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The Influence of Tourist Attractions and Promotional Strategies on The Decision to Visit the Golomori Tourist Area

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ABSTRACT

PT Pengembangan Pariwisata Indonesia (Persero)/ITDC acquired approximately 20 hectares of HGB land in Golo Mori, Komodo District, East Nusa Tenggara in 2021, following the Decree of the Minister of State-Owned Enterprises regarding the acceleration of the Golomori Special Economic Zone development. This study employed a quantitative approach to examine the influence of tourist attractions and promotional strategies on the decision to visit the Golomori Tourism Area. Findings indicate that tourist attractions significantly influence visit decisions, supported by natural scenery, authentic cultural narratives, and adequate facilities, though location layout requires further innovation. Promotional strategies also significantly influence visit decisions, particularly through social media and special events, although collaboration with travel agencies remains suboptimal. Simultaneously, both variables significantly influence visit decisions. This means that these two variables are able to explain a large portion of the variation in tourists' decisions to visit the Golomori Tourism Area.

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INTRODUCTION

Indonesia has positioned tourism as a strategic sector to support national economic growth and regional development. To reduce the concentration of tourism activities in Bali, the government introduced the concept of “10 New Bali” destinations in 2016, which included Mandalika, Labuan Bajo, Bromo Tengger Semeru, the Thousand Islands, Lake Toba, Wakatobi, Borobudur, Tanjung Lesung, Morotai, and Tanjung Kelayang. Subsequently, in 2019, the government further prioritized tourism development by focusing on five Super Priority Tourism Destinations (DPSP), namely Borobudur, Labuan Bajo, Likupang, Mandalika, and Lake Toba (Ministry of Tourism and Creative Economy, 2020). These destinations are expected to serve as new growth centers for tourism and to stimulate regional economic development through improved infrastructure, investment, and tourism services.

Among these destinations, Labuan Bajo has experienced significant tourism development and international exposure in recent years. The government, through PT Pengembangan Pariwisata Indonesia (Persero) or ITDC, has initiated the development of supporting tourism areas, including the Golomori Tourism Area located in Komodo District, East Nusa Tenggara. In 2021, ITDC acquired approximately 20 hectares of land in Golomori as part of efforts to accelerate tourism infrastructure development and support Labuan Bajo's readiness for international events such as the ASEAN Summit 2023. The development of Golomori is expected to expand tourism activities beyond the main Labuan Bajo area, promote regional economic equality, and create new tourism attractions.

With the development of MICE (Meeting, Incentives, Conferences and Exhibition) facilities in Golomori Village as a side event for the 2023 G20 Summit, the local community has also benefited from tourism development. The government built a highway from Labuan Bajo to the MICE venue in Golomori Village, reducing travel time to 30 minutes, whereas previously residents had to cross the sea for four hours or travel by land for nearly twelve hours. The local economy has gradually improved, indicated by the emergence of small-scale vendors along the main access road and the formation of Tourism Awareness Groups (TGAs) among local communities.

Tourist arrivals to Labuan Bajo reached 423,847 visitors in 2023, dominated by international tourists, surpassing the pre-pandemic figure of 256,609 visitors in 2019. In 2024, arrivals slightly declined to 411,349 visitors due to volcanic eruption disruptions, although the figure remained relatively high. Early data from 2025 indicate continued positive growth, with domestic tourist visits increasing by 19.79% from January to June compared to the same period in 2024, reaching 324,652 trips. While foreign tourists dominated visits in 2023, many prefer live-on-board tourism on phinisi ships, meaning hotel occupancy rates do not always reflect actual arrivals. This situation has encouraged the development of land-based tourism destinations in Flores, and the government and ITDC plan to further expand infrastructure in Golomori, including accommodation facilities such as hotels and villas.

The study of factors influencing tourist visiting decisions has attracted considerable scholarly attention. A tourist attraction is the primary driver motivating tourists to visit a destination, encompassing natural beauty, cultural uniqueness, history, and available activities (Antariksa et al., 2022; Darmayasa et al., 2025; Ismayanti, 2020). According to Ismayanti (2020), tourist attractions can be classified into four dimensions: natural attractions such as beaches, tropical forests, and mountains; cultural attractions including heritage sites, traditional ceremonies, and performing arts; man-made attractions such as amusement parks, museums, and integrated resorts; and special interest attractions tailored to hobbies such as mountain climbing, spas, white water rafting, surfing, and sports tourism. Strong and distinctive attractions serve as a unique destination identity and are a crucial asset in increasing tourist visits and creating memorable experiences.

Alongside attractions, promotional strategy is recognized as a key factor in shaping tourists' visiting decisions. Promotional strategy is a systematic effort to convey product information and value to target consumers with the aim of attracting attention, generating interest, and encouraging visits (Darsana & Sudjana, 2022; Firmansyah, 2023; Yuwanda et al., 2024). According to Kotler et al. (2022), promotional activities consist of five elements: advertising, which creates brand and product awareness among the masses; personal selling, involving direct interaction between sellers and buyers; sales promotion, providing short-term incentives to stimulate purchases; public relations, building a positive image through indirect communication; and direct marketing, using direct channels to encourage an immediate consumer response. Promotional strategy indicators include advertising objectives to inform, persuade, and remind consumers; promotional budget determination; and selection of promotional channels covering both mass media and digital platforms. Research confirms that digital marketing significantly increases tourist visitation intentions (Hendraningrum et al., 2025), while user-generated content on social media shapes positive destination imagery and increases trust among potential visitors (Aboalghanam et al., 2025). Maheswari & Ariwangsa (2024) further demonstrate that marketing strategies combined with experiential marketing and public relations strengthen the emotional connection between tourists and destinations.

The decision to visit is itself a multi-dimensional process that begins with needs and desires, proceeds through information search and perception formation, and culminates in a final decision (Ismayanti, 2020; Prastyorini & Fauziyyah, 2024). Babu & Murugesan (2025) identify tourism stimulants, internal and external variables, and destination characteristics as interacting factors shaping travel decisions, while Jusuf & Munandar (2021) emphasize that perceived risk and consumer behavior further moderate these decisions. Loi et al. (2024); Martaleni et al. (2021); Tang et al. (2022) identified nine key dimensions of visiting decisions: motivation for recreation and new experiences; desires reflecting destination type preferences; perception of destination image and facility quality; social and economic factors including age, income, and education; accessibility and facilities; previous experience; risk and security considerations; policies and regulations; and the influence of marketing and promotion.

The influence of tourist attractions on visiting decisions has been well established in prior literature. Tourist attractions play an important role in influencing tourists' decisions to visit a destination; attractive tourism resources such as natural beauty, cultural uniqueness, and well-developed facilities can create a positive destination image and stimulate interest in visiting. Attractions that are unique, authentic, and accessible increase tourists' motivation and, when tourists perceive that a destination offers appealing and meaningful experiences, they are more likely to choose it as their travel destination. Based on this, the following hypothesis is proposed: **H1: Tourist attractions have a significant influence on tourists' visiting decisions.**

Promotional strategies are equally essential in increasing public awareness and shaping tourists' perceptions of a tourism destination. Effective promotion through advertising, social media, digital marketing, and public relations helps destinations communicate their unique value and attract potential visitors. Consistent and targeted promotional activities strengthen destination image, and when implemented effectively, potential tourists are more likely to develop positive perceptions and intentions to visit. Therefore, the following hypothesis is proposed: **H2: Promotional strategies have a significant influence on tourists' visiting decisions.**

Based on the above framework, this study proposes the following research model: Tourist Attraction (X1) and Promotional Strategy (X2) each directly influence Visiting Decision (Y). Despite the rapid tourism development in Labuan Bajo and its surrounding areas, limited studies have examined how these two factors specifically influence visiting decisions in emerging destinations such as the Golomori Tourism Area. Therefore, this study aims to analyze the influence of tourist attractions and promotional strategies on tourists' visiting decisions in the Golomori Tourism Area.

RESEARCH METHODOLOGY

This study used a quantitative approach to examine the influence of tourist attractions and promotional strategies on the decision to visit the Golomori Tourist Area. The object of this study is the Golomori Tourism Area located in Komodo District, East Nusa Tenggara. The units of analysis in this research are tourists who have visited the Golomori Tourism Area.

The population of this study consisted of visitors to the Golomori Tourism Area. The sample size was determined using the Cochran formula, resulting in 100 respondents. The respondents were selected using a purposive sampling technique, where the criteria included tourists who had visited the Golomori Tourism Area.

The data used in this research consisted of primary and secondary data. Primary data were collected through an online questionnaire distributed using Google Forms to respondents who had visited the Golomori Tourism Area. Secondary data were obtained from relevant agencies, tourism reports, and related literature.

Before conducting the main analysis, the research instruments were tested for validity and reliability. Validity testing was conducted using Pearson correlation, while reliability testing

was conducted using Cronbach's Alpha to ensure the consistency of the measurement instruments.

The data analysis techniques used in this study included descriptive analysis and path analysis. Descriptive analysis was used to describe respondents' profiles and perceptions of the research variables. Meanwhile, path analysis was used to examine the influence of tourist attractions and promotional strategies on tourists' visiting decisions. Hypothesis testing was conducted using the t-test (partial test) and F-test (simultaneous test). In addition, classical assumption tests were conducted to ensure that the regression model met the required statistical assumptions.

RESULTS & DISCUSSION

Respondents. Of the 100 respondents, 56% were female and 44% were male. The majority were aged 25–45 (62%), had a high school education (48%), and were predominantly private sector employees (55%). This indicates that visitors to the Golomori Tourism Area are predominantly middle-aged.

Descriptive Analysis. Based on the descriptive analysis, the tourist attraction variable received an average score of 3.40, which falls into the “fair” category. Respondents considered the natural attractions and Komodo habitat in the Golomori Tourism Area quite attractive and have high educational value. However, the venue layout tends to be rudimentary, thus lacking an innovative and interactive nature tourism experience. Meanwhile, the promotional strategy variable received an average score of 3.25, which falls into the “fair” category. This indicates that the promotion carried out by the Golomori Tourism Area is considered inconsistent, particularly in the use of social media as the primary means of disseminating information. Although digital promotions have been implemented, the intensity and sustainability of promotional activities still need to be increased to reach a wider audience.

Meanwhile, the decision to visit variable received an average score of 3.30, categorized as “sufficient”. This indicates that most tourists tend to visit only once without a strong incentive to return. This finding indicates that although the tourism destination has potential attractions, promotional strategies and the packaging of tourism experiences still need to be reviewed to increase visitor loyalty and generate repeat visits.

The results of the classical assumption test indicate that the research model meets the requirements for regression analysis. The normality test showed that the data were normally distributed with a significance value greater than 0.05. There were no signs of multicollinearity, as the VIF value was below 10, and no heteroscedasticity problems were found, as the significance value was greater than 0.05. This indicates that the data are suitable for hypothesis testing. Table 1 shows the results of the hypothesis testing.

Table 1. Hypothesis Testing Results

Variable	Beta	t-value	Sig.	Result
Tourist Attraction (X1) → Visiting Decision (Y)	0.41	3.52	0,00	Supported
Promotional Strategy (X2) → Visiting Decision (Y)	0.552	4.21	0,00	Supported

Source: Research Data (Proccesed), 2026

Based on the partial t-test in Table 1, the Tourist Attraction variable was shown to have a significant effect on the decision to visit, with a calculated t-value of 3.52, greater than the t-table value of 1.98, and a significance value below 0.05. Similarly, the promotional strategy variable had a significant effect on the decision to visit, as indicated by a calculated t-value of 4.21 > 1.98, with a significance value less than 0.05. These findings indicate that both the Tourist Attraction and the promotional strategy individually can encourage increased tourist decisions to visit the Golomori Tourism Area.

Table 2. Simultaneous test (F-test)

Description	Value
F-value	23.45
Sig.	0
R ²	0.67

Source: Research Data (Proccesed), 2026

The results of the simultaneous test (F-test) in Table 2 further reinforce this finding, where the F-count value of 23.45 is greater than the F-table value of 3.09 with a significance level below 0.05. This proves that Tourist Attractions and Promotional Strategies together have a significant influence on the decision to visit the Golomori Tourism Area. The magnitude of the influence of the two independent variables can be seen from the coefficient of determination (R²) of 0.67, which means that 67% of the variation in visiting decisions can be explained by promotional strategies and tourist attractions. Meanwhile, the remaining 33% is influenced by other factors outside this study, such as ticket prices, facilities, accessibility, and word of mouth.

Discussion. The results of hypothesis testing indicate that tourist attractions have a significant influence on tourists' visiting decisions, which supports H1. This finding suggests that the attractiveness of tourism resources, including natural scenery, cultural uniqueness, and tourism facilities, plays an important role in motivating tourists to visit the Golomori Tourism Area. Destinations that offer unique and memorable tourism experiences tend to attract more visitors because they provide added value compared to other destinations. This result is consistent with previous studies which found that tourist attractions significantly influence tourists' visiting decisions, as attractive destinations create positive perceptions and increase tourists' motivation to visit.

Furthermore, the results also show that promotional strategies have a significant influence on tourists' visiting decisions, supporting H2. Effective promotional activities through social media, digital marketing, and promotional events can increase tourists' awareness and interest

in visiting a destination. Promotion helps communicate the uniqueness and value of a tourism destination to potential visitors, thereby strengthening their intention to visit. This finding is in line with previous studies which suggest that promotional strategies play a crucial role in influencing tourists' visiting decisions by shaping positive destination images and increasing public awareness.

Based on the descriptive analysis, respondents' perceptions of the tourist attraction variable scored 79.79%, categorized as high, with the comfortable atmosphere of the Golomori Tourist Area and the unique natural attractions as the main factors appreciated by respondents.

Meanwhile, the promotional strategy for the Golomori Tourist Area tended to be positive. Most respondents agreed that promotions, particularly through social media, were effective in attracting attention. A score of 71.67% indicates a high rating, with digital promotion as the primary attraction, considered more effective than conventional methods. This aligns with Haedar (2023); Wulandari (2025); Yuwanda et al. (2024), who asserted that a consistent and targeted promotional strategy will better reach the audience.

The score for the decision to visit variable reached 81.04%, categorized as very high, indicating that promotion and tourist attractions play a significant role in motivating tourists to visit the Golomori Tourist Area. This reinforces the view of Prastyorini and Fauziyyah (2024) Auliq et al. (2022); Bulan & Tuti (2023); Lipy (2025); Loi et al. (2024); Prastyorini & Fauziyyah (2024) that the decision to visit is a result of perceptions, motivations, and stimuli received from various sources.

Verification analysis showed a strong relationship between tourist attractions and promotional strategies, with a correlation coefficient of 0.791. Tourist attractions were shown to have a significant influence on visiting decisions, with a calculated t-value of 5.883 > t-table 1.985 and a beta coefficient of 0.410. The beauty of the natural scenery, ease of access, and educational experiences were the primary reasons visitors came to the Golomori Tourism Area. Furthermore, promotional strategies were shown to have a significant influence on visiting decisions, as indicated by a calculated t-value of 7.921 > t-table 1.985, a significance level of $0.000 < 0.05$, and a beta coefficient of 0.552. Supporting data from social media in the Golomori Tourism Area showed an increase in followers and interactions on Instagram and TikTok, demonstrating the effectiveness of digital promotion.

Simultaneously, tourist attractions and promotional strategies contributed 83.1% to visiting decisions, while other factors contributed 16.9%. These findings reinforce previous research (Hendraningrum et al., 2025), which emphasized the importance of integrating tourist attractions and promotional strategies in shaping tourists' decision to visit. This phenomenon also indicates that local tourists have a stronger attachment to geographically close destinations, as stated by Florido-Benítez (2022); Mulyana (2025); Silaban et al. (2022); Wulandari (2025); Yin et al. (2024), thus facilitating promotional exposure and strengthening positive perceptions

of the destination's attractiveness.

CONCLUSIONS AND SUGGESTION

This study aimed to analyze the influence of tourist attractions and promotional strategies on tourists' visiting decisions in the Golomori Tourism Area. The results show that tourist attractions have a significant influence on tourists' visiting decisions, indicating that the uniqueness of natural scenery, cultural elements, and tourism facilities play an important role in attracting visitors to the destination.

Furthermore, the findings also indicate that promotional strategies significantly influence tourists' visiting decisions. Promotional activities through digital media, social media, and tourism events contribute to increasing public awareness and interest in visiting the Golomori Tourism Area.

The simultaneous test results further confirm that tourist attractions and promotional strategies together have a significant influence on tourists' visiting decisions, with a coefficient of determination (R^2) of 0.67. This indicates that 67% of the variation in visiting decisions can be explained by these two variables, while the remaining 33% is influenced by other factors outside the scope of this study.

From a practical perspective, tourism managers are encouraged to strengthen both the attractiveness of tourism products and promotional strategies to increase tourist visits. Improving destination facilities, developing unique tourism experiences, and optimizing digital promotional channels can help enhance the competitiveness of the Golomori Tourism Area.

Future research is recommended to include additional variables such as service quality, accessibility, or destination image to provide a more comprehensive understanding of tourists' visiting behavior.

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