dations	Hospitality	Destina-tion image	Value of money
Bali	98,35	96,82	96,46	95,62	98,68	98,17	98,29	98,28	99,31
TirtaEmpul	96,98	96,79	93,20	91,41	96,19	99,08	99,37	100,40	100,35
DesaPenglipuran	97,25	91,95	93,00	88,88	95,22	94,40	97,39	96,31	94,96

Tanah Lot	93,63	96,96	97,87	95,16	95,23	99,11	96,79	97,58	97,30
Monkey Forest	94,57	99,03	97,18	95,46	94,75	84,40	101,51	98,44	100,36
Lovina	95,69	94,31	95,25	94,95	94,41	94,65	96,46	95,13	95,64
Air PanasBanjar	92,65	94,46	96,20	95,90	91,71	77,06	95,95	98,32	97,13

In Table 2, it can be seen that the indicators of destination quality in each tourist attraction are mostly not suitable and have not met tourist expectations. If a comparison between the value of the suitability of the quality of Bali tourism destinations with tourist attractiveness, it shows that the indicators of tourist attractions and restaurants in Bali are generally considered higher than the tourist attractions used as the sample in this study. This is due to the large number of tourist attractions in Bali that cannot be seen in the scope of tourist attractions. Likewise with restaurants that can be found along the way, tourism areas, or several locations in Bali or areas that develop culinary tourism. Quality management needs to be planned with the allocation of resources and management functions that focus on the main priority of improving indicators and attributes as well as maintaining and improving indicators and attributes that are considered very good. These improvement efforts are not only planned, but also carried out with high commitment and hard work of all organizational components, and carry out monitoring and evaluation to ensure that the implementation of programs or activities goes according to the plans that have been prepared.

So based on the calculation of the average score of the performance level and the average score of the level of importance, it can be seen that the value of the line that crosses the horizontal perpendicular (X axis = 4.22) and the value of the line that crosses the vertical perpendicular (Y axis = 4.35). The final stage is the translation of each attribute in the Cartesian diagram (Importance-Performance Matrix) as shown in Figure 1.
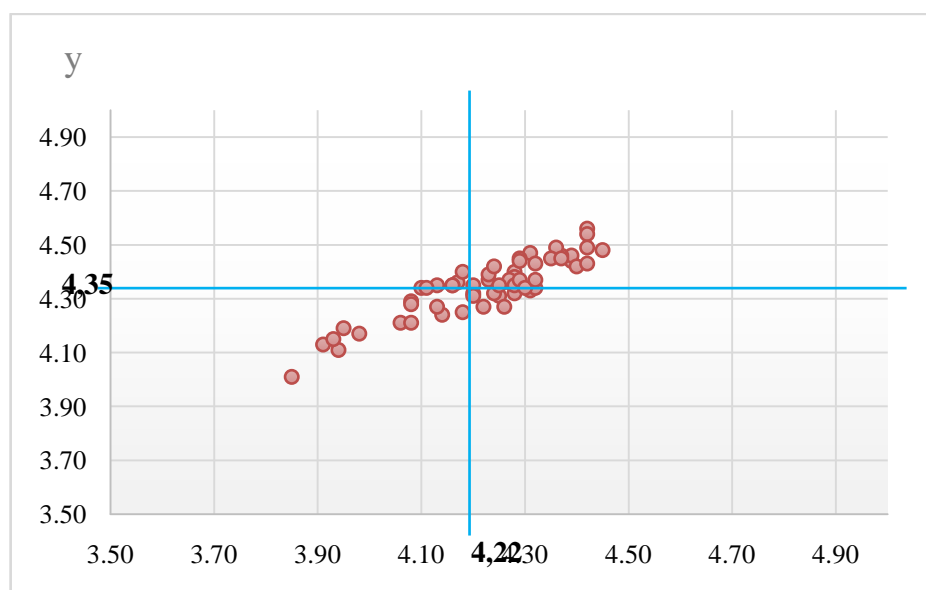

Figure 1

Cartesian Diagram of All Attributes on Indicators of

Quality Bali Tourism Destination

So it can be seen that all the attributes in the indicators that shape the quality of the destination, then the main priority for improvement is in the service indicators, especially in the attributes of the availability of service support facilities which are very limited in number. Likewise, the availability of a tourist complaint service which is a place or forum for tourists to submit complaints to be responded to and followed up quickly. This service is very important as a means for service providers to obtain complaint information, follow up, monitor and evaluate, and carry out service recovery strategies to maintain tourist satisfaction and loyalty. This service must be well managed, synergized and responsive so that tourists do not decide to turn to tourism destinations or other tourist products. However, if a comparison is made between Bali and each of the existing tourist attractions, it can be seen in Quadrant I that each tourist attraction also has the same homework regarding service indicators, in addition to other specific indicators can be presented in Table 3.

Table 3

Quadrant I Quality of Bali Tourism Destination

No.	Indicators	Attributes
1	Services	Availability of supporting facilities services
		Availability of handling tourist complaints service

In quadrant I contains attributes that are considered important by tourists, but in reality these attributes are not in accordance with tourist expectations. The level of performance of these attributes is lower than the level of expectations of tourists for these attributes. The performance of the attributes contained in this quadrant must be further improved in order to satisfy tourists. Quadrant I is the main priority for Bali's tourism destinations and tourist attractions to improve the quality of tourism destinations.

Table 4

Quadrant II Quality of Bali Tourism Destination

No.	Indicators	Attributes
1	Tourist attractions	Natural attraction in the destination
		Cultural attraction in the destination
3		Atmosphere and environment at the

		destination
2	Services	Availability of staff
3		Security officer services
		Availability of tourism activities
		Quality of tourism activities
		Availability of toilets
		Availability of parking
3	Managements	Professionalism of destination management
		The uniqueness of the destination
		Destination density
		Destination security
4	Transportations	Availability of accessibility to the destination
5	Restaurants	Availability of restaurant
		Taste the menu in the restaurant
6	Accommodations	Availability of accommodations
		Quality of accommodations
7	Hospitality	Friendliness of service providers
		Staff friendliness
		Friendliness of the local community
8	Destination image	The existence of the destination
		Encourage tourist visits
		Conservation efforts

9	Value of money	Benefits received by tourists

Quadrant II (maintain achievement) the quality of Bali tourism destinations can be seen in Table 4. In quadrant II, Bali tourism destinations contain indicators and attributes that have high levels of expectations and performance. This shows that these attributes are important and have high performance, and must be maintained for the next time because they are considered very important / expected and the results are very satisfying. Quadrant II is an indicator and attribute whose achievement must be maintained which is the superior quality of Bali tourism destinations.

Table 5

Quadrant III Quality of Bali Tourism Destination

No.	Indicators	Attributes
1	Tourist attractions	Manmade tourist attraction in the destination
		Price paid
2	Services	Availability of ordering methods
		Quality of ordering methods
		Availability of health services
		Quality of toilets
		Quality of tourism information center
		Availability of communication media/internet
		Quality of communication media/internet
		Quality of souvenir shops
		Quality of supporting facilities services
		Process of handling tourist complaints service
3	Management	Easy of services

		Cleanliness of destination
4	Transportations	Quality of accessibility to the destination
		Availability of road infrastructure
		Quality of road infrastructure
		Availability of transportation in destination
		Quality of transportation in destination
		Availability of local transportation
		Quality of local transportation
		Price of transportation services

Quadrant III (low priority) quality of Bali tourism destinations can be seen in Table 5. In quadrant III, a low priority Bali tourism destination contains attributes that are considered less important by tourists and in fact their performance is not too special / ordinary. This means that the attributes in this quadrant have a low level of importance or expectation and their performance is also considered poor by tourists. Improvements to the attributes that are included in this quadrant need to be reconsidered by looking at the attributes that have a large or small influence on the benefits felt by tourists and as an effort to prevent these attributes from shifting to quadrant I.

Table 6

Quadrant IV Quality of Bali Tourism Destination

No.	Indicators	Attributes
1	Services	Quality of staff
		Availability of tourism information center
		Availability of souvenir shops
		Ease of service regulation in destination
2	Restaurants	Variations in restaurant types

		Menu prices in restaurants
3	Accommodations	Variations in types of accommodation
		Room price
4	Value of money	Amount of money spent

Quadrant IV (excessive) the quality of Bali tourism destinations can be seen in Table 6. In quadrant IV, Bali tourism destinations contain attributes that have a low level of expectation according to tourists, but have good performance, so tourists are considered excessive. This shows that the attributes that influence tourist satisfaction are considered excessive in their implementation, this is because tourists think they are not too important / less expected of these attributes, but the implementation is done very well.

V. RESEARCH DISCUSSION

Bali as a tourism destination must understand the changing market structure and be able to choose an effective strategy based on the characteristics of tourists visiting Bali. The characteristics of tourists who visit are dominated by relatively young adults, highly educated and mastering information and technology. It is appropriate for the tourist attraction in Bali to improve and continue to strive to improve the quality of tourism destinations continuously to achieve competitive advantage. The low level of tourist loyalty and the unfulfilled and unsuitable quality of tourism destinations are weaknesses and challenges that must be overcome by highlighting the uniqueness of the tourism products or services offered, both Bali in general and each of the tourist attractions in Bali. Based on the level of analysis of destination quality on tourist attractions, the indicators of hospitality can be highlighted by making the Monkey Forest tourist attraction a model for quality tourism development seen from the quality of tourism destinations. Hospitality is not only shown and conveyed by service providers, but also community hospitality as the main support for tourism activities in tourism destinations. This is in line with the results of research by Le and Dong (2017) which found that the biggest factor affecting tourist satisfaction is people's hospitality[29].

Likewise, the destination image indicator can be highlighted by making Tirta Empul a quality tourism development model seen from the quality of tourism destinations. Tirta Empul as a tourist attraction is able to instill an image in the minds of consumers as a cultural and spiritual tourist attraction. Indicators of value for money can make Tirta Empul and Monkey Forest as models for quality tourism development, namely tourists feel that the benefits received by tourists are proportional to the value for money they pay. Considering that tourists visiting are dominated by first-visit tourists, tourist attractions and Bali tourism destinations must be able to give a better impression and complete with detailed information, such as: history, philosophy, the meaning of an object or activity, information signposts and directions , as well as other general information outside of tourist attraction which is very important for tourists. The information presented can be in the form of signposts, information at the tourism information center or online which can be easily accessed by tourists, so as to provide

a clear and definite picture to tourists. Tourism destinations and tourist attractions must be able to create value, so as to increase the competitiveness and loyalty of tourists compared to its competitors. The uniqueness of tourism products is a differentiation of one tourist attraction from another. Differentiation in a consistent manner provides better service quality than competitors, by meeting or even exceeding the quality of service expected by tourists.

Durable or sustainable competitive excellence is achieved when tourism destinations and tourist attractions implement a value creation strategy based on existing resources in accordance with the main potential of tourist attractions, such as nature, culture, artificial, atmosphere and environment. In addition, tourism destinations and tourist attractions must develop their capabilities, particularly in services to tourists, destination management or management, transportation that facilitates the mobility of tourists from one destination to another, restaurants / restaurants, menu tastes and local culinary packaging, as well as comfortable and clean accommodation. The competence of service providers and the level of public awareness of tourism are very strategic in an effort to increase the competitive advantage of a tourism destination. Durability criteria of excellence include: value to tourists, rare and second to none, too expensive to imitate and no substitute product. In the future, it is expected that the tourist attractions in Bali will be able to develop themselves and continue to move dynamically to adapt to existing changes and continue to develop their competitive advantages continuously.

Implications of Research Findings

The findings of this study have the following implications: understanding and knowledge of the characteristics of visiting tourists, knowing the needs and wants, likes and dislikes, as well as assessing the indicators and attributes that shape the quality of tourism destinations and creating quality experiences are important things for tourism destination management to do. The competitive advantage of tourism destinations can be achieved by packaging natural, cultural, atmosphere and environmental tourism products, as well as hospitality which is an advantage and differentiator from other tourism products of Bali tourism destinations. The advantages possessed by Bali's tourism destinations are valuable, rare, not easy to imitate. The indicators and attributes considered important by tourists must be continuously improved so that they can differentiate themselves from competitors through quality. Quality is an investment that leads to significant cost savings in the long run. This is confirmed by the findings of Yeoh and Roth (1999).

Research Limitations

This study has the following limitations, namely: this study assesses indicators on the quality of tourism destinations and the quality of tourist experiences using tourist perceptions; this study focused on the assessment of tourism destinations and tourist attractions; and this research was conducted only on 6 tourist attractions, namely TirtaEmpul, Penglipuran Village, Tanah Lot, Monkey Forest, Lovina and Banjar Hot Springs as representatives of tourist attractions in Bali.

VI. CONCLUSION

Based on the results and discussion, it can be concluded that the level of conformity between

performance and the importance of the quality of Bali's tourism destinations shows a conformity value of less than 100 percent, which means that the quality of tourism destinations does not fulfill what is considered important by tourists and the service is not satisfactory. Indicators of the quality of Bali tourism destinations and tourist attractions show that all indicators are not suitable and have not met tourist expectations. If a comparison between the value of the suitability of the quality of Bali tourism destinations with the tourist attractiveness used as a sample in this study, it shows that the indicators of tourist attractions and restaurants in Bali are generally rated higher than the tourist attractions used as the sample in this study.

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