



Evaluation of Tourist Visiting

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ABSTRACT

Evaluation of tourist visits is something that needs to be done in assessing tourist objects from providing comfort, service, security, to the environment properly, because all of this has an impact on evaluating satisfaction and dissatisfaction in enjoying a tour. The method used is descriptive method and survey method in determining a satisfaction and data collection methods are interviews, documentation, observation and literature study.

Keywords:Tourism, Tourist Impact, Environment

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INTRODUCTION

The first visit of tourists is the main focus for tourism observers. Because the tourists who make their first visit will definitely look for what is interesting about the tour that he visited. The main key to getting an advantage in the world of the tourism industry is being able to create a high-value experience, this is like creating a tour that can provide a unique experience to tourists so as to give an impression and bring satisfaction to tourists. The tourist experience is definitely an impression, the impression given from this tourist is the impression of satisfaction and has a positive influence and this becomes a positive impression while a negative impression is the result of disappointment or dissatisfaction and has a negative influence on tourists.(Lim et al. 2021). This cannot be separated from the supply of infrastructure(Rimbawati et al. 2021). Because it is undeniable that facilities and infrastructure are one of the successes that can give an impression or indirectly have a positive impact on increasing tourist visits(Prastawa, et al 2018).

Apart from the facilities and infrastructure there is this which is a success factor in giving a positive impression to tourists, namely cleanliness, this is because it is the main problem in every tourist attraction, therefore things need to be considered if not paid attention not only to the impact on tourists but also on the ecology tourism that affects the tourism object in the future.(Darmawan and Fadjarajani 2016). This is due to an increase in visitors even though it provides increased economic income but can have a bad impact because it raises new problems, namely environmental pollution which causes tourist areas to become unclean.(Habib and Mahyuddin 2021). This ecological impact is meant to lead to environmental damage, this is negatively while positively, namely the management of tourism objects will definitely lead to environmental and ecological conservation called ecotourism, but this all depends on the management and development of tourism.(Dadi 2022). This needs an evaluation from all parties, both the manager of the attraction, the local



community, the government to the tourists who will visit(Karim, et al 2017).

METHOD

The method used according toAl-Khoiriah, et al (2017)is a survey method in determining a satisfaction and data collection methods, namely interviews using questionnaires, documentation, observations and literature studies. According to(Dadi 2022)the method that can be used is descriptive method, which has the aim of decrypting phenomena factual, systematic and accurate according to facts, as well as the relationship between phenomena.

RESULTS AND DISCUSSION

Tourist Satisfaction

Customer satisfaction is a feeling of pleasure or not after a comparison of impressions, if the impression meets expectations, the customer is satisfied, if it exceeds, the customer is very satisfied. Therefore a tourist attraction that has determined the factors for tourism activities such as the quality of services and attractions that determine the level of tourists visiting and the level of tourist satisfaction. Because basically satisfied tourists will visit again and of course tourists will do word of mouth marketing to get foreign tourists.(Kalebos 2016).

Tourist satisfaction can be obtained if a tourist attraction is indeed good or there is a comparison between the performance of the product obtained and the performance of tourists, meaning that there is a sense of satisfaction both below expectations and meeting expectations, even exceeding expectations.(Sangkaeng et al 2014). Tourist attraction, tourist

attraction, quality of service, tourist facilities, tourist cleanliness, and level of safety at tourist attraction. This can have a direct and significant influence on tourist satisfaction(Marpaung 2019).

Impact of Tourist Visits

From a tourist visit, it must have its own impact, both positive and negative impacts. Positive impacts such as an increase in visitors or tourists and there must be an increase in the economy both as managers and the surrounding community(Hermawan 2016). In addition, the creation of a job field for the community in overcoming the problem of unemployment(Rahma, FN, & Handayani 2013)However, there is a negative impact after that, namely if there is an increase in visitors or tourists continuously, it will have an impact on environmental damage and environmental pollution caused by waste products, both from tourists who throw their garbage or the surrounding community.(Untari et al. 2021).

Apart from that, the negative impact is the danger of a deep dependence on tourism, there will be an increase in inflation and the selling price of goods and land soars, the import of goods from abroad.(Setiawan 2018). when there is an increase in visits, namely prone to loss, terrorist acts, natural disasters, local conflicts, and a behavior of local residents that can cause a sense of security for tourists(Wirajuna and Supriadi 2017)

Solutions to the Impact of Tourist Visits

The government, tourism managers, communities and tourists must work together in overcoming environmental impacts by building awareness of all elements to be able to maintain and conserve the environment from various



destructions.(Rahma, FN, & Handayani 2013). Tourism managers must be able to have a tourist capacity limit to maintain comfort and environmental sustainability in tourist objects(Wulandari 2019). The government and tourism managers must be ready to provide security at tourist sites to provide a sense of security for tourists(Wirajuna and Supriadi 2017)

CONCLUSION

Tourism managers must be able to see the conditions of existing tourism and tourists, not only from the results of future income but must be able to see comfort, service, security, and the environment because there will be risks or impacts that will be faced later.

Therefore, there must be cooperation from various elements, both from the government, tourism managers, communities and even tourists in achieving comfortable and safe tourism to visit so that tourists feel satisfaction in enjoying existing tourist attractions.

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