

A STUDY OF DESTINATION ATTRACTIVENESS TOWARD MANADO AS TOURIST DESTINATION*STUDI DAYA TARIK DESTINASI TERHADAP MANADO SEBAGAI DESTINASI WISATA*

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Abstract: In the last two decades, tourism activities have grown rapidly to become one of the mainstays in the economic field. The most popular destination is Bunaken National Park which is believed to be one of the most beautiful marine parks in the world. This study aims to analyze the attractiveness of Manado as a tourism destination. The reason the researcher chooses this topic is because not much research on tourism has been done in recent years, including Manado. This study uses a descriptive qualitative methodology and takes seven informants who are tourists in the city of Manado and have visited Manado more than twice, both locally and internationally. Researchers conclude that attraction is a force that attracts tourists. Based on the analysis, the conclusions given in this study are Cultural Sites in Manado are the main attraction for tourists to visit Manado, access to places visited in Manado needs to be maintained so as not to lose their value, Facilities for tourists in Manado are sufficient and need to be maintained, The local community has done well in its part which will attract tourists to stay in Manado.

Keyword: destination attractiveness, local community

Abstrak: Dalam dua dekade terakhir, kegiatan pariwisata berkembang pesat menjadi salah satu andalan dalam bidang ekonomi. Destinasi paling populer adalah Taman Nasional Bunaken yang dipercaya sebagai salah satu taman laut terindah di dunia. Penelitian ini bertujuan menganalisa daya tarik Manado sebagai destinasi pariwisata. Alasan peneliti memilih topik ini karena tampaknya penelitian tentang pariwisata tidak terlalu banyak dibuat dalam beberapa tahun belakangan, termasuk Manado. Penelitian ini menggunakan metodologi kualitatif deskriptif dan mengambil tujuh informan yang adalah turis di kota Manado dan sudah mengunjungi Manado lebih dari dua kali, baik lokal dan internasional. Peneliti menyimpulkan bahwa daya tarik adalah kekuatan yang menarik wisatawan. Berdasarkan analisis, maka kesimpulan yang diberikan dalam penelitian ini adalah Situs Budaya di Manado menjadi daya tarik tersendiri bagi wisatawan untuk berkunjung ke Manado, akses tempat-tempat yang dikunjungi di Manado perlu dijaga agar tidak pernah kehilangan nilainya, Fasilitas Bagi wisatawan di Manado sudah cukup layak dan perlu dipertahankan, Masyarakat Lokal sudah berbuat baik dalam bagiannya yang akan menarik wisatawan untuk betah berada di Manado.

Kata Kunci: daya tarik destinasi, komunitas lokal

INTRODUCTION

Research Background

The target market of a tourism destination can be segmented based on various demographic categories such as age, occupation, education, and other characteristics that can be observed empirically. Senior foreign tourists have the tendency to travel farther and stay longer than all the other groups, so that the longer they stay in a destination the more they spend. Senior tourists also have the tendency to share knowledge and skills with locals at the destination. They are also not bound by seasonality and they tend to stay in a destination for a longer term by renting a property. The study of destination attractiveness is limited in that attempts to measure or assess the attractiveness of tourism destinations are ad hoc and therefore of little use to most stakeholders at these destinations. The word attractiveness itself originates from the Latin verb "atrathere", meaning-to attract (Gunn, 1987). So it can be argued that if some characteristic of tourism destination is to be considered tourism attraction it necessarily must have features that are interesting and attractive to potential tourists. Attractiveness is often defined with reference to the features or attributes of a specific destination. The existing destination studies seek to identify the most popular destination attributes, that is, attractions and activities within a destination that are popular among tourists. Little attempt is however made to highlight, group, and rank these attributes in a way that could help destinations to allocate resources and prioritize the development of destination facilities.

Indonesia should actively capture the senior tourism market, which necessitates adequate planning including qualified human resources and the availability of high quality facilities to provide good services. Moreover, the potential of the senior tourism segment is in accordance to the current prospect of tourism development in the global perspective, so that the growth of this market segment is worth seizing by tourism operators. Manado is the capital city of North Sulawesi province, and become an interesting city to be visit for its tourism destination, while the location itself is located at the Bay of Manado, and is surrounded by a mountainous area. The most inhabitants that live in Manado is Minahasa people, with the indigenious of Bantik Tribe, which is one of Minahasa sub-tribe. Other tribes who stay in Manado is like Mongondow, Sangir, Gorontalo, Arab and Tionghoa people. There is also other tribe from outside Manado like Javanese, Batak, Mollucas and Makassar. The most inhabitants are Christian, and there is lots of church standing still in Manado. The people use Manado Malay in daily speaking. The language is seems like Bahasa Indonesia with particular Manado dialect. Some of the dialects are coming from Portuguese and Dutch, related that they were formerly under those powers. As the largest city in northern Sulawesi, Manado is an important tourist spot for visitors. The ecotourism become the biggest attraction in Manado. Scuba diving and snorkeling at Bunaken Island is also popular amongst tourists. Another interesting place is Lake Tondano, Mount Lokon, Klabat Mountain and Mount Mahawu.

In the past two decades, tourism activities are rapidly growing into one of the mainstays in economic field. In fact, the people of Manado are mostly working as civilian, teacher or private employee; some people are working as businessmen, fisherman or other services. The number of foreign tourists who come to North Sulawesi from January to July 2020 reached 14,964 people and the tourists in North Sulawesi in December 2020 are still dominated by Chinese citizens. Besides having some interesting tourism objects, one more benefits of Manado is near to the strategic location in hinterland objects, especially in Minahasa, which can be reached within 1 to 3 hours from the city of Manado. The destination include of Volcano area in Tomohon, Rurukan Agro-tourism village, Tondano Mountains and Waruga in Sawangan. The most popular destination is Bunaken National Park which is believe as one of the marvelous marine park in the world, Bunaken is one of Indonesia's most famous diving and snorkelling areas. The park is famed for the clarity of its water (35m visibility is common), the abundance of coral and fish, and for the precipitous "walls" at some sites. Bunaken Timur, right off the east coast of the island and featuring all of the above, is rated by many as the single best dive site in all Indonesia that is why tourist can enjoy diving or snorkeling in there. Another outstanding icon in Manado is the monument of Jesus Bless Manado. The reason why the researcher chooses the problem as the topic because it seems the research about tourism is not too many in this couple years, in Manado also. Researcher also thinks that putting Destination Attractiveness as the main topic of the research is interesting so that researcher can know and get insights of the tourist and can learn more personally. Based on the background above the title of this research is A study of Destination Attractiveness toward of Manado as Tourist Destination.

Research Objective

In accordance with the research background and problem statement, the purpose of this research is to analyze the Destination Attractiveness of Manado as Tourist Destination.

THEORETICAL FRAMEWORK**Marketing**

Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services. In Partnership, marketing for small businesses to struggle with their marketing efforts, as they simply do not have the time, money or resources to dedicate to the marketing they need to grow. Rather than being a one man show, by working alongside another business or group of businesses on a specific marketing strategy or campaign, partnership marketing can be a cost-effective way for small businesses to increase brand awareness, customer acquisition and ultimately grow (Kotler and Keller, 2016).

Customer Behavior

Consumer behavior is defined as the behavior that consumers display in searching for purchasing, using, evaluating and disposing of products and service that they expect will satisfy their needs. Consumer behavior focuses on how individual make decisions to spend their available resource (time, money, effort) on consumption related items (Schiffman and Kanuk, 2004). Kotler (2009) considered that consumer behavior is the study of how individuals, groups, and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Consumer behavior involves services and ideas as well as tangible products. In this process the consumer evaluates a purchase depicted by the need recognition ±realization of the difference between desired situations that serves as a trigger for the entire consumption process. The researcher defined consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, dispose of products, Services, experience, or ideas to satisfy need and the impacts that these processes have on the consumer and society.

Destination Attractiveness

Destination attractiveness as “the relative importance of individual benefits and the perceived ability of the destination to deliver these individual benefits”. This ability is enhanced by the specific attributes of a destination that makeup the destination such as attractions, infrastructure or services and people providing these services. A tourism destination is there-fore a combination of destination attributes, mostly tourist facilities and services. In an assessment of the attractiveness of a destination tourists evaluate the perceived ability of the destination attributes to meet their needs (Mayo and Jarvis, 1981). It is generally believed that the attractiveness of a destination is enhanced the more attributes the destination has. In order to attract visitors destinations develop facilities and services to enhance its attractiveness. The attractiveness of a destination diminishes in the absence of these attributes. More-over, in the absence of destination attractiveness tourism would not exist and there could be little or no need for tourist facilities and services (Lee et al, 2002). However, some destinations such as isolated tropical islands or small coastal towns offer a limited range of facilities and services and are very successful.

Destination attractiveness is distinguished from destination competitiveness. While the attractive-ness of a destination depends on the relationship between the availability of existing attractions and the perceived importance of such attractions and their ability to deliver benefits to tourists (demand), destination competitiveness depends on the availability of resources and a destination ability to use these resources effectively over the long term to attract visitors (supply) (Ritchie and Crouch, 2003). There are significant spatial differences in terms of resource availability and tourists’ percep-tions of the ability of these resources to deliver individual benefits (Formica and Uysal, 2006). Identifying and understanding the main resources which contribute to tourists’ perceptions of their ability to deliver individuai benefits that is destination at-tractiveness is of importance because it could be used as a decisionmaking tool in planning, market-ing, and developing appropriate resource allocation strategies.

A number of studies identify the attributes that tourists consider as important in evaluating the at-tractiveness of a destination. For example, three at-tributes of destination attractiveness: facilities, prices of venues, and transport networks. However, these attributes explain only a small proportion of destination attractiveness. Several other attributes of destination attractiveness, including historic and cultural sites, nightlife, liquor, outdoor life, natural environment, and receptiveness among others. Scenery is one of the most important attributes in attracting tourists, while cultural attri-butes are growing in importance in the global de-mand for

tourism. In a study of Korean destinations, lists several other factors affecting the attractiveness of a destination. These are clean and peaceful environment, quality of accommodation facilities, family-oriented amenities, safety, accessibility, reputation, entertainment, and recreational opportunities. Ritchie and Crouch (1993), the attractiveness of tourism destinations depends on the context of the vacation experience and, in particular, educational and recreational travel context. An important finding from their study is that "certain potentially negative attributes of destination are more acceptable for certain types of vacation (educational) than others (recreational).

The concept of tourism destination attractiveness does not constitute a new topic in the scientific literature in the field of tourism. On the contrary, attention has been brought towards it since last century's 60 years. For a relatively long period, however, the existing studies show out that they not only did not lead to the creation of a single platform for evaluation, but rather have resulted in a fragmentation of the researchers' opinions. At present, numerous authors have been trying to identify the destination's attractiveness and factors influencing tourists' decision-making process to assess a given area as a desirable vacation spot. The attractiveness of the area does not only depend on the characteristics of its corresponding site and the local population, but also from tourist cognitive image perception of the destination.

Successful identification of attributes is thus significant to specific tourism sector for designing tourism management in a more appropriate way and in turn which will enhance destination competitiveness in a given location. However, as destination competitiveness attributes are location specific, a number of previous studies contribute to develop theoretical models to explain destination image and competitiveness. Ritchie and Crouch (2003) developed first conceptual model well-known framework of the "diamond of national competitiveness". Later a number of theoretical models have also been developed, as well as to analyze the competitive positions of tourism destinations. All of these models identified most relevant factors, including attributes within it, for developing destination competitiveness through extraction from a long list of tourism items or attributes. In this regard, a number of approaches are used in the methods.

Regardless the type of tourist destinations few attributes are common which are associated directly with the nature of ability to create satisfaction level of visitors such as climate, safety and security, good accommodation, relaxation of vacation and reasonable prices. The intensity of motivation for making trips is highly related to the choice of destinations. A large number of people are making travel primarily considering the food-related reasons. Desire to eating a typical food, eating outside home and drinking beverages are the important motivations for making trip along with few common motivational factors such as sightseeing, meeting friends, relatives and partners (Hall and Sharples, 2003). These motivational factors also differ significantly among the tourists according to their age, income level and spiritual belief. Measuring tourist destination competitiveness and determining factors to be considered for further developing destination and tourism services, previous studies might be major source of information.

Previous Researches

Vengesai (2015) studied the influence of tourist attractions, destination support services, and people related factors on the attractiveness of a tourism destination. A sample consists of 275 tourists visiting major tourism destinations. Through moderated regression of models the study identifies the main contributors to destination attractiveness. Destination attractions are found to be the core determinants of the attractiveness; destination support facilities and services, and people-related factors are the secondary determinants. Support facilities and services and people-related factors explain equivalent variances suggesting they are complementary rather than substitutes.

Ariya, Wishitemi, and Sitati (2017) aimed to establish tourism destination attractiveness as perceived by tourists visiting Lake Nakuru national park. Primary data was collected through self-administered structured questionnaires. Simple random sampling was used to select the sample size of 402 tourists. Data was analyzed through descriptive statistics while Principal Component Analysis was also done to verify the constructs underlying adopted scales. The results showed that safety and security inside the park and unique wildlife resources were very attractive respectively. The findings indicated that safety and security inside the park and unique wildlife resources were the most valuable attributes to park visitors.

Bunghez (2015) aimed at the analysis of the multiple connections and implications of tourism in the economic field, as well as of the factors that determine the degree to which tourism contributes to the economy of a destination. We will show how tourism affects, through its activities and development, both the material and the human component, and we will describe the beneficial effects of tourism on the interference areas, acting as an element that stimulates progress and economic development. To illustrate these features, we will present an

analysis of a micro-destination (Mamaia, Romania), highlighting all the constitutive elements of the destination and how they interact with regional and national economic structures.

Conceptual Framework

In this research conceptual framework is shown the Destination Attractiveness toward Manado as Tourist Destination

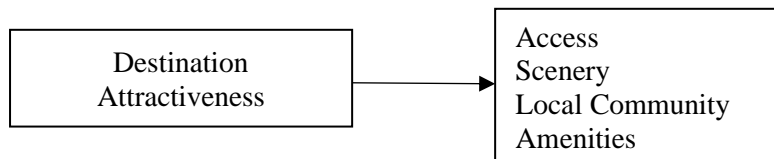


Figure 1. Conceptual Framework

Source: Literature Review

RESEARCH METHOD

Research Approach

This research is qualitative research methodology which is descriptive research. Qualitative research usually does use some form of quantification, but statistical forms of analysis are not seen as central. According to Denzin and Lincoln (1994), qualitative research involves the studied use and collection of a variety of empirical materials case study, personal experiences, introspective, life story, interview, observational, historical, interactional, and visual texts - that describe routine and problematic moments and meanings in individuals' lives.

Population, Sample, and Sampling Technique

A population is a group of experimental data or persons. Population is generalization region consist of object/subject having certain quantity and characteristic that is fixed by researcher to studying and to gain conclusion (Sugiyono, 2005:). Because qualitative research is based on certain case in a certain social situation where the result is not being applied to the population, but is transferred to other place in similar social situation with the case being studied, therefore the term 'population' is not used in qualitative research, in qualitative research it is called 'social situation'. Social situation are consist of three elements such as place, actors, and activity (Spradley, 1980). The social situation of this research is all elements that can be informant about the Destination Attractiveness and Tourist's Destinati on. The population of this research is the tourist in Manado City. Tourist term itself describe the person who is traveling or visiting a place for pleasure or other reasons.

Sample is the subset or subgroup of population (Sekaran and Bougie, 2010). A sample is the selected people chosen for participation in a study. Sample in qualitative research is not called as respondent, but as a sources, participant, informant, friend and teacher in research process. Sample in qualitative research also is not statistical sample but a theoretical and constructive sample because the purpose is to gain theory and the source data is the source of constructed phenomenon that was previously unclear before. This research will take about 7 informants who was a tourists in Manado City and already visit Manado more than twice. It can be both local and foreign tourist as long as he/she meets the criteria above.

Sampling techniques is the way to collect and grab the data from trusted people and in order to get a good result. In this research the researcher will use purposive sampling in order to conduct the interview. In this research sampling technique was used to take sample is purposive sampling. According to Arikunto (2010), purposive sampling is the process of selecting sample by taking subject that is not based on the level or area, but it is taken based on the specific purpose. The reason for using the Purposive Sampling technique is because not all samples have criteria that are in accordance with the phenomenon under study. Therefore, the authors chose the Purposive Sampling technique that sets certain considerations or criteria that must be met by the samples used in this study.

Source of Data

Understanding primary data as the source of data that obtained directly from the original source in the form of interviews, polls of individuals or groups (people) and the results of observations of an object, event or test results (objects). In other words, researchers need to collect data by answering research questions (survey methods) or research objects (observation methods). The advantages of primary data is that the data reflects the

truth based on what is seen and is heard directly by the researcher so that the elements of lies from phenomenal sources can be avoided. The disadvantage of primary data is that it requires a relatively long time and the costs incurred are relatively large.

Data Collection Method

Data collection technique plays an important role in impact evaluation by providing useful information to understand the process behind observed result. Indepth interview is an unstructured one-to-one discussion session between a trained interviewer and a respondent. In this research, the interviews were held directly through meetings or by phone call. Sekaran and Bougie (2010) stated that interview is a useful data collection method for exploratory research.

Data Analysis Method

In the analysis of qualitative data, Bogdan and Biklen (1982) stated that data analysis is the process of systematically finding and arranging interview transcripts, field notes, and other materials that you accumulate to improve your own understanding of them and to allow you to present what you've discovered to others. Qualitative data analysis is a typical inductive when data is being collected, the next step is the data being developed to find patterns or models or into hypotheses. In this study, the data analysis process is done before entering a social situation, while the analysis process is done during data collection and after completing data collection in a specific time period. Conducting an analysis prior to entering social situations using secondary data to decide tentative restrictions on research. During the interview and the process of observation, analyzing the answers given by the informants. If the answers or descriptions described by informants remains unclear, it will continue to ask and find the answer and get the data are credible.

RESULT AND DISCUSSION

Interview Result

The Interview Results part will cover the answers encountered for each question. The answers will be ordered per respondent/informant and presented informant by informant from informant 1 to informant 7.

Informant 1 is an 32 years old Indonesian Citizen that came from Sumatra and works as civil servant , he already visit Manado more than 7 times due to his hobbies which is snorkeling or diving. He do not visit other places often when he visit Manado since he came to Manado only for doing his hobbies so his main destination will be diving center or Bunaken Island where he can go diving or snorkeling afterwards. For accommodation he thinks that Manado already have a great hotels, and also Bunaken have a decent resort that he can spend more than 2 or 3 days just for staying in. For accessibility from one place to other place Manado already have quite enough transportation choices from offline and also online one so he does not have problem with it. The people in Manado are very nice he said, because it is a tourism city itself they know how to handle an out comer like him. Because the city is hygiene he never worries about a health risk. The people that work in hospitality or service industry also knows how to gives a pretty well service.

Informant 2 is a 28 years old an Indonesian Citizen's Designer that came from Java, and visit Manado every month since he likes to travel around Indonesia. He pays visit to many cultural sites before in Manado and around it like Temples, Old Churches, and else. He does not like recreation places since usually it will be too crowded for him to handle. He always excites when he came in Manado on Thanksgiving day, since he like the events held by the citizen such as Manado Fiesta. He usually choose a decent place to stay such as hotel in city area so he always have an access to his needs from water and food. He does not like to go really far from the city so he usually just travel to nearby cities from Manado such as Tomohon and Bitung using a public transportation. He feels that Manado people are people that came with a best attitude in terms of serving a guest. He also feels that people that works in hospitality industry already work well since they always serve nicely. He said the city is quite clean so that as long as he keep his health well he would not have problem with the health risk itself.

Informant 3 is a 42 years old bank manager that originally born in Manado, but already live outside Manado for a long time. She occasionally visit Manado for her work stuff or just for holiday once in a while. The informant does not really like going to recreation places or cultural places, because he already feels full of personal workload. He is very interested in the culture of thanksgiving in this area, because the way of how local people celebrate thanksgiving is very special each year. He usually lives in a residential complex while visiting Manado, but he feels the accommodation for Manado from a tourist point of view is very adequate, even if it is still lack to access

to basic necessities, at least in remote areas that are often visited, it is adequate. Road access is already adequate in line with the pace of development in Manado and its surrounding areas. Because he also comes from Manado, he feels that the people here are used to being friendly to their surroundings, even though not everyone is. This place is also quite concerned about hygiene and has people who are quite professional in the hospitality industry.

Informant 4 is 25 years old architect and a Singaporean tourist. He often goes to Manado because he is always interested in the sea area in Manado and its surroundings. For the choice of public recreation places, he chose places around Manado, for example Tomohon or Tondano, because there are many places to visit, from small to large scale. According to him, the culture that is very thick in Manado so it attracts the interest of many foreign tourists to visit Manado. Of course, all the sea-related activities are the main attraction for him. The quality of places to stay is also getting better and better in Manado. The existence of 5 star hotels and adequate resorts makes it even more comfortable for him to come frequently. However, he feels that the availability of basic necessities is not balance for tourist attractions in remote area. Regarding transportation access, it still seems a little lacking, but that's probably because he compared it to where he came from, namely Singapore. He is very happy to interact with the local people and he also thinks that the way they provide their services can be categorized as good. The cleanliness of some places has also been properly maintained.

Informant 5 is 36 years Dutch nationality who has lived in Manado for 1 month due to his work as a construction planner. The informant often visit cool tourist spots and had interest in planting because collecting various kinds of plants was a hobby that he often did when he was in Netherlands. The informant does not often visit places with cultural nuances, he prefers to visit places for public recreation. According to informant 5, Lake Mooat is a unique tourist spot to visit. Besides there are various kinds of plants, there is also a lake and the air is very cool. For accommodation, Informant 5 lives in one of the residential areas in Manado that has been provided by the company where he works. According to him on where he currently lives, basic facilities such as clean water are very adequate. Informant 5 often uses online transportation to go to public places because it is very easy to use. According to him, the local people who work at the company are very friendly and easy to interact with people from abroad. He has no problem with health and hygiene in this place because according to him the local people really care about health and hygiene.

Informant 6 is 20 years old student in semester 3 at a university in Manado who comes from Bali. He chose to continue his education in Manado because the university he had chosen was not inferior to other universities. The informant often visits tourist attractions with cultural nuances because he thinks that the culture in Manado is very unique. The cultural places he visited had some similarities and differences with his native culture, which is Bali. The informant prefers to visit places with cultural nuances because in addition to traveling, informant 6 also wants to add knowledge about culture according to the major he is taking. Informant 6 lives in a boarding house in downtown Manado. The place he lives in is also close to the place where he studied. Because it is located in the city center, online transportation is also very easy to reach. Basic necessities such as clean water are not difficult to obtain because they have been provided by the boarding house where he lives. His friends from North Sulawesi are also very friendly. They are very easy to interact with the informant. Moreover, they are not stingy with knowledge in providing important information. Because in Manado it is clean, he only needs to maintain the cleanliness.

Informant 7 is 30 years old banker and currently staying in America. But his parents is originally Manadonese. That makes him visits his grandparents in Manado each year. The informant really likes all the things about culinary. According to him that Manado has a unique culinary style. He said that the most unique attraction in culinary is located in Tomohon, it is called "Pasar extreme". In addition, he also really likes the culture in Manado. The informant said that the culture in Manado is still very strong, where local residents still often use the language of their respective regions. While visiting Manado, he lived with his grandparents. Access to supermarkets for basic foodstuffs is very close. When visiting tourist attractions, informants 7 used online transportation. Informant 7 said that using online transportation is much more practical. Informant 7 said that his grandparents and relatives always welcome his family whenever they visit Manado. He always keeps his diet and exercise regularly while in Manado because despite of everything, health is number 1 to him.

Discussion

This study investigates the relationship between destination attractions and the attractiveness of a tourist destination. This is because attractions are assumed based on other previous research also to be one of the most important factors determining the attractiveness of a destination. This applies within this study in Manado also. All these informants comes with various background and not everyone are a tourist. Regarding the destination attraction. Manado is filled with many attractives sites and places to visit that become one of the main point of

tourist comes to visit Manado. Maybe the sites are not the main attraction but can be the hook of people and branding of the city to other people or tourist than do not come to Manado yet. All of the places are considered unique since the culture is still thick in Manado. All of them can be considered have their own value that can become selling point to tourist but must be maintainable in order to have more improvement in the future. The accommodation may not be the main attraction but can also become support feature so that tourist can become more satisfied when visiting Manado. There are many hotels and resort that attractive for the tourist to visit even just to spend time there. The locals in Manado are already well-known great in term of provide a great service quality to other people. With a warm welcome to the tourist, it can make tourist or people outside Manado wants to visit Manado again. There are schools that teach tourism and hospitality in Manado that can make locals more improve in term of practical skills within. Like this study already states above, it comes to conclusion that attractiveness is a force that draws tourists, as a result of the overall attractions existing in a given place at a certain time. When tourist spends more time and feel comfort in a place, the history that they make in the places they visit will be known as attraction for the destination themselves. Just like a theory said that a destination is a 'supplier of spatial tourist services with distinct attractiveness features' (Cracolici and Nijkamp, 2009). The findings from this study have both theoretical and practical implications. From a theoretical standpoint, the study confirms the need for researchers seeking to better understand destination attractiveness to define the contextual setting in which attractiveness is being assessed. The results demonstrate that the importance of the majority of destination attributes can vary significantly with the context of the vacation experience sought. Also of considerable relevance is the finding that certain potentially negative attributes of a destination are more acceptable for certain types of vacation (educational) than for others (recreational).

This indicates that certain dimensions of attractiveness of a destination can be perceived in a significantly different manner depending upon the context in which the judgment is being made. In addition, the results derived from the fully compensatory. Multi-attribute model used on the study indicate that further work is required in this area. Either the model employed was incomplete in terms of the attributes included or some other form of the model is necessary. Finally, the results of the study confirm findings of earlier research indicating that familiarity does influence perceptions of destination attractiveness. The present study provides additional insight by suggesting that people generally have more positive impressions about destinations they have visited, although there were exceptions. The data from this study are also clearly important from a managerial perspective. First, the study provides a generalized framework for assessing the competitive position of each destination relative to the demands of two major segments of the Manado market. The findings also indicate the need to be sensitive to visitor expectations. This is particularly true for those dimensions of a destination where visitors came away with feelings of disappointment.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result and analysis, the conclusion given in this research is as follows:

1. Cultural sites in Manado becomes a main attraction to tourist for visiting Manado
2. Access for visited places in Manado needs to be maintained so that it never lose its values
3. Amenities for tourist in Manado already proper enough and needs to be maintained
4. Local Community already done great within their part that will attract tourist to be comfortable in Manado.

Recommendation

Based on the result and analysis, the recommendation given in this research that can be useful for managerial purpose and its developments. The recommendation listed as follows:

1. All of the factors are manageable well and needs to be kept maintained in order to improve more in the future
2. There also need to develop quality to become other factors that can support destination attractiveness
3. On managerial sides, must be on contact and synergies with the needs from the tourist so they can now the side that can be developed on.

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