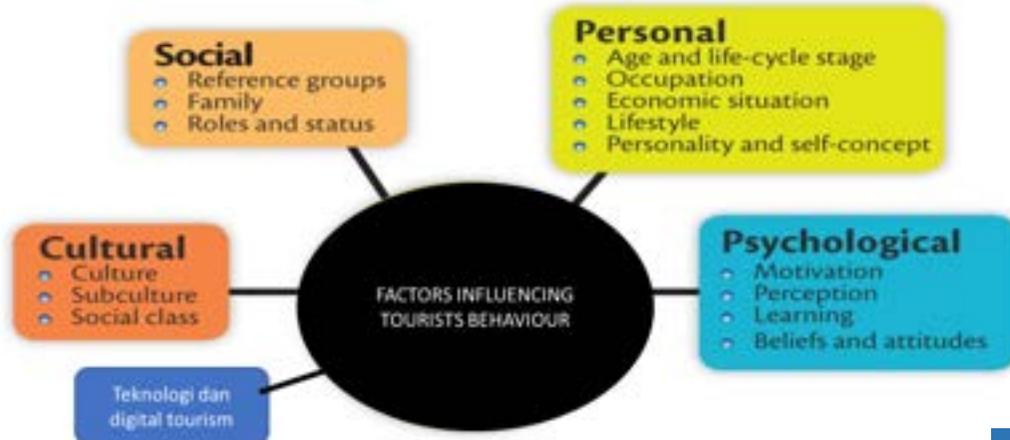




PERILAKU
WISATAWAN
(Tourists behaviour)
&
PERILAKU WISATA
(Tourism behaviour)

HINDUN NURHIDAYATI, M.I.Kom

FAKTOR2 YANG MEMPENGARUHI PEMBELIAN PRODUK WISATA OLEH WISATAWAN



Topik dan pokok bahasan Tourism Behaviour (TB)

• Setelah midterm

1. Faktor eksternal pembentuk perilaku wisatawan: pemasaran, sosial, kultural dan teknologi. Pemasaran: pengaruh brand wisata & toponimi terhadap pembelian produk wisata
2. Reference group; family dan peranan/status pembentuk perilaku wisatawan
3. Budaya: subculture dan kelas sosial (teori hofstede) pembentuk perilaku wisatawan
4. Teknologi pembentuk perilaku wisatawan digital
5. Pembelajaran wisatawan,kepuasaan dan value co-creation
6. Perilaku menyimpang dalam pariwisata (mis-behaviour)
7. Membangun perilaku pro-lingkungan (pro-environmental behavior) dalam berwisata

• Sebelum midterm

1. Identifikasi, definisi, ruang lingkup dan relevansi pembelajaran tb (tourist behaviour)
2. Perilaku wisatawan dan model dalam pengambilan keputusan wisata (matheison and wall)
3. Faktor internal psikologis : motivasi, learning dan beliefs
4. Faktor internal personal: gaya hidup (life style) wisatawan
5. Tipologi wisatawan (stainley Plog dan Cohen)
6. Perubahan perilaku wisatawan: teori Butler dan Irridex model Doxey



Tipologi Wisatawan & Perilakunya

Tipologi wisatawan

❖ **Tipologi wisatawan** adalah pengelompokan wisatawan berdasarkan berbagai karakteristik seperti motivasi perjalanan, tingkat pengorganisasian, dan perilaku.

❖ **Tujuannya** adalah untuk memahami perbedaan kebutuhan dan preferensi wisatawan agar industri pariwisata dapat merancang strategi yang sesuai.

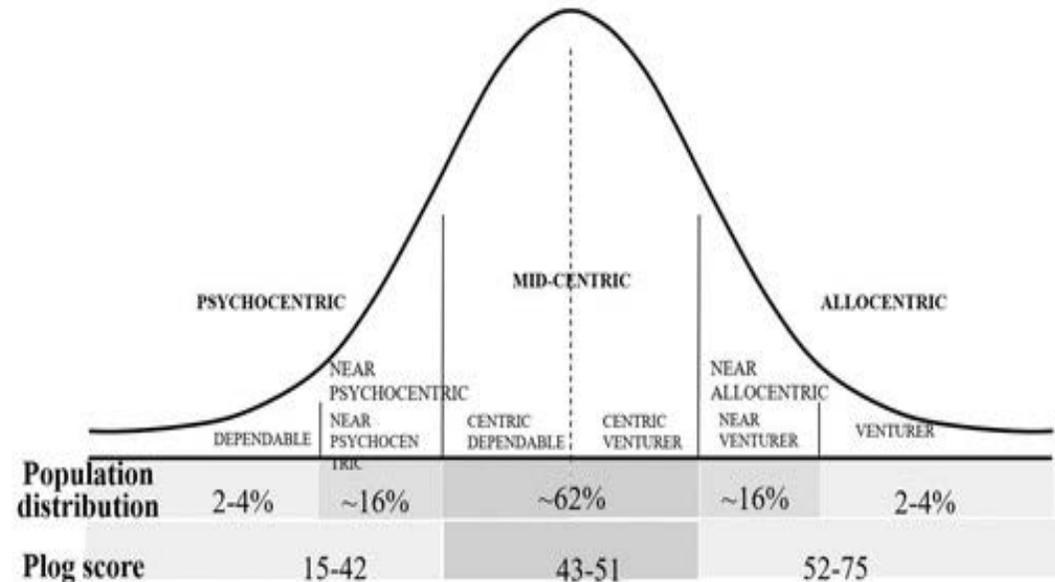
❖ **Tipologi wisatawan menurut Plog (1972)** mengklasifikasikan wisatawan menjadi tiga tipe berdasarkan profil psikologis mereka:

a. Allocentric (petualang), mencari pengalaman baru di tempat yang belum dikenal dan menggunakan fasilitas lokal.

b. Psikosentris (nyaman dan berhati-hati), sedangkan psikosentris lebih menyukai tempat yang familiar dengan standar internasional dan program yang terstruktur

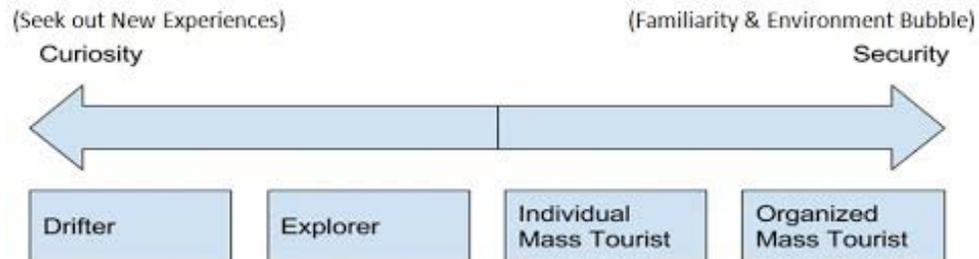
c. Mid-centric (kombinasi keduanya), berada di antara keduanya.

Psychographic personality types model



TYPOLOGY OF TOURISTS (ERIC COHEN. 1972)

Classification according to psychological characteristics



Penerbit: Program Studi Manajemen Resort & Leisure

TIPOLOGI WISATAWAN ALAM DI MASA PANDEMI

Ghorisa Rohmah Nurazzah
Fitri Rahmatitrisa



2022

UNIVERSITAS HINDIAWATI INDRAMAYU

“SIAPA MILENIAL ITU? BAGAIMANA PERILAKU WISATAWAN GEN Z DAN Y?”

Nomadic Tourism adalah gaya berwisata baru, di mana wisatawan dapat menetap dalam kurun waktu tertentu di suatu destinasi wisata, dengan amenities yang portable dan dapat berpindah-pindah.”

Arief Yahya

NOMADIC TOURISM AMENITIES

WHERE AND HOW THEY STAY

NOMADIC TOURISM ACCESS

HOW THEY GET TO THE POINT

NOMADIC TOURISM ATTRACTION

WHAT THEY LIKE TO ENJOY



1

GLAMPACKER
“MILLENNIAL NOMAD”

Mengembara untuk melihat Dunia yang Instagramable

27 JUTA
ORANG
(Data
FB/IG)

Catatan: Jumlah orang di Facebook/Instagram yang memiliki afinitas terhadap Indonesia dan tertarik dengan backpacking, camping, dan nomadic tourism (Data dari Facebook Audience Insights, Feb 2018)

2

LUXPACKER
“LUXURIOUS NOMAD”

Mengembara untuk melupakan Dunia

7.7 JUTA
ORANG
(Data
FB/IG)

Catatan: Jumlah orang di Facebook/Instagram yang memiliki afinitas terhadap Indonesia, frequent traveler, dan mengikuti Conde Nast Travel, Expedia, Booking.com, Airbnb, Hotels.com, dan Agoda. (Data dari Facebook Audience Insights, Feb 2018)

3

FLASHPACKER
“DIGITAL NOMAD”

Menetap sementara di satu tempat, sembari bekerja dari mana saja

5 JUTA
ORANG
(Data
FB/IG)

Catatan: Jumlah orang di Facebook/Instagram yang memiliki afinitas terhadap Indonesia dan tertarik dengan dunia digital nomad (Data dari Facebook Audience Insights, Feb 2018)

PENGEMBANGAN NOMADIC TOURISM

MENGURANGI KETERGANTUNGAN AKOMODASI, LEBIH PRIVASI
Nomadic Travelers : Backpacker Jaman Now

NEW CONSUMER - PARIWISATA (demand side)

How "New Wisatawan" is defined has shifted

LESS

TOURIST

Ego-Centric
(Potentially Conflict with Locals)
Crowded

Value : Pricing Mainstream
Following the Trend

Nilai: Penetapan Harga
Umum Mengikuti Tren

MORE

TRAVELER

Esteem - being one's authentic self
Blend, collaboration with locals
Personal Experience Convenience
Off-the-beaten-path
Eco-Friendly

Harga diri - menjadi diri sendiri yang
autentik

Campuran, kolaborasi dengan penduduk
lokal

"The traveler sees what he sees. The tourist sees what he has come to see."

Kenyamanan

Terpencil

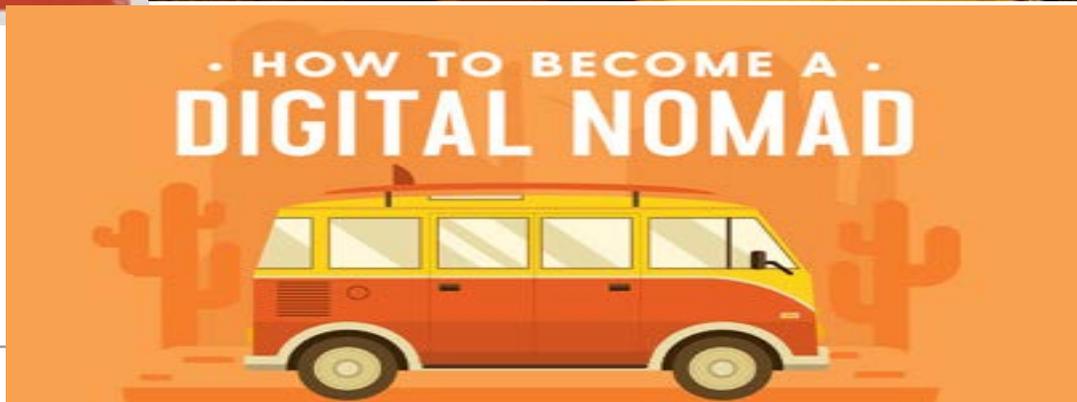
Ramah Lingkungan



"Digital nomads don't need an office. They have many offices. In fact, anywhere is an office as long as there is connectivity...."



Photo: Eric Blue
Photo: iStockphoto.com/Andreas Schell

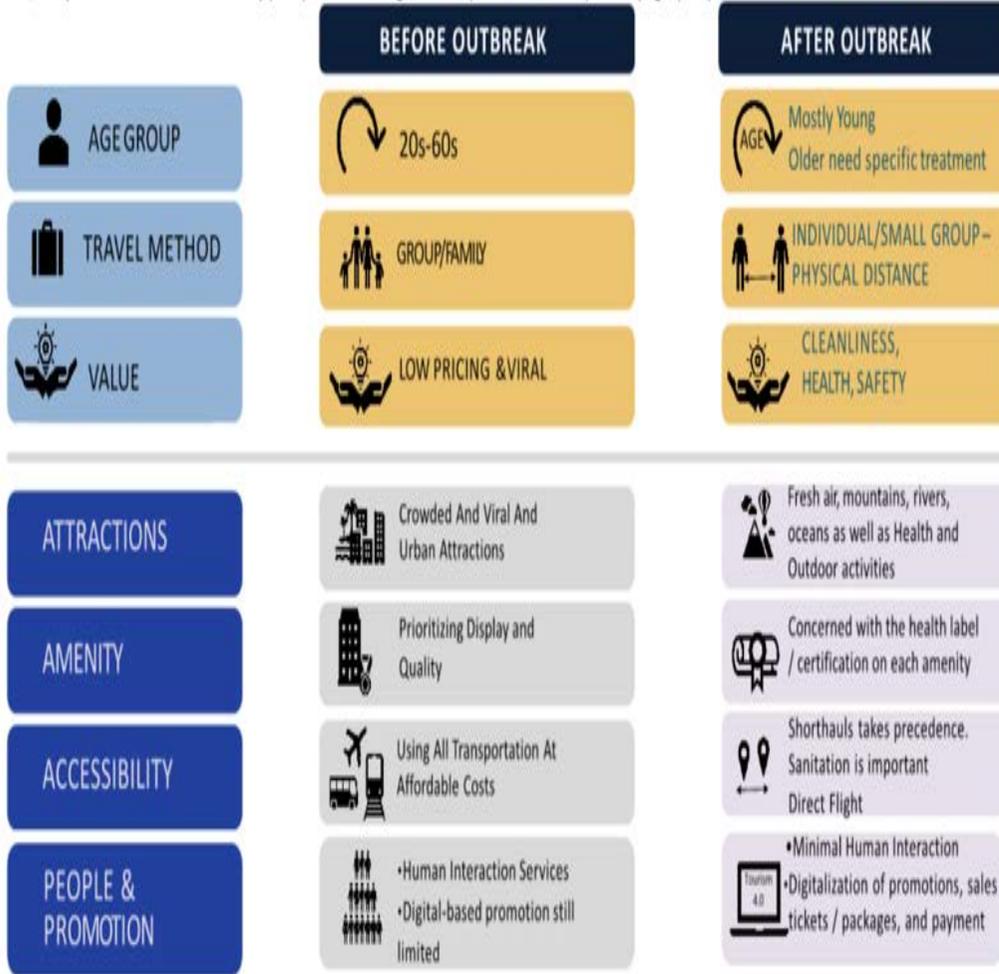


CHANGES IN TOURISM BEHAVIOUR

#DiIndonesiaAja



Changes in tourist behavior after Covid-19 have also become a challenge for the recovery of Indonesian tourism, especially in the importance of aspects of cleanliness, health, safety and environmental sustainability (CHSE) as well as changes in travel preferences that require carrying capacity.



BACKPACKING

Tourist Type	Attraction Preference
Alloentric	Nontouristy areas Exotic/novel destination Willing to travel (fly) High activity level Adequate hotel and food service
Midcentric	Less adventuresome Quasimainstream attractions
Psychocentric	Mainstream, highly developed attractions Destinations they can drive to Familiar atmosphere Tour packages Low activity level

Source: Adapted from Plog (1974) and Gunn (1988).



Backpacker vs Flashpacker

Both ...

- Travel independently
- Seek experiences away from mass tourism
- Value interaction with locals

Backpacker	Flashpacker
<ul style="list-style-type: none"> Accommodation - hostels, cheap hotels, camping Transport - cheap flights, long-distance buses Dining - self-catering and budget meals Age - tend to be younger travellers Duration - travel for longer periods Planning - schedule is kept flexible 	<ul style="list-style-type: none"> Accommodation - boutique or luxury hotels Transport - more expensive, convenient flights Dining - sit-down restaurant meals Age - tend to be more mature travellers Duration - shorter-term travel Planning - more planning ahead of travel

FLASHPACKING

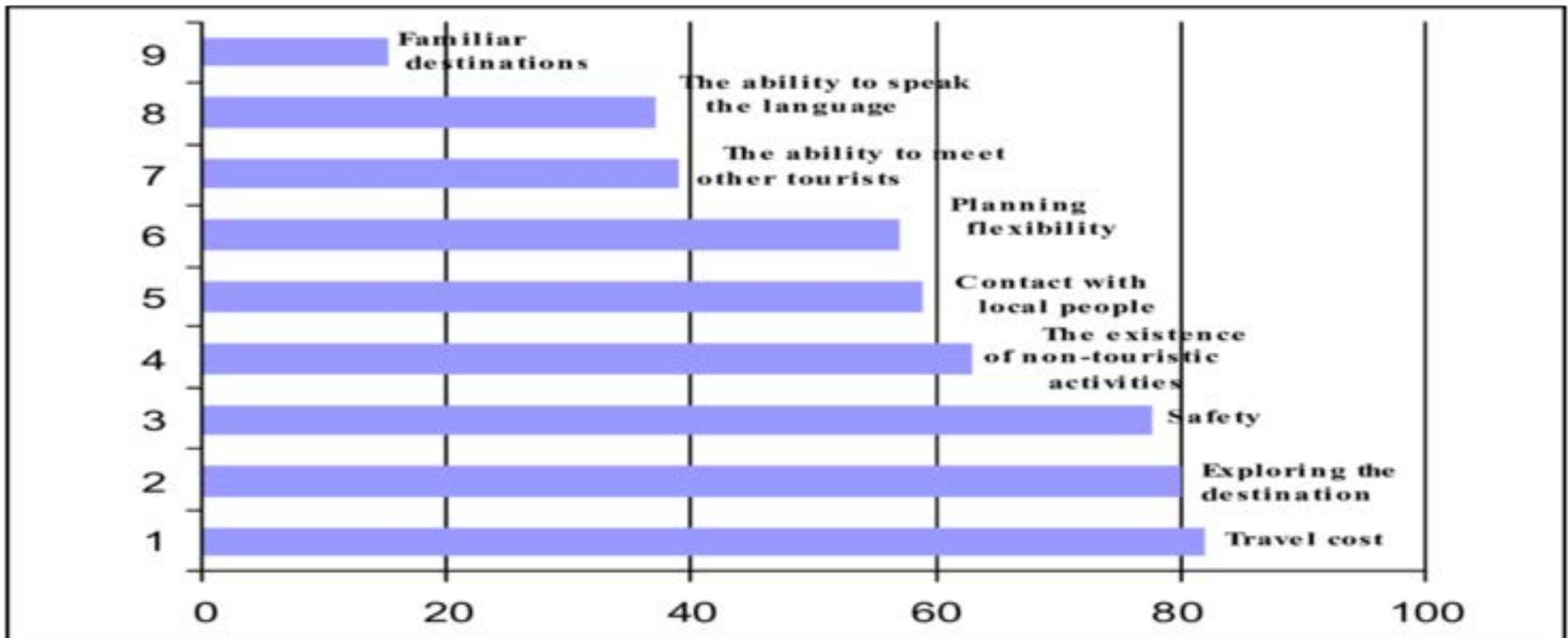
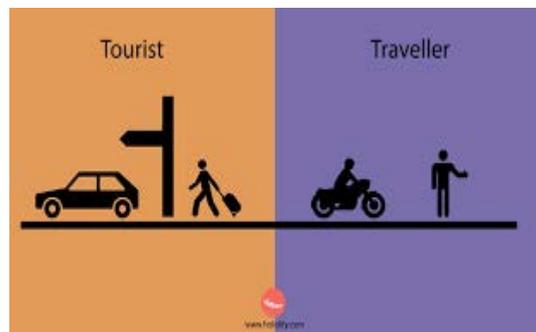
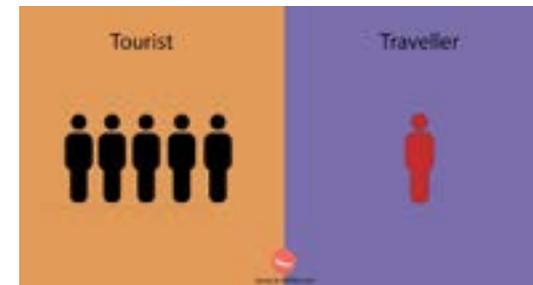
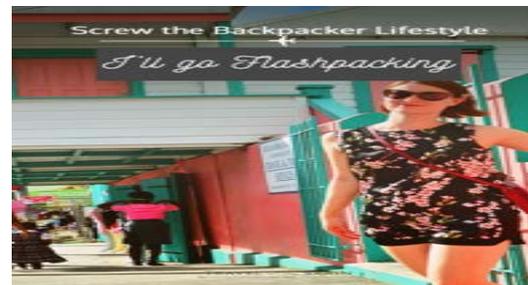
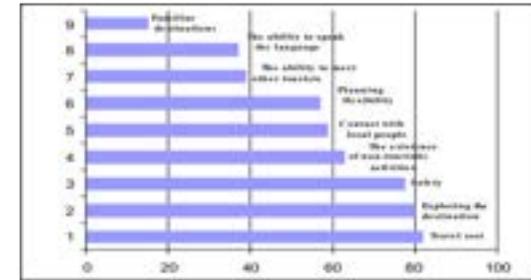


Fig. no. 8 Influence factors for the most recent important travel taken by young people in 2007
 Source: Richards, G., New Horizons II – The Young Independent Traveller 2007, WYSE Travel Confederation, Amsterdam, 2007.

Tourist vs traveller; suatu pilihan dan tipologi



FREEDOM TO TRAVEL

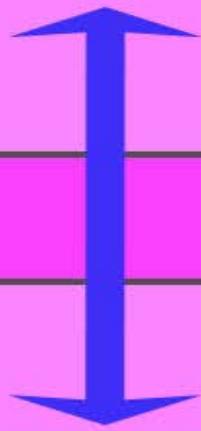
MY DIGITAL NOMAD STORY





Cohen and Plog tourist typologi

Stage in Tourism Development (based on Butler)	Type of Tourist (based on Plog)		Type of Tourist (based on Cohen)	
1	Allocentric	Seeks new experiences and is keen to meet strangers. Curious about places and different cultures. Will make own travel arrangements.	Drifters	Takes risks to mix with the host community. Prepared to take low skilled jobs to integrate with local people. Strong interest in the indigenous culture, especially food, music, art and language.
2	Near Allocentric		Explorers	Arranges own trip, and tries to get off the beaten track. Prefers comfortable tourist accommodation. Will speak, or try to speak the language of the host community.
3			Mid-Centric	Explorers lose interest in the tourist area as more people arrive using packaged tours.
4	Near Phychocentric		Individual Mass tourists	Has some control over the itinerary and will make own decisions. Will choose to avoid busy tourist attractions. Might avoid eating local foods they can't pronounce.
5			Phychocentric	Unadventurous traveller who will have little interest to seek out strange places. Happy to keep returning to the same place and will use a travel agent's packaged tour.







Decision Making Process

FIRST TIMER (PERTAMA KALAI DATANG)

