

Sustainable Tourism Experience: Tourist Satisfaction and Raja Ampat Preservation

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Abstract

Raja Ampat is one of the best tourist attractions in Indonesia due to its rich marine ecosystem and natural beauty. However, the increasing number of tourists increases environmental sustainability and tourist services. Satisfied tourists participate in environmental preservation through responsible behavior and donating money, important factors in tourism sustainability. Much research has been conducted on the relationship between tourists' experiences and their commitment to conservation, especially in locations such as Raja Ampat, which face significant ecological pressures. This study aims to analyze the relationship between tourist satisfaction and their support for environmental conservation and suggest sustainable tourism development in Raja Ampat. Specifically, this study identifies components influencing tourist satisfaction, measures tourists' willingness to recommend the destination, and evaluates their willingness to support environmental conservation by paying for tickets. A descriptive-correlative quantitative method was used in the study. Data was collected through a structured questionnaire distributed in person and online to Raja Ampat tourists. The analytical techniques used include descriptive analysis to describe tourists' perceptions, Pearson correlation to evaluate the relationship between satisfaction and environmental support, and simple linear regression to measure the influence of satisfaction on intention to recommend tourist attractions. In addition, strategic recommendations for sustainable tourism growth can be made using SWOT analysis. The results show that tourists' satisfaction strongly influences their desire to maintain environmental preservation. Tourists who are satisfied with services, cleanliness, and public facilities such as toilets and trash bins are more likely to pay more to support conservation programs. Travelers who have had a positive experience are also more likely to suggest that others visit Raja Ampat. Cleanliness, accessibility, staff friendliness, and natural beauty are some main factors influencing traveler satisfaction. These findings have significant consequences for stakeholders. To improve their facilities and services, tourism managers and local governments should pay attention to environmentally friendly practices such as effective waste management and educating visitors on responsible behavior. In addition, tickets based on environmental contributions can be a great way to support the preservation and sustainability of Raja Ampat's ecosystem. To improve the relationship between tourism and local community welfare, local communities are also needed in tourism and conservation programs. This research gives us a new understanding of how vital tourist satisfaction and environmental preservation are essential to sustainable tourism. Raja Ampat can continue to grow as a top tourist destination without compromising ecological sustainability by strengthening services and involving tourists and local communities in conservation efforts.

Keywords: Sustainable tourism, Tourist satisfaction, Environmental preservation, Raja Ampat, Conservation