

chinese tourists

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The Perception and Attitudes of Indonesian Employees in Hospitality Industry towards Tourists from China

ABSTRACT

Among foreign tourists in Indonesia, majority of tourists come from China. The Statistics Central Agency (BPS) released data related to foreign tourist visits in January 2019 where tourists from China became the most foreign tourists visiting Indonesia, increased 73.01% compared to the same month the previous year. This research aimed to discuss the perceptions of employees engaged in hospitality industry in Jakarta and surrounding areas regarding tourists from China and the attitude of employees in serving them. The research method used descriptive quantitative by using a questionnaire as a tool to collect data. The questionnaire was developed from the previous related research instrument. It was divided into 2 parts, namely the first part about the characteristics of respondents, while the second part concerns the variables under study, namely employee perceptions of Chinese tourists and employee attitudes in serving Chinese tourists. The questionnaires were distributed online to 312 hospitality industry employees in the Jakarta and its surrounding areas who had experience interacting with tourist from China. The result found that of the 30 indicators of perception, employees had a positive perception of Chinese tourists in 25 indicators, and tended to have negative perceptions in 5 indicators. Regarding employee attitudes, there was no discrimination or significant difference in serving tourists from China.

KEYWORDS

Employees' Perception 1; Employees' Attitudes 2; Hospitality Industry 3; Tourists from China

INTRODUCTION

Compared to other global economic sectors, the hospitality industry, especially hotel industry, is one of the fastest growing businesses, dominating more than a third of the total global service trade. International tourist arrivals increased by 4.3 percent between 1995 and 2008. The sector has benefited from the process of globalization and from relatively declining travel costs. In 1950 the travel industry recorded 25 million international tourist arrivals, while in 1980 it increased to 277 million, 438 million in 1990, 684 million in 2000, 904 million in 2007 and 922 million in 2008. Since 1990, arrivals International tourists have increased 4.3 percent annually and UNWTO expects to continue to increase at 4 percent annually over the next 20 years. Over the past 25 years, international tourist arrivals have increased about one percentage point faster than global GDP in real terms. (ILO, 2010).

The tourism industry is a very labour-intensive industry, so it is able to absorb a lot of labour. Globally, the tourism industry is able to absorb 30 percent of the workforce from all job opportunities from various types of businesses. One job in the core Hotel, Catering and Tourism (HCT) industry indirectly generates about 1.5 additional jobs in the related economy. By 2010, the sector's global economy will account for more than 235 million jobs, equivalent to about 8 percent of the total number of jobs (direct and indirect), or one in every 12.3 jobs. UNWTO expects the global economy sector to provide 296 million jobs in 2019. This sector is characterized by a diversity of employment relationships, for example hotel and restaurant employees will have indirect links with sectors such as: taxi drivers, other means of transportation, tour guides, gift shops. The informal economy also develops, such as in activities such as food stalls, selling knick-knacks and handicrafts by craftsmen. In addition, the tourism

⁵ industry tends to be oriented towards people under the age of 35. In Spain, 43.4 percent of workers in this sector are aged 25–34. The United States Bureau of Labour Statistics reports that a higher number of workers in food preparation and service-related occupations between the ages of 16 and 20 are employed than those aged 20 and over.

The challenges of the tourism industry include stressful working conditions. ¹¹ For example, consumer demand patterns in hotels and restaurants that force uncomfortable and irregular working hours, in the form of split shifts, weekend shifts, night shifts, or working during holiday periods. These working conditions increase the pressure on workers. The predominance of on-call, casual, temporary, seasonal and part-time jobs is linked to insecurity, relatively low wages (often below the national average), job instability, limited career opportunities, high levels of subcontracting and outsourcing, and turnover rates tall. All of this varies from country to country.

Especially for foreign tourists, the trend of foreign tourists visiting Indonesia is increasing every year. The Ministry of Tourism noted that the number of foreign tourist arrivals to the country from January to February reached 2.3 million. This figure increased 7.99 percent from the same period last year. According to Ministry data, this figure is dominated by tourist arrivals, including China. Bali is still the main attraction for foreign tourists to come to the country. The number of foreign tourist visits has increased relatively after the status of Mount Agung in Bali, which erupted at the end of last year, was declared safe and the Island of the Gods was reopened to tourists. Factors increasing the level of tourist visits vary. Specifically, Chinese tourists increased after Indonesia carried out tourism promotions to the country. The Ministry of Tourism in early 2017 held promotional activities in major cities in China. The number of Chinese tourist arrivals amounted to 214,427, the highest compared to 205,855 Malaysian tourists, Singapore 125,153, Timor Leste 123,777, and India 42,680 (Tempo, 2018).

With the increasing arrival of Chinese tourists to Indonesia, service providers need to provide quality services and expand the level of tourist satisfaction when they are on vacation in Indonesia. The level of satisfaction of Chinese tourists who come to Indonesia has not been widely discussed, even though the level of satisfaction of tourists is influenced by services when tourists interact with officers during the holidays. For example, when interacting with officers at the airport, transportation officers, hotel officers, or officers at tourist destinations (Yeung & Leung, 2007). One of the performances that customers directly feel in the hospitality industry is the quality of service provided by employees. The attitude shown by an employee towards a particular object is influenced by the employee's perception (Robbins, 2011). Considering this, this study aims to analyse perceptions and attitudes of Indonesian Employees in the hospitality industry toward Chinese tourists, and how perception influence attitude of employees towards Chinese tourists.

LITERATURE REVIEW

Perception

Perception is the process by which an individual organizes and interprets his impressions to give meaning to his environment (Robbins, 2011; Yeung & Leung, 2007). What a person perceives may be different from reality. For example, an employee has a perception of Chinese tourists that they provide high income for the local government; or Chinese tourists spend large sums of money while on vacation in Indonesia; or The arrival of Chinese tourists to Indonesia creates job opportunities. The employee's perception is not necessarily in accordance with the

reality. Whereas a person's attitude is based on the employee's perception (Robbins, 2011). A person's perception can include perceptions in economic, social, and ecological aspects (Harrison, 2005). Perceptions in the economic aspect are related to the economic impact obtained by the arrival of Chinese tourists. While the social aspect is related to the social impact that arises with the arrival of Chinese tourists. The ecological aspect is related to the impact of environmental sustainability on the arrival of Chinese tourists. Based on that theory, this study intends to see whether employees' perceptions of Chinese tourists affect their attitudes towards these tourists.

Attitude

Attitude is an evaluative statement or assessment of certain objects, people, or activities. Attitudes are divided into 3 (three), namely cognitive, affective, and behavioral aspects (Robbins, 2011). Cognitive components are opinions, beliefs, ideas, knowledge, or information about certain objects (Yeung & Leung, 2007). The cognitive stage is the evaluation stage. Indicators at the cognitive stage involve verbal expressions of beliefs or thoughts or non-verbal perceptual reactions, for example 'the arrival of Chinese tourists provides high income for local governments'. The affective component concerns a person's feelings based on the cognitive component. This aspect concerns verbal expressions that are felt related to objects, psychological reactions, facial expressions and other non-verbal indicators of positive and negative feelings, for example 'I am happy with tourist arrivals from China because it provides high income for local governments'. While the behavioral component is an action that appears on the basis of cognitive and affective components. This component concerns intentions, plans, commitments, for example 'I hope tourists from China continue to come to Indonesia, I want more tourists from China than tourists from other countries, I prefer tourists from China than tourists from other countries'. Considering that the cognitive aspect has been described in the perception variable, the attitude variable in this study only uses affective and behavioral aspects.

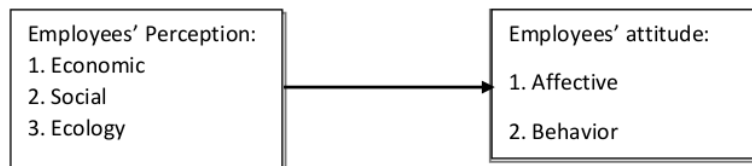


Figure 1. Research Framework

METHODS

The research is conducted to employees in the hospitality industry in the Jakarta area who have interacted with tourists from China. The research method is a quantitative descriptive method. Primary data sources were obtained by distributing questionnaires to 312 hospitality industry employee respondents distributed via google doc or directly visiting respondents, especially those in Jakarta and surrounding areas (such as: South Tangerang, Bekasi).

The research instrument used in this study was questionnaires which consist of two parts. The first part is about the characteristics of the respondents, including gender, age, income, formal education, type of business, position in work, years¹² service, and domicile of the respondent. The second part concerns information related to the independent variable (X) and the dependent variable (Y). The independent variable is perception, while the dependent variable is attitude. Variables of employee perception in the hospitality industry about Chinese tourists include economic, social, and ecological aspects. The attitude variable includes affective and behavior

dimensions. Data analysis includes validity and reliability tests, descriptive tests (frequency and mean), correlation tests, simple linear regression tests, and t tests.

RESULTS AND DISCUSSION

Validity and reliability test

The validity test is measured by using $df = n - 2 = 312 - 2 = 310$ respondents. With a tolerance level of 5%, we get r table 0.113. All statements on the perception variable (X) ranged from 0.156 to 0.602 or $> r$ table. Thus all statements on the perception variable are valid. Attitude variable statement (Y) ranged from 0.273 to 0.651 or $> r$ table. Thus, all statements on the attitude variable are valid. The reliability test of the perception variable is 0.856 and the attitude variable is 0.921, meaning that the reliability is good (Cronbach's Alpha > 0.8).

Respondents' profile

Table 1 showed the criteria of respondents as follows: the number of male and female respondents was balanced, the majority aged 18 – 28 years (72.8%), income above 4.7 million (41%), undergraduate education background (48%), working in the accommodation sector (47%),

Table 1. Demographic Data

Aspects	Descriptions	Percentage (%)
Sex	Male	51
	Female	49
Age	18-28 years	72,8
	29-39 years	12,5
	40-49 years	8,3
	Above 49 years	6,4
Income	Under IDR.3.700.000,-	34,6
	IDR.3.700.000,- - IDR.4.700.000,-	24,4
	Above IDR.4.700.000,-	41
Educational background	High school	24,7
	Diploma (I, II, dan III)	21,5
	Diploma IV/ bachelor's degree	48,1
	Master's degree	5,4
	others	0,3
Service Provider	Accommodation	47,1
	Restaurant	18,3
	Travel agents	18,6
	Transportation	1,6
	Others	14,4
Position	Operational staff	71,8
	Supervisor	16
	Managers	12,2
Length of work	Less than 1 year	68,9
	1-5 years	19,2
	6-10 years	11,2
	11-15 years	0,3
	16-20 years	0,3
	Above 20 years	0,0
Domicile	Jakarta	66
	Outside Jakarta	29,8
	Abroad	4,2

occupying the position as operational staff (71.8%), worked less than 1 year (68.9%), domiciled in Jakarta (66%).

Descriptive analysis

Variable X (perception) are analysed based on economic, social, and ecological aspects (Table 5.2). In terms of the economic aspect, the majority of respondents agree with the statements that (1) Chinese tourists spend large amounts of money while on vacation in Indonesia'; (2) The arrival of Chinese tourists to Indonesia creates job opportunities; On the contrary, the majority of respondents do not agree with the statements that (1) the arrival of Chinese tourists to Indonesia affects the future of their work careers; (2) their income increases with the arrival of Chinese tourists to Indonesia, and (3) the visit of Chinese tourists to Indonesia increases their standard of living.

Table 5.2 Frequency & Mean Variable of perception

No.	Variable and sub variable	Frequency Percentage (%)				Mean of indicator	Mean of sub variable
Perception of Employees in Hospitality Industry about Chinese Tourists							
<i>Economic Aspects</i>							
1	Chinese tourists give high income to Indonesia.	3,5	20,5	65,1	10,9	2,83	
2	Chinese tourists spend large amounts of money while on vacation in Indonesia.	4,5	29,2	53,5	12,8	2,75	
3	Chinese tourists' arrival in Indonesia creates job opportunities.	3,2	27,6	56,7	12,5	2,79	
4	Chinese tourists' arrival in Indonesia affects the future of employees' work careers.	5,8	40,4	44,6	9,3	2,57	2,53
5	My income increases with the arrival of Chinese tourists to Indonesia.	26,0	30,8	37,2	6,1	2,23	
6	The visit of Chinese tourists to Indonesia raised my standard of living.	9,3	56,7	30,4	3,5	2,28	
<i>Social Aspects</i>							
7	There is no problem to communicate with Chinese tourists.	19,9	38,1	35,6	6,4	2,29	
8	Chinese tourists like to interact with Indonesian community.	8,0	33,7	51,6	6,7	2,57	2,49
9	Chinese tourists' arrival gives me positive impact.	5,8	33,3	54,8	6,1	2,61	
<i>Ecological Aspects</i>							
10	Chinese tourists like cleanliness.	15,7	36,9	39,1	8,3	2,40	
11	Chinese tourists don't litter	14,1	38,5	41	6,4	2,40	
12	Chinese tourists don't do vandalism in tourist destinations.	2,9	14,7	71,5	10,9	2,90	2,59
13	Chinese tourists care about environmental sustainability.	5,8	32,1	54,8	7,4	2,64	

Notes: 1=strongly disagree; 2=disagree 3=agree; 4=strongly agree.

Based on the social aspect, the majority of respondents disagree that (1) There is no problem communicating with Chinese tourists; In other words, it shows that there is a problem in communicating with Chinese tourists. Meanwhile, the majority of respondents agrees that Chinese tourists enjoy interacting with Indonesian people and the arrival of Chinese tourists has a positive influence. Finally, The results based on ecological aspects show that the majority of respondents disagreed with the statements: (1) Chinese tourists like cleanliness; (2) Chinese tourists do not litter; Meanwhile, the majority of respondents agree that (1) Chinese tourists do

not make vandalism in tourist destinations; (2) Chinese tourists care about environmental sustainability. Based on the frequency and mean value of the perception variable, it can be seen that the majority of respondents have positive perceptions in terms of economic (mean 2.53) and ecological aspects (mean 2.59) but tend to have negative perceptions in social aspects about the arrival of Chinese tourists to Indonesia (mean 2.49).

Table 5.3 Frequency & Mean Variable of attitude

No.	Variable and sub variable	Frequency Percentage (%)				Mean of indicator	Mean of sub variable
Attitude of Indonesian Employees in Hospitality Industry towards Chinese Tourists							
<i>Affective</i>							
		1	2	3	4		
1	I am happy that the arrival of Chinese tourists provides a high income for the local government.	3,8	20,8	65,4	9,9	2,81	
2	I am happy that Chinese tourists spend large amounts of money while on vacation in Indonesia.	3,5	28,8	56,7	10,9	2,75	
3	I am happy that Chinese tourists visit creates job opportunities for me.	5,8	38,5	49,7	6,1	2,56	
4	I am glad that the visit of Chinese tourists affects the future of my work career.	6,4	47,1	42,0	4,5	2,45	
5	I'm glad that Chinese tourists visit increases my income.	5,8	41,7	48,4	4,2	2,51	
6	I am happy that Chinese tourists visit to Indonesia raises my standard of living.	7,7	51,6	37,2	3,5	2,37	
7	I feel the friendship when communicating with tourists.	6,4	41,7	47,1	4,8	2,50	2,60
8	I am impressed that Chinese tourist enjoy interacting with people in Indonesia.	5,4	39,1	49,7	5,8	2,56	
9	I am happy that the arrival of Chinese tourists has a positive influence on me.	3,8	33,0	56,4	6,7	2,66	
10	I am impressed that Chinese tourist like cleanliness.	11,5	37,5	42,6	8,3	2,48	
11	I am impressed that Chinese tourist do not litter.	10,9	32,7	46,8	9,6	2,55	
12	I'm impressed that Chinese tourist don't do vandalism in tourist destinations.	5,4	18,6	63,1	12,8	2,83	
13	I am impressed that Chinese tourist care about environmental sustainability.	6,1	27,9	54,5	11,5	2,71	
<i>Behaviour</i>							
14	I hope tourists from China continue to come to Indonesia.	5,4	19,6	58	17	2,87	
15	I want more tourists from China than tourists from other countries.	12,8	58	23,7	5,4	2,22	
16	I prefer tourists from China to tourists from other countries.	20,5	60,9	15,1	3,5	2,02	2,41
17	I influence Chinese tourists to come to visit Indonesia again	7,4	38,1	47,1	7,4	2,54	

Notes: 1=strongly disagree; 2=disagree 3=agree; 4=strongly agree.

Variable Y (attitude) is divided into affective and behavioural aspects (Table 5.3). The results of the analysis related to affective attitudes show that the majority of respondents agree with most of the affective statements: (1) I am happy because the arrival of Chinese tourists provides high income for local governments; (2) I am happy that Chinese tourists spend large sums of money while on vacation in Indonesia; (3) I am glad that the visit of Chinese tourists creates job opportunities for me; (4) I am happy that the visit of Chinese tourists causes my income to increase; (5) I feel the friendship when communicating with Chinese tourists; (6) I am impressed that Chinese tourists enjoy interacting with people in Indonesia; (7) I am happy because the arrival of Chinese tourists gives positive influence on me; (8) I am impressed that Chinese tourists like cleanliness; (9) I am impressed that Chinese tourists do not litter; (10) I am impressed that Chinese tourists do not make vandalism in tourist destinations; (11) I am impressed that Chinese tourists care about environmental sustainability. Meanwhile, there are only a small number of affective statements where respondents disagree, namely: (1) I am happy that the visit of Chinese tourists affects the future of my work career; and (2) I am happy that the visit of Chinese tourists to Indonesia improves my standard of living.

The analysis related to behavioural aspects of attitude show that the majority of respondents disagree with the statements: (1) want more tourists from China than tourists from other countries (mean 2.22); (2) I prefer tourists from China over tourists from other countries (mean 2.22); Meanwhile, most respondents agreed with the statements: (1) I hope tourists from China continue to come to Indonesia (mean 2.87) and (2) I influence Chinese tourists to come to visit Indonesia again (mean 2.54). The results of the analysis show that the majority of respondents do not want more tourists from China, do not prefer Chinese tourists compared to other tourists, but on the contrary, they expect Chinese tourists to continue to come and influence Chinese tourists to visit again. Those imply that the most of respondents do not choose Chinese tourists as a priority to visit Indonesia.

Correlation test and Coefficient Determination Test

The correlation test for perception variables on employee attitudes in the hospitality industry using the Pearson correlation is weak (correlation test 0.448 or below 0.5). Meanwhile, R Square showed that the influence of perception toward attitude of employees in the hospitality industry was 20%, while the remaining 80% was influenced by other variables beyond this research.

T test

Hypothesis testing using t test (simple regression coefficient test) was calculated for the following hypothesis:

Ho : There is no positive and significant influence of perception on attitudes of employees in the hospitality industry towards Chinese tourists.

Ha.: There is a positive and significant influence of perception on attitudes of employees in the hospitality industry about Chinese tourists.

Based on the simple regression coefficient test, t count was $8.815 > + t$ table. Therefore, Ho was rejected and Ha was accepted. The significance value was $0.000 < 0.05$. The result showed that there was a positive and significant influence of perceptions on attitudes of employees in the hospitality industry towards Chinese tourists.

CONCLUSION AND IMPLICATIONS

The perception of employees in the hospitality industry about Chinese tourists shows that on average employees have positive perceptions in economic and ecological aspects but have negative perceptions in social aspects about the arrival of Chinese tourists in Indonesia. Based on the Pearson correlation test, the relationship between perception variables and employee attitudes in the hospitality industry is weak. The contribution of employees' perceptions to their attitudes is only 20%, while the remaining 80% is influenced by other variables. However, the simple regression coefficient test shows that there is a positive and significant influence of employees' perceptions on their attitude toward Chinese tourists.

In term of economic aspect there must be created the product and the services that attract the attention the Chinese tourists to spend some more money when they visit Indonesia. For social aspect, the service provider (e.g. hotels, restaurants, or travel agents) is better to learn Mandarin language to solve communication problems. For ecological aspect, the service providers should inform the Chinese tourist to have environmental awareness politely. Finally, Since perception has a positive and significant effect on attitudes of employees in the hospitality industry about Chinese tourists, it is very important for the supervisor in the hospitality industry to influence subordinates to have a positive mindset about Chinese tourists.

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