Labuan Bajo: A Quality Tourist Destination in Indonesia?
An Exploratory Study on Tourists Perspectives

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Abstract

The aim of the research is to determine tourist perception about the quality of Labuan Bajo as a priority tourist destination in Indonesia using six (6) variables of the successful destination as the indicators. 200 Questionnaires were distributed purposively to tourists in Labuan Bajo, the city center of East Nusa Tenggara Province, in Flores Island, Indonesia. Data collected were analyzed using Confirmatory Factor Analysis. The results showed that domestic tourists valued the destination quality of Labuan Bajo from the uniqueness of the attraction (0.812), the quality of accessible information service (0.811), good infrastructure quality (0.887), the quality of local human resource's expertise in handling tourists (0.866), the price conformity of the transportation (0.831), and the image of Labuan Bajo as a safe destination (0.856). Foreign tourists perceived the quality of Labuan Bajo are based on: the originality of attraction (0.850), accessible quality to the port (0.827), good infrastructure quality (0.827), quality of human resources to handle the Guests (0.893), the price conformity of the transportation (0.851), and the image of Labuan Bajo as a safe destination (0.846).

Keywords

Tourist Perception, Destination, Quality Destination, Labuan Bajo

1. General Information

The development of a destination should not be based on the desires of the destination only (Sunaryo, 2013: 162). In order to develop the destination, there are three main approaches can be used by the planner in zoning designed which is related each other: 1) market perception approach, 2) borderless tourism approach, 3) tourism cluster approach. The market perception approach is basically to find a meeting point between demand side and the supply. In other words, it needs the realization of the suitability between needs of the demand / market side and development support from the supply side / tourism products or tourist destination. In relation to the principle of balance, the market aspect seen from the perspective of market perception has a very strategic position that will be the basis of the development of a product or destination.

The development of tourism in Indonesia has become an important focus. As a follow-up to the mandate of the authority of tourism provision which has been granted by Tourism Law No.10 year 2009, the government of Indonesia has been successfully completed and established Government Regulation no. 50 Year 2011 about the National Tourism Development Master Plan (called *RIPPARNAS*). In the *RIPPARNAS*, nationally, there are 50 National Tourism Destinations (called *DPN*), 222 National Tourism Development Zones (called *KPPN*) and there are 88 National Strategic Tourism Areas (called *KSPN*).

KPPN, hereinafter referred to as the National Tourism Development Zone, is also included in National Strategic Tourism Area (*KSPN*) and spread in 50 National Tourism Destination (*DPN*). One of them is in East Nusa Tenggara Province, namely: *Komodo Island,* **Labuan Bajo***, Bajawa, Ende - Kelimutu, Maumere-Sikka, Waingapu - Laiwangi Wanggameti, Waikabubak - Menupeu Tanadaru, Larantuka, Lamalera - Lembata, Alor - Kalabahi, Nemberala - Rote Ndao, Kupang - Soe.* (Quoted from Attachment 3 of Government Regulation of the Republic of Indonesia No. 50 Year 2011).

As the initial stage, the Minister of Tourism of Indonesia, focuses 10 priority tourism destinations in Indonesia that will be accelerated in development in order to get the target as many as 20 million foreign tourists arrival by 2019. The ten (10) main tourist destinations are 1) *Borobudur* in central of Java, 2) *Mandalika* in West Nusa Tenggara, 3) *Bromo-Tengger-Semeru* in East Java, 4) *Pulau Seribu* in Jakarta, 5) *Toba* in North Sumatra, 6) *Wakatob*i in South East Sulawesi, 7) *Tanjung Lesung* in Banten 8) *Labuan Bajo* in East Nusa Tenggara, 9) *Morotai* in North Maluku and 10) *Tanjung Kelayang* in Belitung ([www.kemenpar.go.id)](www.kemenpar.go.id).

Labuan Bajo is the capital city of West Manggarai Regency with a very strategic geographical position on the west of Flores Island, The East Nusa Tenggara Province, Indonesia. The town of Labuan Bajo is surrounded by small island clusters with marine waters and coastal scenery that very potential and desirable by tourists. One of the strengths of Labuan Bajo City is the existence of Komodo National Park which has been entered the finalist of New Seven Wonders of Nature in 1986. This is because the largest Komodo Dragon in the world only exists in Komodo National Park, surrounded by the beauty of nature is very captivating and supporting this park as a finalist inaugurated by UNESCO ([http://www.indo-kaya.com)](http://www.indo-kaya.com).

But unfortunately some critical issues has been arising in Labuan Bajo. It has not been well laid out, in addition to passenger ports incorporated with container ports, plastic waste is strewn everywhere, and trash is also found in the waters of Komodo National Park. Damage to coral reefs began to widen due to scratching anchor ships ([www.beritasatu.com)](www.beritasatu.com). Similarly, the health and hygiene conditions in the National Tourism Strategic Area (*KSPN*) of Komodo and surrounding areas are at the level between

bad and medium. It is viewed from the availability of facilities and access to health services are still weak (www.kompas.tribunnews.com).

It is conceptually and managerially more effective to view a destination as that geographical region which contains a sufficiently critical mass or cluster of attractions so as to be capable of providing tourists with visitation experiences that attract them to the destination for tourism purposes (Bornhost et al, 2010). High quality contributes to increased profitability and competitiveness (Yoo & Park, 2007). In addition, successful service quality enhances business growth and prosperity. The competitive pressures faced by many service industries today are compelling them to seek competitive advantage, efficiency and profitable ways to differentiate themselves from others (Mei et al., 1999). Tourist perception and satisfaction is an emotional state of tourists' after exposure to the destination experience. Generally, it is the pre-purchase judgment and the outcome of the tourist's needs wants and expectations in the different stages of the product life, resulting in the repurchase and the customer loyalty. As the tourism industry is leaping forward globally, the tourists are progressively becoming demanding (Srivastava, 2015).

In connection to this, it is necessary to do a research which will reveal the perception of tourists toward the quality of Labuan Bajo as a priority destination in Indonesia based on six components of destinations according to UNWTO (2007) consisting of: 1) attraction, 2) amenities, 3) access, 4) human resources, 5) price and 6) image.

2. Literature Review

According to Morrison (2013:4) tourism destination is a geographic area which attracts visitors. Destination management is the coordination and integration of all of the elements of the destination mix in a particular geographic area based upon a defined tourism strategy and plan. The destination mix elements are the attractions and events, facilities (hotels, restaurants, etc.), transportation, infrastructure, and hospitality resources (Mill and Morrison, 2012). Based on UNWTO (2007:13), destinations contain a number of basic elements which attract the visitor to the destination and which satisfy their needs on arrival. These basic elements consists of attractions (the 'must see's or 'must do's) and the other remaining elements· The provision and quality of these elements will be influential in the visitor's decisions to make their trip. UNWTO, through its Technical Committee on Tourism and Competitiveness (CTC) has drafted a technical/operational definition of the Quality of a Tourism Destination which is: "the result of a process which implies the satisfaction of all tourism product and service needs, requirements and expectations of the consumer at an acceptable price, in conformity with mutually accepted contractual conditions and the implicit underlying factors such as safety and security, hygiene, accessibility, communication, infrastructure and public amenities and services. It also involves aspects of ethics, transparency and respect towards the human, natural and cultural environment. There are six elements that a destination should have according UNWTO (2007 :13) that determine the customer decision: (1) attraction, (2) accessibility (3) amenities (4) human resources (5) price (6) image.

The quality of destination can be assessed according to the level of customer satisfaction; a customer is satisfied, if their expectations are fulfilled or exceeded, the level of satisfaction depending on the demands of a customer and their experience (Evans, Lindsay, 1999). The customer expectations are influenced by the image of destination (Woods, Deegan, 2003). Differences in perception have also been examined according to the degree of tourism development (Long, Purdue & Allen 1986), level of

individual involvement in tourism (Smith & Krannich ,1998), maturity of the destination (Sheldon & Abenoja 2001) and compared with tourist perceptions. Various studies in tourism shows that visitor perception are use to evaluate destination performance (Pearce, 1982; Brown, 2003; Beerli, & Martin, 2004; Aschauer, 2010). The destination selection process is greatly influenced by the tourists' motives, attitudes, and perceptions (Gnanapala, 2015). According to Lamb et al. (2014), perception is the processes by which people select, organize, and interpret stimuli into a meaningful and coherent picture. Similarly, Solomon (2001) defines perception as the process by which the sensations are selected, organized, and interpreted. Furthermore, the sensation refers to the immediate response of the human sensory receptors, i.e. eyes, ears, nose, mouth, skin to basic stimuli such as sights, sounds, smells, taste, and feelings. If the destination improves the quality of tourists' attractions and other supportive products and services, the tourists' perceptions and satisfactions will be improved and vice versa (Gnanapala,2015). Understanding tourists' perceptions (TPs) provides a tool for tourism destinations to develop ways to nurture, develop and present their core tourism products and services (Engl, 2011, Herstein, Jaffe, & Berger, 2014). Axelsen and Swan (2010) argue that understanding perceptions of tourists enables the establishment, reinforcement, or even changing destination images.

3. Methodology

In this study, the perception of domestic and foreign tourists toward the quality of the destination have been examined. The research was conducted at Labuan Bajo, West Manggarai Regency, Flores, East Nusa Tenggara province, Indonesia. The total respondents are 200 people consisting of 100 domestic tourists and 100 foreign tourists. In order to evaluate opinions of people included in the sample, the Likert attitude scale extensively used and based Likert type scale items . A Likert five-point scale was preferred in its original form. In determining perceptions towards the destination, the respondents were asked to assign each attitude statement according to satisfy level by giving 5 (very satisfied), 4 (satisfied), 3 (fairly satisfied), 2 (not satisfied), 1 (dissatisfied) which is expected to reveal the perception of domestic tourists and foreign tourists to the quality of the destination Labuan Bajo and then analyzed using confirmatory factor analysis.

4. Result and Discussion

4.1. Domestic Tourist profile

Table 1. Characteristic of Domestic Tourist

No	Profile Respondent	Choices	Percentage (%)
1	Sex	Male	51
		Female	49
	Total		**100**
2	Education	High School	18
		Diploma	18
		Bachelor	53
		Post Graduate	9
		Professor	2
	Total		**100**

3	City	Jakarta	33
		Bandung	11
		Bali	14
		Surabaya	8
		Lombok	5
		Yogyakarta	2
		Malang	3
		Medan	3
		Bogor	2
		Makassar	2
		East Java	2
		Central Java	4
		Others	11
	Total		**100**
4	Age	≤ 25	25
		26 – 35	38
		36 – 45	15
		≥ 46	22
	Total		**100**
5	Occupation	Business	29
		Employee	33
		Student	4
		Private	28
		Others	6
	Total		**100**
6	Information Source	Internet	37
		Friends	19
		Social Media	33
		Magazine	2
		Television	5
		Others	4
	Total		**100**
7	Visit Frequencies	1 x	51
		2 x	14
		3 x	11
		more than 3 x	24
	Total		**100**

Source : Data Processed, 2016

Table 1 illustrates, based on 100 respondents as a sample of domestic tourists, the composition based on gender is almost balance; man (51%) and the rest are women (49%). Interestingly, all of them have already finished their higher education. Domestic tourists are dominated by the tourist coming from Java island (66%) with the average of age over 25 years old until the age of 46 years old that is categorized productive. Most of respondents are employees (33%,) the rest are entrepreneurs (29%), students (4%), privates (28%) and others (6%). They got the information about Labuan Bajo dominantly from internet and social media (70%), the other source of information they got from friends (19%), television (5%), magazines (2%) and others (4%). The domestic tourist as respondents are mostly coming for the first visit (51%), but surprisingly that about 49 % the rest of them are repeater.

4.2. Domestic Tourist 'Perception toward Quality of Labuan Bajo as a Tourist Destination

The domestic tourists' perception toward UNWTO's six indicators of destination are as follows:

Table 2. Domestic Tourist's Perception Toward Quality of Labuan Bajo
(n=100)

No	Indicators	Result of Factor Analysis	KMO	*Significant*	*% of Variance*
ATRACTION					
1	Attraction variety (X11)	0,773			
2	Originality (X12)	0,874			
3	Uniqueness (X13)	0,893*	0,742	0,000	63,591
4	Activities (X14)	0,620			
ACCESSIBILITY					
1	Accessible to accommodation (X21)	0,727			
2	Accessible to information service (X22)	0,811*			
3	Accessible to restaurant (X23)	0,779			
4	Accessible to the airport (X24)	0,742	0,771	0,000	49,427
5	Accessible to the port (X25)	0,663			
6	Accessible to public service (X26)	0,742			
7	Accessible condition (Road) (X27)	0,391			
AMENITY					
1	Providing good infrastructure (X31)	0,817			
2	Providing good public service (X32)	0,840	0,791	0,000	70,665
3	Providing good facilities (X33)	0,887*			
4	Cleanness infrastructure (X34)	0,816			
HUMAN RESOURCE					
1	Local people have good communication skills in foreign language (X41)	0,804			
2	The ability of local people to handle the guests (X42)	0,866*	0,693	0,000	66,168
3	The local people show good attitude (X43)	0,823			
4	The local people involve in the tourism activities (X44)	0,756			
PRICE					
1	The price conformity of the transportation (X51)	0,831			
2	The price conformity of the accommodation (X52)	0,851*			
3	The price conformity of the of food and beverage service (X53)	0,715	0, 818	0,000	59,130
4	The price conformity of guide service (X54)	0,778			
5	The price conformity of tourist attractions (X55)	0,736			
6	The price conformity of spa service (X56)	0,690			
IMAGE					
1	Branding of Komodo as indigenous animal (X61)	0,717			
2	Labuan Bajo is a safe destination (X62)	0,856*	0, 624	0,000	62,266
3	The hospitality of the local people (X63)	0,788			

Description: Sign (*) represents the highest loading factor value in a group of component factor means that the item is valid and reliable.
Source : Data Processed, 2017

4.2.1. Domestic Tourist 'Perception toward Quality of Attraction in Labuan Bajo

Based on table 2 can be seen that the the percentage of variance of the attraction variable is 63.591% , means that four items of the attraction indicator can explain about 63.591% variation of the attraction variables. The uniqueness (X14) confirmed the most prominent indicators in the attraction variable (loading factor =0.893). It means that domestic tourist value the uniqueness of the attraction in Labuan Bajo has the highest value compared to other indicators. This illustrate that domestic tourist perceived Labuan Bajo is a quality destination with the unique tourist attraction. Related to the fact that that Labuan Bajo is the main gate to the habitat of the only endanger animal in the world, the Komodo Dragon at Komodo Island and Rinca Island in West Manggarai.

4.2.2. Domestic Tourist 'Perception toward Quality of Acessibility in Labuan Bajo

The confirmatory factor analysis shows the domestic tourist perception factor of access variables in the percentage of variance about 49.427%, means that 49.427% variation of attraction variables that can be explained by the seven items indicators. The biggest factor value in the access variables is the ease of accessing the information services contained in item number X22. Domestic Tourists perceives that Labuan Bajo has a good quality in accessibility dominated by the ease of information services to be obtained (loading factor =0.811).

4.2.3. Domestic Tourist 'Perception toward Quality of Amenities in Labuan Bajo

The Result of the Factor Analysis of domestic tourists' perception to the variable of the amenity is in the percentage of 7 0,665%, can be interpreted that 70,665% variation of amenity variable that can be explained by the four items indicators of Amenities. The most prominent in amenities variables is the availability of public facilities contained in item number X33 (the biggest factor value = 0.887). So domestic tourist perceives that Labuhan Bajo has adequate public facilities, where tourists are easy to find the public facilities such as: money changer, toilet, souvenir shop, etc. It is also easy to find other service and infrastructure such as accommodation, restaurants, tourist information center, etc.

4.2.4. Domestic Tourist 'Perception toward Quality of Human Resource in Labuan Bajo

Analysis factor of domestic tourists' perception toward human in resource variable is variance percentage of 66,168% can be interpreted that there are 66,168% variation of human resource variable which can be explained by the four indicators items of human resource. the expertise of the community in handling the tourists dominantly the human resource variables (item number X42 with the biggest factor value = 0.866). It can be concluded that domestic tourist perceives that in the existing human resources quality in Labuhan Bajo is good. This is shown by the expertise of the community in handling tourists are categorized good by the domestic. Besides, domestic also perceived that the local community in Labuan Bajo shows their good attitude and manner in hosting the guest and has the ability to communicate in tourist' language.

4.2.5. Domestic Tourist 'Perception toward Quality of Price in Labuan Bajo

Analisis factor on perception of domestic tourists toward variable price shows that there are 59,130% variation of six indicators to explain the price variable. The indicator that shows the most important

factor according to the respondents is the indicator of price conformity of the accommodation (item X52). This indicates that the quality of accommodation at Labuan Bajo is match with their price (value for money to the domestic tourists).

4.2.6. Domestic Tourist 'Perception toward Quality of an image of Labuan Bajo

Factor analysis of domestic tourist perception toward image shows a variation of 62,266%. The most prominent item from the image variable is the image of Labuan Bajo as a safe destination. This item factor has the highest value (losding factor =0.856). It indicates that the respondent consider Labuan Bajo as a safe destination for domestic tourists.

4.3. The Foreign Tourist Profile

Table 3 shows the profile of Foreign Tourist who are purposively chosen as respondent.

Table 3. Characteristic of Foreign Tourist

No	Profile Respondent	Choices	Percentage (%)
1	Sex	Male	67
		Female	33
	Total		**100**
2	**Education**	High School	12
		Diploma	21
		Bachelor	39
		Post Graduate	23
		Professor	5
	Total		**100**
3	Country	France	6
		Spain	2
		Germany	16
		Swiss	8
		Australia	4
		England	17
		USA	7
		Canada	9
		Netherland	5
		Polish	6
		Italian	5
		Finland	2
		others	13
	Total		**100**
4	Age	≤ 25	11
		26 - 35	50
		36 - 45	19
		≥ 46	20
	Total		**100**
5	Occupation	Bussiness	16
		Employee	49

		Student	10
		Private	10
		Others	15
	Total		**100**
6	Information Source	Internet	36
		Friends	45
		Social Media	4
		Magazine	6
		Television	0
		Others	9
	Total		**100**
7	Visit Frequencies	1 x	86
		2 x	10
		3 x	0
		more than 3 x	4
	Total		**100**

Source : Data Processed, 2017

According to table 3, 67% of the foreign tourist are male and the rest is female. When the educational background of the survey were examined, it is understood that there are 5 professors, 12 high school, 21 bachelor degree, 39 graduate, 23 postgraduate diploma respondents. When the ages of the attendants are taken into account, it is seen that 11 people are under 25 years old, 50 people are between 26-35 years old, 19 people are between 36-45 years old, and 20 people are over 46 years old. Most of survey attendants are employees (49%), entrepreneurs (16%), students (10%), privates (10%), and others 15%. The tourist got the information about Labuan Bajo from friends (45%), internet (36%), magazine (6%), social media (4%) and others (9%). 86% respondents visited Labuan Bajo for the first time, 10 % for the second time, and 4% more than 3 times.

4.4.   Perception of foreign tourists toward the quality of Labuan Bajo as a Tourist Destination.

Foreign tourist perceptions of attraction variables as can be seen in table 4

Table 4. Foreign Tourist Perception Toward Quality of Labuan Bajo
(N=100)

No	Indicators	Result of Factor Analysis	KMO	*Significant*	*% of Variance*
ATTRACTION					
1	Attraction variety (X11)	0,787	0,705	0,000	63,931
2	Originality (X12)	0,850*			
3	Uniqueness (X13)	0,812			
4	Activities (X14)	0,745			
ACCESSIBILITY					
1	Accessible to accommodation (X21)	0,692			
2	Accessible to information service (X22)	0,791	0,844	0,000	51,992
3	Accessible to restaurant (X23)	0,755			
4	Accessible to the airport (X24)	0,741			
5	Accessible to the port (X25)	0,827*			
6	Accessible to public service (X26)	0,768			

7	Accessible condition (Road) (X27)	0,379			
AMENITY					
1	Providing good infrastructure (X31)	0,827*	0, 758	0,000	61,257
2	Providing good public service (X32)	0,805			
3	Providing good facilities (X33)	0,811			
4	Cleanness infrastructure (X34)	0,680			
HUMAN RESOURCE					
1	Local people have good communication skills in foreign language (X41)	0.760	0,708	0,000	66,429
2	The ability of local people to handle the guests (X42)	0,893*			
3	The local people show good attitude (X43)	0,774			
4	The local people involve in the tourism activities (X44)	0,828			
PRICE					
1	The price conformity of the transportation (X51)	0,851*	0,852	0,000	59,141
2	The price conformity of the accommodation (X52)	0,815			
3	The price conformity of the of food and beverage service (X53)	0,785			
4	The price conformity of guide service (X54)	0,772			
5	The price conformity of tourist attractions (X55)	0,777			
6	The price conformity of spa service (X56)	0,587			
IMAGE					
1	Branding of Komodo as indigenous animal (X61)	0,738	0,656	0,000	64,375
2	Labuan Bajo as a safe destination (X62)	0,846*			
3	The hospitality of the local people (X63)	0,819			

Description: Sign (*) represents the highest loading factor value in a group of component factor means that the item is valid and reliable in each of the research sites.
Source : Data Processed, 2017

4.4.1. The Foreign Tourist Perception on Quality of Attraction in Labuan Bajo

Percentage of variant for this variable is 63.931% means that this variation can be explained by 4 indicator of attraction variable about 63.931%. The most prominent indicator is the authenticity of the attraction as indicates on item X13 (the biggest factor value=0.850.) It can be concluded that foreign tourist perception toward tourist attraction in Labuan Bajo is still original or natural. These facts shows that the originality of the attraction in Labuan Bajo has attracted the foreign tourist to visit. Beside other elements of indicator also important for foreigners with the second highest loading factor is the uniqueness (loading factor = 0.812). Those phenomena showed that foreign tourists valued Labuan Bajo has an original and unique attraction.

4.4.2. The Foreign Tourist Perception on Quality of Accessibility in Labuan Bajo

Percentage of variance result is 51,992% that can be interpreted that equal to 51,992% variation of access variable which can be explained by seven item indicators of accessibility variable. The most prominent indicator in access variables is access to the port (item X25 with the biggest factor value=0.827). It is confirmed that foreign tourist perceived the access to the port is the most accessible quality compared to other access.

4.4.3. The Foreign Tourist Perception on Quality of Amenity in Labuan Bajo

Percentage variant resulted is 61,257% that can be interpreted that equal to 61,257% variation of amenity variables that can be explained by the four indicator items of amenity's variable. The most prominent value in amenities variables is providing good infrastructure (item X31 with the biggest factor value=0.827). This is confirmed that foreign tourist perceives that Labuan Bajo is preparing a good infrastructure as a tourist destination.

4.4.4. The Foreign Tourist Perception on Quality of Human Resource in Labuan Bajo

The most prominent item in human resources variables is the ability of local people to handle the guests in item X42 (the biggest factor value=0.893). The result of percentage variance is 66.429% that can be interpreted that 66,429% variation of human resource variable which can be explained by the four indicator items of Human Resource variable's quality. It is confirmed that foreign tourist perceived that people in Labuan Bajo have good ability to handle guest.

4.4.5. The Foreign Tourist Perception on Quality of Price in Labuan Bajo

Factor analysis result that the most dominant items of price quality is the price conformity to the transportation (item X51 with the biggest factor value = 0.851) . Percentage variant of 59,141% that can be interpreted that equal to 59,141% variation of variable price which can be explained by six indicator item of Price Quality. It is confirmed that foreign tourists perceived that the price of transportation in Labun Bajo very affordable and value for money.

4.4.6. The Foreign Tourist Perception on Quality of Image in Labuan Bajo

The result illustrated that the most dominant item in the image variable is the conducive situation of Labuan Bajo (item X62 with he largest factor value=0.846). Percentage of variant is 64,375% that shows about 64,375% variation of image variable which can be explained by to the three indicator's item of image quality. It is confirmed that Foreign Tourist perceived that Labuan Bajo is a safe destination.

5. Conclusion and Recommendation

Based on the factor analysis, the domestic tourists' perception toward the destination quality of Labuan Bajo are: the uniqueness of the attraction (0.812), the quality of accessible information service (0.811), good infrastructure quality with value 0.887, the quality of local human resource's expertise in handling tourists (0.866), The price conformity of the transportation (0.831), and the image of Labuan Bajo as a safe destination (0.856)

Foreign tourists perceived that the quality of Labuan Bajo are based on: the originality of attraction (0.850), accessible quality to the port (0.827), good infrastructure quality (0.827), quality of human

resources to handle the Guests (0.893), the price conformity of the transportation (0.851), the image of Labuan Bajo as a safe destination (0.846).

In conclusion, there are some differences between the perception of domestic and foreign tourists toward the quality of Labuan Bajo based on attraction and accessibilities. Interestingly found that there are the similar perception of the foreign and domestic tourist toward the quality of Labuan Bajo in term of amenity, human resources, price and image.

This result implies some future actions should be taken as a priority effort to improve the quality of the destination in Labuan Bajo as a recommendation:

a. Cooperation between local government and tourism stakeholders especially the tourism industry to provide more variety of tourist attractions in Labuan Bajo is needed. One alternative that can be done for tourism in Labuan Bajo is to bring variations of cultural attractions to support the natural attraction that's already existed.

b. Suggestions on access conditions are directed to provincial and local governments in their performance to support tourists or local people to access accommodation, information services, restaurant services, airports, passenger ports and public services by providing road directions and good area maps to access public services and various tourist attractions in Labuan Bajo. Better attention to the road conditions and the cleanliness along the main road in Labuan Bajo is a top priority. Internet access and connection also need to be improved.

c. Formal and informal training should be conducted on local guides, to broaden the local guide's insight into the attraction of Labuan Bajo and to reduce the emergence of brokers on behalf of local guides that could damage Labuan Bajo's image. The training can be done by the local government in cooperation with Association of Indonesian Travel Agencies, which in fact is related to a company engaged in tour guiding. There must be standardization of competence and supervision to the local guide who will start joining the guide work.

d. Labuan Bajo should be able to provide the value of the price to the quality given. Standardization of price should be made. It must be appropriate with the quality of transportation service, food and beverage service, tour guide service and quality of tourist attraction.

e. It needs the awareness of stakeholders to keep the image that has been embedded since the first that the Komodo dragons are only found in Flores and especially located on the island of Komodo, Labuan Bajo. The hospitality of the local community must be maintained to support the main attraction that can provide an added value to the image of the destination.

6. Limitation and Future Study

This research in only capturing the perception of tourists to the quality of Labuan Bajo's destinations using statistical factor analysis techniques. A number of limitations have to be acknowledged. First, the study used a convenience sample, which minimizes the generalization capacity of the study findings. However, the sample employed in this study represented different markets from more than 12 countries with a minimum representation from all continents of the world. In addition, it needs to consider an adequate number of sample therefore the results can be relied on to inform policy on tourism development. Finally, to reveal deeper about tourist perception to the quality of Labuan Bajo's destinations, future research is needed using other technical quantitative analysis method. Because of

data collection limited the richness of data in terms lived experiences as told by the respondents, future studies need to consider qualitative methods of data collection such as in-depth interviews.

7. Literature

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