

## LOCAL COMMUNITY PERCEPTION OF THE CHINESE TOURISTS BEHAVIOR IN BUNAKEN ISLAND, NORTH SULAWESI PROVINCE, INDONESIA

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### **Abstract**

*The arrival of tourists from China to Indonesia has an impact on the country's foreign exchange, but there are also negative influences as reported by various world media that deplore the bad behavior of tourists from China. Many world mass media have published the bad behavior of them. In Manado itself there is no significant information about the bad behavior practiced by tourists from China. However, some information stated that bad behavior also occurred on Bunaken Island, but only local people on Bunaken Island know better because they interact with the them. This study aims to examine the assessment of local communities of the behavior of Chinese tourists on Bunaken Island, National Marine Park, North Sulawesi Province. The analytical method used is descriptive. The research instruments used are questionnaires, and Interview. Likert scale is used to categorize each question and use score interpretation to facilitate answers to respondents' assessments. The analysis used is descriptive through tables and percentages, as well as testing of the validity and reliability. The findings show that local people consider that Chinese tourists tend to be destructive and unfamiliar, so it gets attention from the tour manager to organize visitors who enter the tourist location.*

**Key words:** *local community, chinese tourist behavior, bunaken island, indonesia*

**JEL Classification:** *L83, Z39*

### **I. INTRODUCTION**

Currently China is a strong economic giant. With a sustainable economic reform which is supported by rapid national income per capita, China has become the target country for the tourism market. This is also supported by the Chinese government's policy to improve the quality of life of its citizens. To cope with this situation, the government issued an official holiday policy and leave system for employees and made tourism a lifestyle of the Chinese.

The study of the 2014 China Statistical Yearbook showed the average annual growth of Chinese outbound tourists from 2004 to 2013 was 14.74%, the number of outbound Chinese tourists between 2010 and 2013 was as follows: 57.39 million trips, 70,250,000 trips, 83,180,000 trips, and 98,190,000 trips. In the Boston Consulting Group case study published in 2011, it is predicted that by 2020, there will be more than a quarter of international visitors to Japan and South Korea from China; China's number of visitors to Europe will quadruple, and China

will be the third largest visitor in North America. With the Approved Destination Status (ADS) policy since the year in 1983, accelerate its citizens to do tourist tours. (ADS) is an administrative policy carried out by the Chinese government to allow its citizens to travel to selected countries for personal and recreational purposes, which are usually in travel packages.

According to data from Indonesia's Central Bureau of Statistics, the number of Chinese tourists in 2013 reached 807,429 visitors (an increase of 17.57% compared to 2012). Described from the expenditure side, in 2013 Chinese tourists spent an average of US \$ 1,004.17 per visit. Even though the amount of consumption was lower than tourists from Australia and Japan, but because of the high number of Chinese tourists visiting Indonesia, in 2013 they contributed US \$ 810,790,000 with the average length of stay of Chinese tourists in Indonesia by 6.21 days. (Purwanto, 2016).

One of the regencies most visited by tourists from China other than Bali in Indonesia, is Manado (North Sulawesi). According to information from the Deputy of Tourism Marketing Development that in

2017 in this high season period, there are 19 chartered flights per week flying from China to Manado, North Sulawesi. The occupancy rate of aircraft seats was 200-212 passengers. From July 1 2016 to July 20 2017 there were 47,794 Chinese tourists visiting North Sulawesi. In addition, in the June-July period there were 19 flights from several cities in China, such as Changsa, Guangzhou, Wuhan, Sanghai, Shenzhen, Chongqing, Chengdu, and Kunming. Some information says that Chinese tourists are interested in Manado, because: the price is cheap, access from China to Manado is close, and they like marine tourism.

But behind the positive side of the arrival of tourists from China to Indonesia which has an impact on the country's foreign exchange, but there are also negative things as reported by various world mass media who deplore the attitude or habits of tourists from the country of bamboo curtain. Bad habits are exposed by many foreign media such as: spitting in public places, littering, raging on planes or waiting rooms, vandalism, and others that are often made by tourists from China so that the Chinese government also issued rules for its own citizens, travel abroad.

In Manado itself, there is no much information on the bad behavior of Chinese tourists, but some information state that bad habits as mentioned earlier have also occurred on Bunaken Island, as a marine destination, however, the information needs to be studied more deeply to prove whether it true that Chinese tourists also do bad habits on Bunaken Island, which is the gateway to the National Marine Park? Of course, only local people on Bunaken Island know better; due to their daily life they definitely interact with the Chinese tourists.

## II. LITERATURE REVIEW

### Tourism

Understanding tourism based on (UU RI No.10. 2009), regarding tourism, which mentioned that tourism is a variety of tourism activities and supported by various facilities and services provided by the community, businessmen, government, and regional governments. Tourism is simply a journey to have fun (Yoeti, 2001). Further explained that there are four criteria that must be met to state that the journey carried out by a person is a tour, namely: 1). The trip is merely for fun, 2). The journey must be done from a place (where the person lives) to another place that is not a city or country where he usually lives, 3). The trip is carried out in a minimum of twenty-four hours, and, 4). The journey carried out has nothing to do with earning a living. They travel solely as consumers in the place they visit.

There are three criteria that must be met in terms of travel which fall into the tourism category, namely occur between two places or more (movement between

two or more places or origin and destination), 2). Purpose of travel is for pleasure and 3), The trip is carried out temporarily. (Yoeti, 2001). From those definitions it can be concluded that tourism is a trip to enjoy from one place to another out of a country where a residence is not intended to find work and is only temporary.

### Tourist

Then in the Law of the Republic of Indonesia No.10 of 2009 Concerning Tourism, mentioned that tourists are people who do tourism. Whereas according to the International Union of Travel Organization (IUTO) tourists are visitors who stay temporarily in a place at least 24 hours in the country they visit with the motivation to travel for fun, vacation, health, study, religion, sports, certain family visits, conferences and missions, (Oka, 1996).

Limitation on tourists is very important to be done, to be able to see the nature of the trip and the scope where the tour is carried out, so that tourists can be classified as follows: (1) Foreign tourists are foreign individuals who travel, who come into another country that is not a country where they usually live. (2) Archipelago tourists are citizens who travel in the borders of their country without crossing the borders of their country, (Oka, 1996). While according to France, (1997) grouping tourists on the basis of social and economic influences caused to local communities, tourist destinations, norms that apply into seven categories, as follows: (1) Explorer-type tourist, a traveler who aims to find something related to science. The number of tourists belonging to this type is very small and they make intensive contact with the local community. (2) Elite tourist, a group of wealthy tourists who do lots of shopping. They usually use the services of a travel agency and are accompanied by a guide. This type of traveler has a relatively short stay. (3) Off-beat tourist, adventurous destination that aims to find places that are quiet and far from the center of the crowd, for example attending safari hunting. (4) Unusual tourist, tourists who take a day trip (one day package tour) to visit primitive places and observe indigenous cultures. (5) Mass tourist incipient, tourists who travel in small groups by using tourist buses and staying in star hotels who often make complaints if the service provided is not satisfactory. (6) Mass tourist, tourists belonging to this type travel continuously throughout the year. They are classified as middle-class people and usually stay at small hotels. The number of tourists of this type is very large by living in tourist destinations a few weeks. (7) Charter tourist, this group of tourists wants an advanced area and cosmopolitan with various complete facilities according to their needs. Usually they use their holidays on weekends to enjoy the security and beauty of the environment.

In terms of international point of view, travelers are: (1) visitors who stayed in the country he is visiting

(2) more than twenty-four hours, and (3) come with the intention of filling free time (for fun, vacation, health, education, religious purposes & sports), family business and meetings. According to Butler, (1996) current patterns of tourist behavior, travel to different and exotic locations (for them), with special objectives such as learning culture, language, behavior, customs. Cultural transfer is a special thing and is also part of their hope in making the journey. So, tourists are here to show someone who travels from one place to another or from one country to another country with a specific purpose or based on interests.

### Tourist Behavior

According to Alma (2013) "Tourist behavior may be defined as the decision process and physical activity of individuals engaged in evaluating, acquiring, using, or disposing of goods and services". (Tourist behavior is the process of making decisions and physical activities of individuals which all involve individuals in assessing, obtaining, using, or ignoring goods and services). Tourist behavior according to Hasan, (2014) is a complex psychological response that arises in the form of behavior or actions that are typical in an individual who is directly involved in the business of obtaining and using products and determining the decision making process in purchasing products, including in repurchasing, what is meant is that tourists visit tourist destinations, buy souvenirs, and one day the tourists return to visit because they feel comfortable and believe.

While Kotler, & Keller, (2006) state about the definition of tourist behavior as 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 ". So the marketer or company must understand the needs and desires of tourists, whether it be services, ideas, or experiences that can satisfy the desires and needs of tourists.

### III. METHOD

In taking respondents' data to the local community, researchers used 70 respondents of a number of respondents, out of a total of 217 local workers working in the tourism industry on Bunaken Island, (Anthoni, 2016). Where these respondents are known as active workers in Liang Beach. The number of samples obtained by using the Slovin formula is:  $n = N / (1 + N \cdot (e)^2)$  13, (Tejada, & Punzalan, 2012). In addition, the researchers also tested the validity and reliability of questionnaires for 30 respondents, (Taherdoost, 2016). Methods of data analysis through a qualitative approach with interpretative descriptive methods, with a measuring instrument used to analyze the Likert scale with the degree of acceptance, namely: (5) strongly agree, (4) agree, (3) neutral, (2) disagree and (1) strongly disagree, (Boone, & Boone, 2012).

### IV. FINDING AND DISCUSSION

As the entrance to the national park, Bunaken Island is the center of the tourism industry, so that all tourist activities are centered on the island. In addition, Bunaken Island has ± 16 diving spots scattered on the special coast of Bunaken Island. The development of the lodging industry on Bunaken Island up to 2016 has recorded 24 lodgings with a percentage of 35% owned by indigenous people while 65% are non-local. (Anthoni, 2016; Mandulangi, et.al, 2019).

The development of tourists to Bunaken Island almost increases every year. In 2018-2019 tourists visit in Bunaken reaching ± 60,000 people. This means, when an average of 6 months of normal time and normal weather estimates are taken, then in 1-month tourists visiting the island reach 10,000. Moreover, the current number of tourists from mainland China who entered through the leased aircraft. Statistical data states that up to November 2017 the number of Chinese tourists entering Bunaken Island reached ± 68,116, excluding other foreign tourists. After Pandemic-19, foreign tourists visiting Bunaken have gradually increased as of December 2022, totaling 804 people and all of them were dominated by tourists from China, (Statistics for North Sulawesi Province). Basically, Chinese tourists like sea tourism. What would happen to this national park area, if there were no rules limiting the number of tourists visiting the national park.

The following are the results of data processing on 70 local community respondents involved in the tourism industry on the island of Bunaken. The following are the characteristics of respondents:

**Table 1. Demographic Profile of Respondents**

Respondent	Variable (n= 70)	Number	Per cent
Gender	Male	38	54,3
	Female	32	45,7
Age	20-30	18	25,7
	31-40	40	57,1
	41-50	9	12,9
	> 51	3	4,3
Education	Middle School	21	30
	High School	49	70
Occupation	Resort Staff	4	5,7
	Tourist Venture	32	45,7
	Dive Guide	29	41,4
	Restaurant Staff	5	7,1

Source: data process

Table 1 shows the demographic profile of respondents who have met the requirements. As can be seen from the table, there are 70 respondents with gender distribution of 54.3 percent of men and 45.7 percent of women. Most of the respondents in the age

group 31 to 40 are 57 is 1 percent; ages 20 to 30 are 25.7 percent; ages 41 to 50 are 12.9 percent and the last age above 51 years is 7.1 percent. Furthermore, the level of education is dominated by respondents with a high school education level of 49 percent and the first high school 21 percent. Whereas for prominent work, respondents who have a tourist venture job are 45.7 percent, dive guides 41.4 percent restaurant staff 7.1 percent and resort staff 5.7 percent. Based on the characteristics of the respondents, it can be concluded that the respondents were distributed fairly evenly. Table 2 shows respondents' answers to the behavior or habits of Chinese tourists when they are around Bunaken Island, Marine National Park.

The indicator statements submitted to respondents are as follows: Chinese tourists (1) always carry out activities in tourist locations in groups, (2) administer regulations in the park, (3) obey the rules of prohibiting stepping on / holding coral during snorkeling / diving activities , (4) during diving follow the instructions of diving guides, (5) rent equipment for swimming, snorkeling, and diving by businessmen at tourist sites, (6) support cleaning efforts at tourist sites by not littering, (7 ) like food - drinks offered and sold, by buying from business people at tourist sites, (8) at the time of souvenir shopping activities on site, agree to like the prices sold, and not bidding, (9) use public facilities such as bathrooms , rinse showers and toilets at the location by maintaining cleanliness, (10) get along closely with the community around the tourist site and (11) photo activity only done in places that are allowed to take photos and not just anywhere. All of these statements are positive, and do not judge Chinese

Of the eleven statements, the researcher has drawn three conclusions, among which are: the first statement that tourists arrange each rule when activities in the national park, and the answers obtained from respondents stated that they disagree, which is an average of 2.5 percent. Both tourists like the interaction with the local community, the respondents' answers show that the disagreeing average is 2.3 percent, while the third statement is the support of tourists towards maintaining the cleanliness of facilities in particular and the national park, but the average respondents' answers 2.3 percent disagree. This means that on the whole the positive statements expressed to respondents were not agreed, that Chinese tourists to national parks tend to be destructive and not familiar. Meanwhile this result of interview with representative.

At this time the development of sustainable tourism begins growing environmental awareness and the emergence of environmental concern arising from issues caused by climate change. The tourism industry is starting to reinvent itself by making changes in strategy and the types of services they offer. Green tourism has emerged as an innovative area in the field of tourism. The tourism industry is starting to educate tourists to start appreciating the surrounding environment more. Although it takes time and patience

tourists, other than that they are not herding respondents to respond positively. The following answers to the statement:

**Table 2. Respondents' Perceptions of Chinese Tourists Habits in Bunaken Island**

No	Indicator	Mean	Sd
1	Always carry out activities in tourist locations in groups,,	2.6857	1.19834
2	Administer regulations in the national park.	2.2857	1.16896
3	Obey the rule banning tread / holding coral at the exertional snorkelling / diving,	2.0143	1.27964
4	When diving follow the instructions of diving guides	2.6143	1.50644
5	Hire of equipment for swimming, snorkeling, and diving entrepreneurs at tourist sites	2.9143	1.40127
6	Support cleaning efforts at tourist sites by not littering	2.3571	1.48457
7	Liked the food - drinks offered and sold, with the purchase of businessmen at tourist sites	2.5571	1.21149
8	Agree with the price of souvenirs sold and not bid	1.6857	0.69246
9	Use of public facilities by keeping it clean	2.2286	1.07907
10	Be familiar with the community around the tourist site	2.6000	1.20866
11	Activity photo (selfie & welfie) only at places permitted.	1.9714	0.88418

Source: data process

in educating him. Kumar's research, (2022) from 80 visitors randomly selected at certain resorts selected from the Wayanad district in Kerala India shows 47 percent of tourists who are not environmentally friendly. Meanwhile, Kvasova, (2015) observed that environmentally friendly behavior is more influenced by a person's personality. This refers to the results of research conducted on 227 tourists visiting Cyprus. Is it true that tourist behavior can be influenced by personality, maybe yes or no. Without demeaning certain groups. Referring to the results of research by Loi, & Pearce, (2015), related to mainland Chinese tourists visiting Macao, where unfriendly behavior is shown by the activity of bumping into other people in the crowd and smoking anywhere without considering the people around them. Furthermore, Kim's research, et.al (2015) compared mainland Chinese tourists with Taiwanese tourists, their behavior was very different when they were at tourist attractions. based on several previous studies, compared with the results of research conducted on Bunaken Island; it can be assumed that; (1) the habit pattern of Chinese tourists who come in large numbers with tour packages sold in bulk has a tendency to damage the environment, (2) the groups of tourists who come to Bunaken are on average from mainland China, so it is possible to have the same

characteristics. But it also needs to be studied more deeply considering that behavior is more caused by personality, (Kvasova, 2015); Hence further studies are needed in small groups. Do those who come in groups have bad manners? Because from short interviews with several tour operators it was stated that those who went to Bunaken in small groups were easier to manage and obey the rules conveyed by tour guides.

## V. CONCLUSION

The results of this study are temporary studies to assess local people's perceptions of the behavior of Chinese tourists while on Bunaken Island, and it was found that Chinese tourists tend to be destructive and

not familiar, based on respondents' answers. These findings will provide input for national park managers and local governments to pay attention by limiting visitors to Bunaken Island and the need for an educational process for Chinese tourists through tour operators who bring those who come to Manado, especially entering Bunaken National Park.

Further research is recommended on smaller groups of tourists, using deeper research instruments in the form of in-depth interviews with a larger number of respondents.

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