

MARKETING STRATEGY MODEL OF KINTAMANI ECOTOURISM, KINTAMANI SUB-DISTRICT

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Abstract- The objectives of this research was to design model the optimal marketing strategy to increase the number of tourist visits to Kintamani ecotourism, Bangli Regency, Bali Province. On the basis of marketing strategy, Kintamani ecotourism obtained the promising result through better management on ecotourism, promotion, individual characteristics that influence the tourist visit, tourist impressions and decision to visit the place. In addition, to increase the number of tourists who visit Kintamani ecotourism, the attention of Batur customary village community leaders and Tourism Agency of Bangli Regency as the manager of Kintamani ecotourism must be fully given. The environmental factors like comfortable, cool and fresh air, pleasant conditions as well as clean and safe environment are the major factors that influence the decision of visiting Kintamani ecotourism. The safe environment also needs to be controlled with a greater effort of Kintamani ecotourism management. It is the factor that influences the tourist visit. Safety should also be put into priority by the village security officer. The most influencing factor of decision making is driven primarily by personal motivations, namely the encouragement of family, friends, neighbors, acquaintances as the effective promotion. Their experience of visiting the object is also the significant factor. The awareness on the individual need is the second factor that influences the decision-making. It is driven primarily by their social needs, especially self-esteem, recognition and social status as well as the individual condition concerning employment, economic ability and lifestyle. Evaluation of post-visit is the third influencing factor to the decision-making of visit certain places, which consists of an evaluation of the tourist attractions, the price, the accommodations, the souvenir, the access to reach the place, clean environment and safety. To search for information is the least influential factor on decision-making.

Keywords- ecotourism, attributes, promotion, consumer image, decision-making visit

I. INTRODUCTION

A. Background

Some of the previous studies had revealed many factors that motivate people to visit tourist destinations. The factors are among other things; promotion, tourist attraction attribute, consumer impression, necessity, and consumer's lifestyle. The results of these studies certainly give rise to confusion. The marketers do not know exactly what to put the priority,

whether on the promotion, tourism attributes, or making the customers impressed by an advertised tourist attraction. Such confusion is experienced by the operators of Kintamani ecotourism. They have problems in formulating marketing strategies that will be used to increase the number of tourist visits to this ecotourism object. Despite of its prominence as an eco-tourism object in Bali, the number of tourist visits to Kintamani eco-tourism has a downward trend compared to that of tourist visits to Bali.

This downward trend of the relative rate of the number of tourist visits to Kintamani ecotourism indicates problems in Kintamani ecotourism management. The cause of the problems must be identified, it might be related to the promotion, ecotourism attribute, characteristics of visitors, consumer impression, attractiveness of tourist destination, or the combination of the two or more factors. To resolve these problems, it is urgent to do a research on marketing strategies, which will be useful to increase the number of tourists that visit Kintamani ecotourism.

B. Objective of the Research

The general objective of this study is to design a model of marketing strategy to increase the tourist visits to Kintamani ecotourism.

Specifically, the purposes of this study for the second year are as follows:

1. Experimenting with the model of marketing strategy which is the result of the first-year study on Kintamani ecotourism.
2. Analyzing the policies made by District Government of Bangli in the development of Kintamani ecotourism.
3. Analyzing the problems faced by the operators of Kintamani ecotourism in providing services to tourists.
4. Formulating a model of marketing strategy to increase tourist visits to ecotourism object Kintamani.

II. LITERATURE REVIEW

A. Concept of Ecotourism

According to TIES (The International Ecotourism Society) (2006), ecotourism is a tour that is prepared professionally, integrates education, a sector of business, conserves cultural heritage, involves local people for the sake of their well-being, and conserves natural resources and environment. Susilowati (2008) states that ecotourism development is the way to minimize the risks or negative impacts of tourism industry development. Good implementation ecotourism can potentially have positive impacts on the environment because it can be a source to finance the conservation of resources, to increase the economic value of resources and to empower the social and culture of local communities.

B. Product Attribute

Tjiptono (1997) states that product attributes are the elements that are considered important by consumers and become the basic factor for the decision to purchase. Product attributes include brand, package, warranty, service, and so on. There are several classifications of product attributes. Gartner (1993) in his study on Korean tourism states that the tourists who visit Korea are motivated by *tangibles attribute* (shopping) and *intangibles attribute* (local culture). Product attributes can be divided into tangibles attribute (shopping) and intangibles attribute. Law (1995) states that there are two factors that contribute to an interest in a tourist destination namely primary and secondary factors. The primary factors are the climate, environment, cultural traditions, traditional architecture and natural resources of the tourist destination. Secondary factors are tangible attribute – hotel, catering – and intangible attribute – activities, attractions – that are offered to the tourists.

C. Promotion

Promotion is a kind of communication that gives convincing explanation to prospects about goods and service (Simamora, 2004). Payne (1993) argues that promotion is a tool that can be used by the service organization to communicate with its target market. Communication is the process of sharing ideas, information, or feelings of the audience. The purpose of the promotion is to inform, persuade and remind the consumers there is a product offered to them. Stanton (1990) states that there are four factors that influence the sale, namely (1) the amount of money available for promotion, (2) the condition of the market, (3) the state of the product, whether for the consumers or as industry materials, and (4) the achievement level of the product life cycle. Simamora (2004) continues that the factors which influence the sale are (1) marketers, that use push or pull strategy, (2) the target market, who the prospective customers are and where their locations are, (3) product, the position of the product in the product life cycle, and (4) the environmental situation such as competition, economy, and politics.

D. Environment Characteristics

According to Kotler (2003), consumer behavior in purchasing goods or services is influenced by marketing stimuli and buyer characteristics. Furthermore, he argues that the buyer characteristics include (1) cultural, (2) social, (3) private, and (4) psychological factor Cultural factor, which includes, for example, family behavior, preference, religion, nationality, taste and geography, have a strong influence on consumer behavior. Social factors that influence consumer buying behavior are reference group, family, role and social status.

Someone's reference group consists of all groups that have a direct or indirect influence on a person's stance or behavior. This group is located in a place where the person interacts and consists of primary and secondary groups. The primary group tends to be informal e.g. family, friends, neighbors, and coworkers. Secondary group is more formal e.g. religious group, professional group, and trade association. Family members are the most influential group. A more direct influence on the behavior of daily buying is procreation of someone's family, i.e. spouse and children. Family is the most important consumer purchase organization in society. The Marketers are interested in the role and relative influence of a husband, wife, and children in the purchase of various goods and services. Personal factors that influence someone's buying behavior are age, life cycle, occupation, economic circumstances and personal concept of the buyer. According to Kotler (2003), lifecycle family includes nine phases, which are single, young couple, complete family I (the youngest child is younger than 6 months old), complete family II (the youngest child is over 6 years old), complete family III (older wife and husband with independent children), family IV (older wife and husband, no children living with them and they are already retired), living alone and working, and living alone and retired.

E. The Characteristics of Ecotourism in Indonesia

Tourism business is a service business that aims to provide benefits for tourists, local people, and local government. Tourism can provide a standard life for local people through economic benefits gained from a tourist destination (tourist attraction). For local government, the development of tourism business can give a significant contribution to regional revenue. Tourism business is regulated in the regulation Article 1 Verse 5 No. 9 Year 1990, in that, the tourism business is defined as an activity that aims at providing tourism services, or providing or managing tourist attractions, managing tourism facilities and other activities that are related to the field. Based on the definition above, the tourism business can be divided into three groups, namely (1) tourism service business, (2) tourism object business, and (3) tourism facilities business. The focus of the discussion in this study is an attempt sights. According to Marpaung (2002) natural tourist attractions are panorama, beaches, parks, mountains, flora/fauna and remote islands. According Fandeli (1995), there are two important factors that make the tourists come to tourist attractions, they are (1) push factor and (2) pull factor. The factor that drives someone to travel is a desire to be free from daily routines of his life, polluted environment, the speed of traffic and the hustle and bustle of the city. While the factors that attract tourist arrivals to tourist attractions are the fame of the place, the place that many people talk about and the place that becomes a headline.

F. Consumer Impression

Sutisna (2003) defines impression as a mental image or concept of something while Bennet (1995) suggested that the impression is the consumer perception of the product, institution, brand, company or person that matches or does not match the reality. Kotler (2003) defines impression as an array of beliefs, images, and impressions of someone about an object. Simamora (2002) states that there are two approaches to measure the impression consumers, namely (1) unstructured approach, reflecting the impression in the mind of consumers

according to their own interpretation, and (2) structured approach, the researchers explain the clear dimensions, then the respondents respond to the dimensions given. Regarding the importance of the image to tourist, Andreu et al. (2000) states that image is someone's trust and perception about a tourist destination influenced by the growth of the development and physical resources of the tourism area. Impression is subjective and tourist impression sometimes does not match the reality.

G. Making Decision to Buy

According to Hawkins, et. al (1988), consumer behavior is about individuals, groups or organizations and the processes they use to select, secure, use and determine the product, service, experience or idea to fulfill their needs. Consumer buying behavior is influenced by (1) internal factors and (2) external factors. Internal factors include perception, motivation, attitude, emotion, memory and personality, while external factors include culture, social class, family, reference group, marketing activities, services, facilities and promotions. Engel et. al (1995), states that consumer behavior is an action that is directly involved to obtain, consume and spend products and services, including the process that precedes and follows the action. The steps that are taken by the consumers to decide to buy begin with a realization of the need, then searching for information, evaluation of alternatives before the purchase, purchase, consumption, and end with the results – satisfaction or dissatisfaction.

H. Conducted Research

Tamba, et al. (2011) has conducted a research on Kintamani ecotourism management system in cooperation with the Ministry of Tourism and Creative Economy. Some of the findings of the research are (1) the attitude of the community towards the existence of Kintamani ecotourism is in the category of agree, 77% (2) community support for Kintamani ecotourism is 91%, which is in the high category, and (3) 91% of the tourists has a positive perception toward the existence of Kintamani ecotourism. Other findings with respect to some suggestions given by the tourists to maintain and improve the quality of Kintamani ecotourism are:

- The hawkers are to be disciplined and managed wisely so that they do not disturb the tourists.
- The flora and fauna must be preserved.
- It is necessary to create more packages such as horse riding, trekking and cycling, hiking, fishing, hang gliding, and dance performances
- It is necessary to provide the tourists local tour guides who understand Kintamani ecotourism comprehensively
- Kintamani ecotourism must be promoted more extensively through a website.

Based on the analysis on the problems, potential combined with the perceptions, attitudes, knowledge and community support as well as the perceptions and expectations of tourists which are still in line with local wisdom the Tri Hita Karana, it is recommended that the management Kintamani Ecotourism adhere to customary-village-based Management.

III. RESEARCH METHOD

A. Research Design

This research was designed with descriptive and analytic approach:

The results of the research in year 1, Marketing Strategy Model of Kintamani ecotourism, were trialed and then integrated with the results of analysis on the policies made by Bangli District Government to develop Kintamani ecotourism and on the problems faced by Kintamani Batur *pakraman* (customary) village in providing services to tourists.

B. Population dan Sample

The sample in this research was determined by purposive sampling taken from the Agency of Tourism Bangli District and the residents of Pakraman Batur village as the operator of Kintamani ecotourism.

C. Data Collection Method

The data were collected through interviews with officials of the Agency of Tourism Bangli Bistrict and the community leaders of Pakraman Batur Village as the operator of Kintamani ecotourism in providing the tourists services.

D. Data Analysis Method

Analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif, yaitu : The method used to analyze the data in this research is descriptive analysis, making the results of the research in the first year relevant with the policies made by Bangli District Government in developing Kintamani ecotourism, and with the problems faced by Kintamani Batur *pakraman* village in providing services to tourists.

IV. RESEARCH RESULT

A. Kintamani Ecotourism Attributes

Based on Kintamani ecotourism attributes that include attractions, access, price, accommodation, souvenir, the three indicators that influence Kintamani Ecotourism Attributes are price, followed by accommodation and attraction. The weakest indicators are access to Kintamani and souvenir. These results indicate that price indicator that includes entrance fee to Kintamani ecotourism, price of food and drinks at restaurants and price of tourist facilities such as toilets are not too expensive to the tourists. Another strongest indicator is accommodation, the hotels and lodgings in Kinatamani ecotourism meet the tourists' expectation. The last is attraction, which is another strong indicator that influences Kintamani ecotourism attributes. These results indicate that Kintamani ecotourism, with its beautiful natural landscape, view of the lake and Mount Batur that can be seen from the Penelokan, is very attractive to domestic and foreign tourists. Art performance and traditions of the local people of Kintamani Pakraman village make this tourism object more attractive to the tourists. Kintamani ecotourism is even more interesting because it has a warm water bathing place Toya Bungkah, which is famous as Batur Natural Hot Spring. It is the only one natural spa in Bali (The Only One Healing Spa in Bali).

On the contrary, there are conditions that are not supportive to the other Kintamani Ecotourism attributes – easy access and souvenir. Easy access indicator is not significantly influential to Kintamani Ecotourism attribute because the location this

ecotourism rather difficult to reach by the tourists, especially the tourist attraction Toya Bungkah (Batur Natural Hot Spring) and Traditional Village Kedisan. These two places are far below Penelokan, located around Lake Batur with steep downhill roads. The traffic is rather chaotic and is frequently jammed because many trucks are passing the road. The trucks are carrying sand taken from excavation C that has abundant lahar from Mount Batur.

Souvenir is another indicator that is insignificantly influential on Kintamani Ecotourism attribute. This means more efforts are required from Kintamani ecotourism operator to motivate the souvenir sellers to provide more satisfactory service to the tourists. The operator cannot let them force the tourists to buy their products/services. Tourism Agency of Bangli Regency as the Kintamani ecotourism operator, particularly Penelokan and Traditional Village Kedisan, has provided the souvenir sellers and tattoo painters kiosks so that they do not hunt and disturb the tourists, who are enjoying the beautiful panorama of the ecotourism, to buy their products and services.

B. Promotion of Kintamani Ecotourism

Based on the research year 1, with regard to the promotion of Kintamani ecotourism that includes Advertisement, Publication, *Word of mouth* and E-commerce, it was revealed that there were three indicators that influenced the promotion of Kintamani ecotourism most significantly. The three indicators are Advertisement, Publication and *Word of mouth*. The indicator that influenced the promotion of Kintamani ecotourism least significantly was E-commerce. This facts show that advertisement and publication are relatively effective to promote Kintamani ecotourism. Word of mouth is also quite effective to promote Kintamani ecotourism, meaning that the tourists who visit this tourist attraction has actively promoted it to other people using mobile phones, video, social networks such as family and friends, website, blog, and short messages. On the contrary, e-commerce is the indicator that affects the promotion most insignificantly. Based on this, the promotion of Kintamani ecotourism still needs to be done more extensively through online advertisement, retail sites and mall on-line service so that it can reach international network. Batur Customary Village as the operator of Batur Natural Hot Spring has actually promoted the tourist attraction through website www.baturhotspring.com. By this, the promotion of Kintamani ecotourism has reached international network.

C. The individual characteristics

The individual characteristics of the travelers that consist of Motivation, Experience, Lifestyle, Social and Economic condition are also the factors which drive the tourists to visit to Kintamani ecotourism. The indicators that have the most powerful influence on the Individual Characteristics are Experience, Economy, Lifestyle and Motivation, while Social indicator has the least influence.

Tourist experience is the factor that has the most powerful influence on individual characteristics of tourists. This means the good experience that a person/family/neighbors/coworker and other social networks have comes from the good service that satisfies them. The satisfaction may be caused by the well-preserved nature, stunning view of the lake and Mount Batur, cultural attraction, cool weather and comfortable situation. This factor must be

taken into account by the Tourism Agency of Bangli Regency and the people who live in Pakraman Batur village

The economic condition of the tourists who have sufficient income to fulfill their tertiary needs – recreation/travelling – also influences the number of tourist visits to Kintamani ecotourism. Similarly, the Lifestyle of the tourists who love beautiful panorama of unspoiled nature, and social and cultural life of local communities is accommodated by the conditions of the nature and the culture of ecotourism Kintamani. The Motivation factors of the tourists to visit Kintamani ecotourism are recreation, getting away from daily work routines or from polluted busy city with its jammed streets. With this motivation, the preserved beautiful scenery and unique culture of Kintamani and Bali in general are very suitable. Social factor is the indicator that has the weakest influence on Individual Characteristics because the tourists who visit Kintamani ecotourism are not the ones who want to show their social status. They want to enjoy the beauty of the natural view of the Lake and Mount Batur that are still preserved and unique culture.

D. Tourist impression

Tourist impression that consists of comfortable environment, cool and fresh air, pleasant conditions, a clean and safe environment, is also a major factor that influences the tourists to make a decision, that is, to visit Kintamani ecotourism.

Comfortable environment is the biggest factor affecting the tourist impression because the Kintamani ecotourism has a beautiful scenery with the view of the Lake and Mount Batur, and its flora and fauna are still preserved well. Its art and traditional culture of the tourist village Kedisan, which is a traditional village in Kintamani, interest many visitors. The cool and fresh air of Kintamani ecotourism also has significant influence on the tourist impression who visit Kintamani because it is located on high land and its environment is still sustained. Surely, this condition should get attention from the Government of Bangli Regency in order to maintain the environmental sustainability of Kintamani ecotourism so that it remains fresh and cool. The pleasant atmosphere of Kintamani ecotourism greatly affects the tourist impression that visit this place. Traveling to Kintamani ecotourism is very exciting because the panorama is beautiful with the view of the Lake and Mount Batur, preserved environment, and interesting attractions for the tourists.

Safe and clean environment are the two factors that have insignificant influence on tourist impression who visit this ecotourism. The cleanliness of Kintamani ecotourism must get attention from its operator especially Penelokan tourist attraction. The operator must provide more rubbish bins in strategic places where many tourists come. Moreover, with the motto 'Kintamani clean and green', not only does the operator have to keep Kintamani clean and green, but also the tourists who come to this place.

A safe environment of Kintamani ecotourism also needs a maximum control which is conducted by its operator. This is to make the tourists feel safe because they are protected by the village security officers (*pecalang*) and accompanied by the local guides who know better about Kintamani. This is also to minimize accidents because the traffic is still not in order. The tourists who feel safe when they are Kintamani ecotourism and clean environment will promote this tourist attraction by *word of mouth*, which is

effective to boost the number of tourist visits to Kintamani ecotourism.

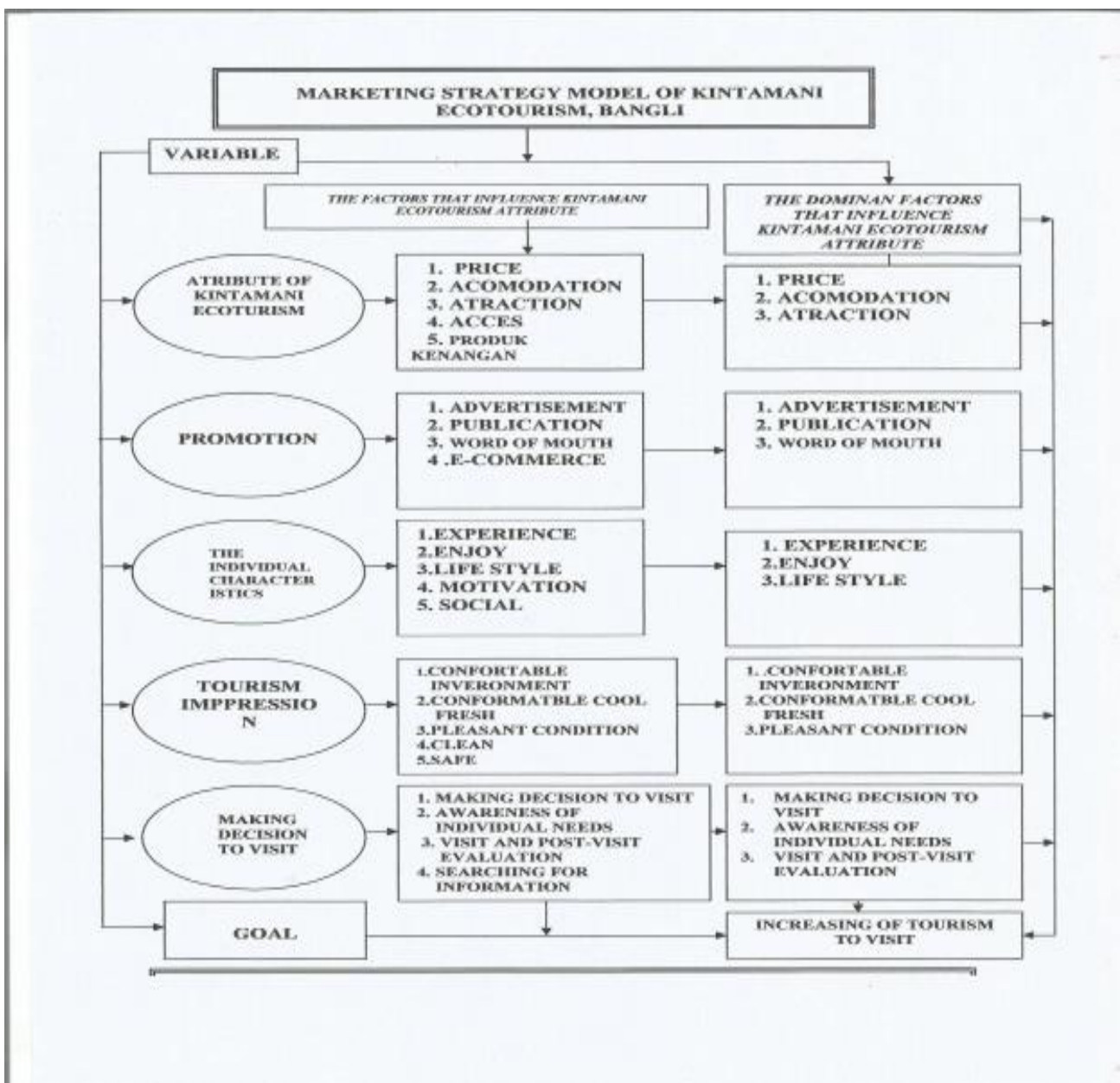
E. Making Decision to Visit

The tourists' decision to visit Kintamani ecotourism is influenced by the factors; Awareness of the needs, Information searching, Decision to visit and Evaluation after the visit. The most influential factor is the factor Decision to visit, which is driven by personal motivation – encouragement from the family, friends, neighbors, acquaintances and effective promotion as well as the tourists' experience of visiting this ecotourism. The Awareness of the need is the second factor that influences the decision-making to visit. This motivation is primarily caused by social needs, especially self-esteem, recognition and social status as well as the condition of the self, which is related to employment, financial capacity and lifestyle. Evaluation after the visit is the third factor that is influential on the decision to visit. This factor consists of evaluation of the attraction of Kintamani ecotourism, price, accommodation, souvenirs, access, and

clean and safe situation. Searching for information is the factor that has the weakest influence on making a decision to visit. This factor consists of publication, information from the tourists who have ever been to Kintamani and other social networks. These results suggest that the Tourism Agency of Bangli Regency and Batur Pekraman Village to more intensively promote the Kintamani ecotourism, especially through a website so that the promotion can reach international networks.

F. Marketing Strategy Model of Kintamani Ecotourism, Bangli

Based on the results of the study year 1 and the results of the focus group discussion, the operators of Kintamani ecotourism, Bangli are Batur Pekraman Village, Kintamani and Tourism Agency of Bangli. Then, the marketing strategy model of Kintamani Ecotourism can be seen in Figure 1 below:



a) The Factors that Influence Kintamani Ecotourism Attribute

The factors that have the most significant influence on Kintamani ecotourism attribute are first the Price followed by Accommodation and Attraction. Two indicators that have the weakest influence on Kintamani ecotourism attribute are Access and Souvenirs. This shows that the Price that includes entrance fee, food and beverage price in restaurants, and other prices of other facilities e.g. toilet, are affordable to the visitors. This also shows that the Attraction – beautiful panorama with the view of Lake and Mount Batur that can be seen from Penelokan – is very interesting to domestic and foreign tourists. This Attraction is even more attractive to the tourists with its art performance and traditional culture of the people of Kintamani Pekraman village, and its famous natural spa Toya Bungkah (The Only One Healing Spa in Bali).

On the contrary there are two conditions that do not support Kintamani Ecotourism Attribute, i.e. Access and Produk Kenangan. The Access does not influence the Attribute much because the ecotourism is not rather difficult to reach. Toya Bungkah and Trunyan, which is located in Kedisan village, are far below Penelokan tourist attraction. They are located around Lake Batur with steep roads. Traffic jam occurs frequently because many trucks from excavation C pass the roads. They carry sand taken from lahar sediment of Mount Batur,.

To resolve this problem, the operators of Kintamani ecotourism – the Tourism Agency of Bangli Regency and Batur Pekraman Village – have forbidden heavy sand carrier to pass the roads. To maximally make this ban effective, The operators are assisted by Kodam IX Udayana and Bali Provincial Police because the government of Bangli Regency cannot handle the traffic jam. The traffic is better now because there are only few trucks passing the roads. Even though the trucks can pass the roads before 10 a.m and after 04 p.m., there are still some trucks violating this rule causing disturbance to the traffic around Kintamani ecotourism. The Government of Bangli has made an outer ring road located at the north of Yeh Mampoh village for the trucks to pass but this effort has not been successful because the land owners around the road want to collect retribution from the trucks that pass. To solve this problem, the rule must be applied more strictly by making it a customary law so that it empowers Batur Customary Village. This must get priority attention because Batur ecotourism area has been declared as Batur Global Geopark by UNESCO. The operation of the excavation C is possibly banned so that there are no trucks that carry sand passing the roads anymore.

Souvenir is another factor that is less influential on Kintamani Ecotourism attribute. More efforts are required from Kintamani ecotourism operator to motivate the souvenirs sellers to provide more satisfactory service to the tourists. The operator cannot let them force the tourists to buy their products/services. Tourism Agency of Bangli Regency as the Kintamani ecotourism operator, particularly Penelokan and Traditional Village Kedisan, has provided the souvenir sellers and tattoo painters kiosks so that they do not hunt and disturb the tourists, who are enjoying the beautiful panorama of the ecotourism, to buy their products and services. Besides that, the Industry and Trade Agency of Bangli Regency has to intensify an existing cooperation with Kaos C 59 in

producing typical Kintamani souvenirs by making t-shirts (kaos) with the picture of beautiful panorama of Gunung Batur Geopark and the lake.

b) The Factors that Influence the Promotion of Kintamani Ecotourism

Based on the research results in year 1, with regard to the promotion of Kintamani ecotourism that includes Advertisement, Publication, Word of mouth and E-commerce, it was revealed that there were three indicators that influenced the promotion of Kintamani ecotourism most significantly. The three indicators are Advertisement, Publication and *Word of mouth*. The indicator that influenced the promotion of Kintamani ecotourism least significantly was E-commerce. These results show that advertisement and publication are relatively effective to promote Kintamani ecotourism. The publications that have been done by the Tourism Agency of Bangli Regency were spreading brochures and attending tourism fair in Malaysia. It was known from that even that the people of Malaysia have not got sufficient information about the Kintamani ecotourism in Bangli. Word of mouth is also quite effective to promote Kintamani ecotourism, meaning that the tourists who visit this tourist attraction has actively promoted it to other people using mobile phones, video, social networks such as family and friends, website, blog, and short messages. On the contrary, e-commerce is the indicator that affects the promotion most insignificantly. Based on this, the promotion of Kintamani ecotourism still needs to be done more extensively through online advertisement, retail sites and mall on-line service so that it can reach international network. Batur Customary Village as the operator of Batur Natural Hot Spring has actually promoted the tourist attraction through website www.baturhotspring.com. By this, the promotion of Kintamani ecotourism has reached international network.

The Tourism Agency of Bangli Regency has made websites to promote the ecotourism. The websites are www.disbudpar.bangli.kab.go.id and www.globalbaturgeopark.com. Batur Customary Village as the operator of Batur Natural Hot Spring has actually promoted the tourist attraction through website www.baturhotspring.com. By this, the promotion of Kintamani ecotourism has reached international network.

c) The Factors that Influence the Individual Characteristics of Tourists

The individual characteristics of travelers consisting of motivation, experience, lifestyle, social and economic conditions are also the factors that determine the tourist visit to Kintamani ecotourism. The most powerful indicator that influences the Individual Characteristics of the Tourists is their experience followed by economic condition, lifestyle and motivation, while the least influential factor is social.

The tourist experience is the most influencing factor on Individual Characteristics of the Tourists which means that the experience of family, neighbors, colleagues, and other social networks who are satisfied after a visit to Kintamani, Bangli ecotourism is the factor that needs to be considered by Tourism Agency of Bangli Regency as well as rural communities of Batur customary village so that the satisfaction of tourists who visited Kintamani ecotourism should always be put into consideration. The satisfaction must be considered from many aspects such as natural

preservation, the beautiful scenery of Lake and Mount Batur, the attractive cultural attractions and the fresh weather, satisfying service of the community, especially in Kintamani ecotourism.

The tourist economic condition including sufficient income that supports the tertiary needs like recreation also affects the tourist visit to Kintamani ecotourism. The other influencing factors are the tourists' lifestyle like enjoying the natural beautiful panorama and the socio-cultural aspects of Kintamani ecotourism local communities' life. In addition, the tourist visit to this place is motivated by the needs of avoiding the city's crowded activities. They escape from their daily routine and enjoy their time by visiting Kintamani ecotourism for recreation to witness the beauty of Kintamani's natural landscape that is still preserved and the interesting cultural aspect of life from, especially, Kintamani community and Bali in general. Social condition is the least influential factor of Individual Characteristics of the tourists to visit Kintamani ecotourism. It is not about showing their social status, yet it is more about the priority to enjoy the beauty of Lake and Mount Batur since the cultural life of Kintamani community is considered unique.

d) *The Factors that Influence the Tourist Impression*

The impression considering the environmental factors like comfortable cool and fresh air, pleasant conditions as well as clean and safe environment are the major factors that influence the decision of visiting Kintamani ecotourism. The comfortable environment is the biggest factor that influences the tourists' impression because Ecotourism Kintamani has beautiful scenery with the view of Lake and Mount Batur, the life of preserved flora and fauna, arts and traditional culture of Trunyan local community in Kedisan village, which is a traditional village in Kintamani, Bangli. The fresh weather is also the strong factor that influences the visit. The cool and fresh air of Kintamani ecotourism is influenced by its location in the highlands and the environment that is still maintained well. This condition should get careful attention from Bangli regency government in order to maintain the environmental sustainability of Kintamani ecotourism so that it stays fresh and cool.

Kintamani ecotourism with a pleasant atmosphere greatly affects the tourist visit to this place. Visiting Kintamani ecotourism is enjoyable because the scenery is beautiful with the view of Lake and Mount Batur. The place is still beautiful with an interesting tourist attraction. The clean and safe environment are two factors that are not too influential. However, the cleanliness should become the attention of the government to preserve the hygiene in Kintamani ecotourism. This aspect needs attention from the parties that manage Kintamani ecotourism, especially in Penelokan area by providing more waste bins in several strategic places that are visited by the tourists. It would be more effective if it is supported by the slogan "Kintamani clean and green" as the image to motivate the tourists who visit Kintamani to participate in maintaining cleanliness there. The awareness of local community especially the traders should always be encouraged so that the cleanliness of Kintamani is preserved, especially the plastic waste are well managed.

The safe environment also needs to be controlled with a greater effort of Kintamani ecotourism management so the tourists visiting the ecotourism feel safe. It is because the safety is put into priority by the village security officer called

as *pecalang* in Balinese and local guides who know more about the object. This effort can also reduce the risk of accidents because the traffic is not well managed. The existence of the police who come to manage the security is beneficial. They can help to maintain the security of Kintamani ecotourism so that there will be no parties that are intended to disrupt the security in this place. The tourists who feel safe and comfortable will promote the place they visit to others. It is such a good promotion to boost tourist visits to the ecotourism object.

e) *The Factors that Influence the Decision of Tourist Visit*

The decision of visiting tourist attractions is usually influenced by many factors such as the awareness of individual needs, searching for information, visit and post-visit evaluation. The most influencing factor of decision making is driven primarily by personal motivations, namely the encouragement of family, friends, neighbors, acquaintances as the effective promotion. Their experience of visiting the object is also the significant factor.

The awareness on the individual need is the second factor that influences the decision-making. It is driven primarily by their social needs, especially self-esteem, recognition and social status as well as the individual condition concerning employment, economic ability and lifestyle. Evaluation of post-visit is the third influencing factor to the decision-making of visit certain places, which consists of an evaluation of the tourist attractions, the price, the accommodations, the souvenir, the access to reach the place, clean environment and safety. To search for information is the least influential factor on decision-making. This includes the information from the tourists who have visited Kintamani ecotourism and other social networks. These results indicate that Tourism agency and Batur customary village need to be more intensive in promoting Kintamani, particularly through the website so that it can reach out the international network.

V. CONCLUSION AND RESEARCH IMPLICATION

A. *Conclusions*

Batur customary village and Bangli regency government as the management of Kintamani ecotourism should consider the full efforts of maintaining the images and good impressions of Kintamani to attract the tourist visits. The factor that make the enjoyment is more accessible needs to be continuously maintained so that the tourists still feel safe and comfortable to spend their time in Kintamani. The convenience factor that needs careful attention is to traffic management in the area because the trucks of sand usually pass the road to Toya Bungkah and Trunyan Traditional of Kedisan, Kintamani. The unique souvenirs showing the distinctive characteristic of Kintamani ecotourism should also be made and provided. This requires more intensive efforts to provide better services to the tourists. The management of Kintamani ecotourism has sought to promote Kintamani, particularly through the website so that it can be more effectively promoted to the international network. The individual characteristics of the tourists have been appropriate to encourage the visit to Kintamani. The impressions for the place is good, especially for the environmental aspects like the cool and fresh weather, the enjoyable atmosphere, the cleanliness and the safety factor

that are not inseparable with the needs of visiting certain places. The cleanliness is the factor that needs to be improved with a greater effort by the management of Kintamani ecotourism that is Batur customary village and Tourism Agency of Bangli Regency.

B. Research Implications

Batur customary village and Bangli regency government as the management of Kintamani ecotourism should consider the full efforts of maintaining the images and good impressions of Kintamani to attract the tourist visits. The factor that make the enjoyment is more accessible needs to be continuously maintained so that the tourists still feel safe and comfortable to spend their time in Kintamani. The convenience factor that needs careful attention is to traffic management in the area because the trucks of sand usually pass the road to Toya Bungkah and Trunyan Traditional of Kedisan, Kintamani. The unique souvenirs showing the distinctive characteristic of Kintamani ecotourism should also be made and provided. This requires more intensive efforts to provide better services to the tourists. The management of Kintamani ecotourism has sought to promote Kintamani, particularly through the website so that it can be more effectively promoted to the international network.

The impression considering the environmental factors like comfortable cool and fresh air, pleasant conditions as well as clean and safe environment are the major factors that influence the decision of visiting Kintamani ecotourism. The comfortable environment is the biggest factor that influence the tourists' impression because Ecotourism Kintamani has beautiful scenery with the view of Lake and Mount Batur, the life of preserved flora and fauna, arts and traditional culture of Trunyan local community in Kedisan village, which is a traditional village in Kintamani, Bangli. The fresh weather is also the strong factor that influences the visit. The cool and fresh air of Kintamani ecotourism is influenced by its location in the highlands and the environment that is still maintained well. This condition should get careful attention from Bangli regency government in order to maintain the environmental sustainability of Kintamani ecotourism so that it stays fresh and cool. The safe environment also needs to be controlled with a greater effort of Kintamani ecotourism management so the tourists visiting the ecotourism feel safe. It is because the safety is put into priority by the village security officer called as *pecalang* in Balinese and local guides who know more about the object. This effort can also reduce the risk of accidents because the traffic is not well managed. The existence of the police who come to manage the security is beneficial. They can help to maintain the security of Kintamani ecotourism so that that there will be no parties that are intended to disrupt the security in this place. The tourists who feel safe and comfortable will promote the place they visit to others. It is such a good promotion to boost tourist visits to the ecotourism object.

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