ANALYSIS OF THE RELATIONSHIP BETWEEN CHARACTERISTICS AND MOTIVATIONS OF FOREIGN TOURISTS ON THE DECISION TO STAY AT A HOTEL

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Abstract
This study aims to analyze the relationship between the characteristics and motivations of foreign tourists with their decisions in choosing a hotel as a place to stay. The characteristics analyzed include age, gender, income, and cultural origin, while tourist motivations include recreational, business, health, and cultural purposes. This study uses a quantitative method with a survey approach, where data is collected from a number of foreign tourists who stay in various types of hotels. The interaction between tourist characteristics and motivations reveals that these factors do not work separately, but influence each other in the decision-making process. Hotels with relevant facilities and good reputations are more likely to be chosen by foreign tourists, especially if they have positive experiences or receive recommendations from third parties. This study concludes that a deep understanding of tourist characteristics and motivations is key for hotels to develop effective marketing strategies and more personalized services.

Keywords: Relationship, foreign tourists, tourist characteristics, tourist motivation, stay decisions, hotels

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INTRODUCTION

In recent decades, the global tourism sector has experienced significant growth, including in Indonesia. This development has driven an increase in the number of foreign tourists visiting Indonesia, as well as the growth of the hotel industry as one of the main pillars in supporting the tourism sector. Given the important contribution of foreign tourists to national and local income, understanding the factors that influence their decisions in choosing accommodation is very relevant (Aguilar, M. I., & Díaz, 2019). Tourism is one of the economic sectors that continues to grow and has a significant contribution to national income in many countries, including Indonesia. The development of global and regional tourism has driven the growth of the hotel industry, which is one of the main components in supporting the accommodation needs of tourists. According to Pawaskar et al., (2020) foreign tourists are one of the important market segments for the hotel industry. A deep understanding of the characteristics and motivations of foreign tourists is very important in developing effective marketing strategies and improving the quality of service in hotels. Tourist characteristics, such as age, gender, educational background, and country of origin, can influence their preferences and behavior in choosing a hotel. In addition, tourist motivations, both intrinsic motivations such as the desire for relaxation and cultural exploration, and extrinsic motivations such as price and promotion, also play an important role in the decision-making process (Baniya et al., 2017).

Demographic characteristics such as age, gender, education, and cultural background of international tourists play an important role in determining their preferences for accommodation options (Yoo et al., 2018). For example, tourists from different countries may have different expectations and needs in terms of facilities, services, and stay experiences. In addition, tourist motivations, both personal such as the desire for relaxation, adventure, or cultural experiences, and economic factors such as price and promotion, also greatly influence their decision-making process.

Wang et al., (2020) stated that the decision to stay at a hotel is not a simple decision; this decision is influenced by various interrelated factors, including the hotel's reputation, location, facilities offered, and testimonials from previous customers. Hotels that understand the characteristics and motivations of tourists well can develop more effective strategies to attract them, increase occupancy rates, and ultimately, maximize revenue. The decision of foreign tourists to stay at a hotel is not only influenced by internal factors such as characteristics and motivations, but also by external factors

such as hotel image, facilities offered, and reviews from other customers (Dey et al., 2020). By understanding the relationship between tourist characteristics and motivations on the decision to stay, hotel management can develop more targeted marketing strategies and optimize their services to increase customer satisfaction. Analysis of the relationship between characteristics and motivations of foreign tourists on the decision to stay at a hotel is a very relevant topic in the context of the ever-growing tourism industry, especially in Indonesia (Mariani et al., 2019). With the increasing number of foreign tourists visiting various tourist destinations, including hotels, it is important to understand the factors that influence their decisions in choosing a place to stay.

According to the UNWTO annual report, in 2017, Indonesia received more than 14 million foreign tourists, showing great potential in the tourism sector. This creates a need to understand the characteristics and motivations of travelers, which can help hoteliers design more effective marketing strategies. Traveler Characteristics: Traveler characteristics, such as age, country of origin, and travel preferences, play an important role in determining stay decisions. For example, the older traveler segment has different motivations compared to younger travelers, which can influence their choice of hotel facilities and services (Kyriakaki et al., 2020).

According to López-Guzmán et al., 2019) tourist motivation can be divided into pull and push motivation. Pull motivation is a factor that makes a destination or hotel attractive, while push motivation is a factor that encourages tourists to travel. Research by Sreen et al., (2023) shows that pull motivation has a significant influence on the decision to visit. The decision to stay at a hotel is not only influenced by characteristics and motivations, but also by the quality of service, facilities offered, and brand image of the hotel. By understanding this relationship, hotels can improve guest experiences and encourage positive stay decisions. This study aims to explore more deeply the relationship between the characteristics and motivations of foreign tourists and their decisions to stay at hotels.

The results of this study are expected to provide valuable insights for hotel managers in formulating better strategies to attract and retain tourists. This study seeks to analyze the relationship between the characteristics and motivations of foreign tourists and their decisions in choosing a hotel. By understanding these dynamics, hotel managers are expected to be more responsive to market needs, develop better marketing strategies, and improve the quality of services offered. The results of this study are expected to provide insights that can be used to improve hotel competitiveness in attracting foreign

tourists, as well as support the sustainable growth of the hotel industry amidst increasingly tight global competition.

RESEARCH METHOD

This study deeply investigates the analysis of the relationship between the characteristics and motivations of foreign tourists on the decision to stay at a hotel using a literature review approach. The results include a comprehensive understanding of the analysis of the characteristics of foreign tourists, the motivations of foreign tourists to stay at a hotel, the impact of the characteristics and motivations of foreign tourists on the decision to stay at a hotel, practical implications for the hotel industry. The literature analysis involves an in-depth review of the literature on the relationship between the characteristics and motivations of foreign tourists on the decision to stay at a hotel. With a strong conceptual foundation, this study provides an important contribution to enrich the discussion on how to analyze the relationship between the characteristics and motivations of foreign tourists on the decision to stay at a hotel.

RESULT AND DISCUSSION
Analysis of Characteristics of Foreign Tourists

According to HWANG et al., (2017), analysis of foreign tourist characteristics is an evaluation process that aims to understand the profile, preferences, and behavior of international tourists visiting a destination. This analysis is important to help tourism industry players design effective strategies that are in accordance with the needs and expectations of tourists, so that they can improve their experience and encourage the growth of the tourism sector. The following is a description of the main aspects of this analysis:

1. Tourist Demographic Profile

   The demographic profile includes basic information about tourists such as age, gender, education, and income. Tourists from different age groups have different preferences (Asthu, A. A., & Putra, 2021). For example, young tourists tend to seek more dynamic and adventurous experiences, while senior tourists may be more interested in cultural or historical tourism. Knowing the gender distribution can help in tailoring services or activities that are more attractive to certain segments. Education level can affect tourists' interest in certain types of attractions. For example, those with higher education may be more interested in cultural and educational tourism. Tourist income levels affect the type of accommodation they

choose, the duration of their visit, and their spending patterns during the trip.

2. Country of Origin of Tourists

   Knowing the country of origin of tourists provides information about the main markets that contribute to international tourist visits. Understanding the characteristics and preferences of tourists from a particular country allows tourism industry players to design more effective marketing strategies (Maeda et al., 2018). Some countries may have visa policies or other regulations that influence tourists' decisions to visit a destination.

3. Tourist Motivations and Preferences

   Vena-Oya, J., & Parrilla-González, J. A. (2024) stated that motivation is the main reason tourists travel, while preferences include tourists' choices of activities, accommodations, and destinations. Motivations can be vacations, business, education, or family visits. Each motivation requires a different approach in compiling a tour package. Preferences between luxury hotels, budget accommodations, or other alternatives provide insight into tourists' expectations and needs.

4. Consumption Behavior

   Consumption behavior analysis includes how tourists spend their money during their visit, length of stay, and transportation choices. This information is important for measuring the economic impact of international tourist visits (Seok et al., 2021). Expenditures are usually divided into several categories, such as accommodation, food, shopping, and entertainment. The way tourists arrive at a destination, for example by air, sea, or land, is also important to understanding their needs during the trip.

5. Cultural and Social Influences

   Tourists from different countries have different cultural and social backgrounds, which can affect their behavior while at the destination. Understanding the culture and habits of tourists helps in providing better service and avoiding misunderstandings. Tourists may have certain culinary preferences or dietary restrictions that must be considered by tourism service providers.

6. Information and Promotion Sources

   Knowing how tourists get information about a destination is essential in designing a marketing strategy. The influence of reviews and testimonials from other tourists on platforms such as TripAdvisor, Google Reviews, or social media can greatly determine tourists' choices.

7. Satisfaction and Loyalty

    Analyzing the level of tourist satisfaction helps destinations improve the quality of service. What factors influence tourist satisfaction, such as service quality, comfort, price, and overall experience.

8. Economic and Social Impacts

    The presence of foreign tourists not only brings economic but also social impacts to the local community. This analysis covers the contribution of tourists to local revenue through their spending in various sectors. The presence of tourists can affect local social, cultural, and environmental life, both positively and negatively (Liew et al., 2021).

    By understanding the characteristics of foreign tourists comprehensively, tourism industry players can develop better products and services, improve marketing strategies, and ensure a satisfying experience for tourists, which will ultimately increase the number of visits and economic contributions from the tourism sector.

Motivation for Foreign Tourists to Stay at a Hotel

The motivations of international tourists to stay in hotels vary widely and are influenced by a variety of factors. Understanding these motivations is important for hotel managers and the tourism industry as a whole, as it can help in designing services and facilities that suit the needs and expectations of guests. The motivations of international tourists to stay in hotels are influenced by a variety of factors, ranging from basic needs to cultural experiences (Kim, C., & Lee, 2020). By understanding these motivations, hotel managers can design better services and facilities, thereby increasing guest satisfaction and attracting more tourists. This in turn will contribute to the growth of the tourism industry as a whole. One of the main motivations for international tourists to choose a hotel as a place to stay is to meet basic needs such as a comfortable bed, cleanliness, and security. Hotels provide facilities that allow tourists to rest and relax after a day of activities. This convenience is an important factor, especially for tourists who travel long distances and need a place to rest. Location The location of the hotel is also an important consideration for tourists. Many international tourists choose hotels that are close to tourist attractions or activity centers, making it easier for them to explore the area. Accessibility to public transportation and other facilities such as restaurants and shops are also determining factors in hotel selection (Bayih, B. E., & Singh, 2020).

According to Fakfare et al., (2020) international tourists often look for experiences that are more than just a place to stay. They want to experience local culture and interact with the local community. Hotels that offer cultural experiences, such as local cuisine or activities that involve the community, can attract tourists who want to feel the authenticity of the destination. The quality of service and facilities provided by the hotel are also important motivations. International tourists tend to choose hotels that offer friendly and professional service, as well as additional facilities such as swimming pools, spas, or fitness centers. These facilities not only increase comfort but also add value to their stay experience.

In the digital era, recommendations from friends, family, or online reviews greatly influence tourists' decisions in choosing a hotel. Many international tourists do research first through online platforms to read reviews and see hotel ratings before making a decision (Otoo, F. E., & Kim, 2020). Therefore, the reputation of the hotel in cyberspace becomes very important in attracting tourists. By understanding these motivations, hotel managers can design more targeted marketing and service strategies, and increase the attractiveness of the hotel to foreign tourists, thereby increasing the hotel's occupancy rate and revenue.

The Impact of Characteristics and Motivations of Foreign Tourists on the Decision to Stay at a Hotel

The impact of foreign tourists' characteristics and motivations on the decision to stay at a hotel can be seen from how these factors influence tourists' preferences, needs, and choices when choosing accommodation. Here are some key points that explain the impact:

Younger tourists tend to look for hotels that offer unique experiences, more affordable prices, and modern facilities such as free Wi-Fi, nightlife, or social areas. In contrast, older tourists prefer comfort, personal service, and wellness facilities such as spas. The preferences of men and women in choosing a hotel can be different (Moniz et al., 2020). For example, women may focus more on aspects of security, cleanliness, and comfort, while men may be more interested in sports facilities or a strategic location for business activities. Travelers with high incomes tend to choose star-rated hotels with premium services and facilities, while those with lower incomes prefer budget hotels or accommodation that offers the best value for their money.

Cultural customs can influence tourists' preferences. For example, tourists from certain countries may prefer hotels that offer halal food, services

in their native language, or layouts that suit their cultural norms. Leisure travelers tend to choose hotels that are close to tourist attractions, beaches, or natural scenery. They also look for amenities that support relaxation such as swimming pools, spas, or local tour services. Business travelers focus more on hotels that provide business facilities such as meeting rooms, fast Wi-Fi, and strategic locations close to business centers or airports. Additional services such as shuttle transportation to work or 24-hour room service are also important considerations. Health and fitness-motivated travelers prefer hotels that offer gym facilities, spas, wellness programs, and healthy food. They also look for hotels that are located in quiet and clean locations. Travelers interested in cultural experiences tend to choose hotels that offer easy access to historical sites, museums, or local cultural events. Hotels that incorporate cultural elements in their decor or services are also more appealing to this segment (Pestana et al., 2020).

1. Hotel Selection

   The characteristics and motivations of travelers directly influence the type of hotel chosen. For example, leisure travelers may prefer resorts or hotels with complete facilities, while business travelers prefer hotels that provide professional facilities and are strategically located.

2. Length of Stay

   Travel motivation also influences length of stay. Business travelers may only stay for an event or meeting, while leisure travelers tend to stay longer to enjoy the hotel facilities and surrounding attractions.

3. Spending

   Travelers with high incomes or those motivated by comfort and luxury tend to spend more money on hotels with the best facilities and services. In contrast, travelers with limited budgets will choose hotels that offer cheaper prices with adequate services.

4. Hotel Loyalty and Reputation

   Previous experiences and hotel reputation also greatly influence traveler decisions. Travelers tend to return to hotels that provide positive experiences or that have a good reputation among other travelers.

The characteristics and motivations of international travelers significantly influence their decisions in choosing a hotel. Hotels that can adapt to the specific needs of this traveler segment and offer experiences that match their motivations will be more successful in attracting and retaining guests. Understand the characteristics and motivations of travelers to design more

effective marketing strategies and increase customer satisfaction (KAHARUDDIN et al., 2021).

Practical Implications for the Hospitality Industry

The hospitality industry must continue to adapt to the evolving needs and wants of travelers. Here are some practical implications that the hospitality industry can implement to improve competitiveness and guest satisfaction (Osei et al., 2020):

1. Market Segmentation and Service Personalization

   Hotels need to recognize and understand their market segments based on demographic characteristics (age, gender, income) and travel motivations (business, leisure, culture, health). This allows them to develop services and facilities that better suit the specific needs of each segment. Personalization is key to improving guest satisfaction. Hotels can use guest data to offer more personalized services, such as customized dining options, activity recommendations based on interests, or room amenities tailored to guest preferences.

2. Improving the Quality and Diversity of Facilities

   Business travelers require facilities such as meeting rooms, business centers, and shuttle services. In contrast, leisure travelers want facilities such as swimming pools, spas, and entertainment activities. Therefore, hotels must ensure the availability of facilities that are relevant to the guest segments they want to attract. Offering additional services such as concierge services, local transportation, or tour programs can increase the attractiveness of the hotel. Hotels that are able to offer more value through these additional services are more likely to attract guests seeking a more complete experience.

3. Using Technology for Efficiency and Guest Experience

   Technology such as automated check-in, mobile apps for room service, and digital payment systems can improve the efficiency of hotel operations and provide a more seamless experience for guests. This technology also allows hotels to reduce operating costs and increase guest satisfaction. The use of data analytics can help hotels understand guest preferences, identify trends, and tailor their offerings. By understanding this data, hotels can make more informed decisions in designing services and promotions.

4. Improving Marketing and Branding Strategies

   Marketing strategies should be tailored to the target market segment. For example, promotions on social media targeting young travelers, or

advertising in business magazines to attract business travelers. The use of influencers and digital campaigns are also effective in attracting a wider market. Hotels should develop a strong and unique brand identity to differentiate themselves from competitors. This could be through unique design, special services, or a focus on certain values such as sustainability, local culture, or luxury. A strong brand helps build loyalty and makes it easier to recognize in a competitive market.

5. Focus on Sustainability and Social Responsibility

Hotels that adopt environmentally friendly practices such as renewable energy, waste reduction, and water conservation will be more attractive to environmentally conscious travelers. This can also reduce operating costs in the long run. Participating in socially responsible activities or supporting local communities can enhance a hotel's reputation and attract travelers who value social initiatives. Such programs also help strengthen relationships with the local community and improve the company's image.

Hotels that embrace these practical implications will be better prepared to compete in the dynamic hospitality industry. By focusing on a deeper understanding of guest needs, personalizing services, and using technology, hotels can enhance the guest experience, build loyalty, and achieve long-term success.

CONCLUSION

Based on the data collected and analyzed, the following conclusions can be drawn:

1. Tourist Characteristics Significantly Influence the Decision to Stay

Characteristics such as age, gender, income, and cultural origin have a significant influence on tourist preferences and decisions in choosing a hotel. For example, young tourists are more likely to choose hotels that offer modern facilities and affordable prices, while older tourists prefer hotels that offer more comfort and complete services.

2. Tourist Motivations Influence Hotel Preferences

The primary motivation of tourists, such as recreation, business, health, or culture, significantly influences the type of hotel they choose. Tourists motivated by recreation tend to choose hotels with entertainment and relaxation facilities, while business travelers prefer hotels with business facilities and strategic locations.

3. Interaction between Characteristics and Motivations Influences the Final Decision

There is an interaction between tourist characteristics and motivations that influence the decision to stay. For example, tourists with high incomes who are motivated by luxury tend to choose five-star hotels, while tourists with cultural motivations prefer hotels that are close to cultural attractions, regardless of their economic status.

4. Hotel Facilities and Location Are Key Factors in Staying Decisions

In addition to personal characteristics and motivations, external factors such as the facilities offered and the location of the hotel play an important role in staying decisions. Travelers tend to choose hotels that suit their specific needs, be it for leisure, business, or health.

The relationship between the characteristics and motivations of international travelers and the decision to stay at a hotel shows that a deep understanding of guest profiles and needs is essential for hotels in attracting and retaining customers. Strategies that are tailored to guest preferences will increase hotel competitiveness in an increasingly competitive global market.

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