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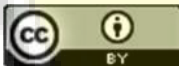
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Post Launching "Southern Paradise" As A City Branding Of Trenggalek Regency: The Role Of Transaction Service Convenience As Mediation On Tourist Satisfaction

Ika Barokah Suryaningsih, Sumani

Abstract: The purpose of this study is to prove the TSC as a mediating variable between the influence of attraction, amenities, accessibilities to the satisfaction of the tourists after the launching of the "Southern Paradise" as a city branding the regency of Trenggalek. The population in this research is all the tourists who visit the tourist area in the Sub district of Watulimo, Trenggalek and accidental sampling was used as sampling technique. This study used SEM, which is based on the evaluation of the relationship of interdependence between variables to be studied. The results show that four hypotheses are accepted, namely attraction, amenities affect the TSC travelers. Attraction and TSC tourists also influence tourist satisfaction. On the other hand, three hypothesis of the other is rejected, i.e. the accessibilities do not affect the TSC travelers, and amenities and accessibilities also does not affect the satisfaction of tourists. The results showed TSC in this study have a considerable effect on the formation of tourist satisfaction while visiting on a tourist area.

Index Terms: Accessibilities, Amenities, Attraction, City branding, TSC, Tourist Satisfaction.

1 INTRODUCTION

The tourism sector is one of the industry economic drivers for the local community. The development of tourism in the Regency of Trenggalek can be seen from the various development potential of nature tourism that exists. In the year 2017, Trenggalek has been awarded the development of the area on the tourism sector [1]. This award becomes the spirit for local governments in developing the potential of tourism-based public participation. Step performed the local government is to make city branding. A variety of research done to formulate a city branding The Regency of Trenggalek [2]. The formulation that has been produced is a "Southern Paradise" is the city branding is right for trenggalek regency [3]. Right at the turn of the year, on January 1, 2019, the Regent of Trenggalek launched "Southern Paradise" as a city branding the regency of Trenggalek. "Southern Paradise" is the brand of the city proper, it has been selected because considered to represent the spirit of the community and geographical overview of Trenggalek in general [4]. The purpose of the determination of the "Southern Paradise" as a city branding is to attract tourists to visit at all the tourist destinations in the regency of trenggalek. The potential for tourism development in Trenggalek Regency are scattered in the entire district, but the number of attractions that are worth selling in Trenggalek Regency just some of the attractions. Tourism object in Trenggalek Regency can be divided into 3 types, namely natural attractions, cultural attractions and special interest tourism [5].

One of sub district in Trenggalek has the most potential of both natural attractions, cultural attractions and special interest tourism is a subdistrict of Watulimo. This district has three potential beaches namely Prigi beach, Karanggongso beach, and Damas beach. The tourist-based nature is Goa Lowo, Banyu Nget, and natural Bridge in the mangrove Forest on Cengkong Beach. While the tourism-based culture is the ceremony of Larung Sembonyo, and both rock Climbing Gunung Sepikul is special interest tourism. The diversity of tourism potential in the district Watulimo must be balanced with the increased quality of the tourism product. J. Middleton [6] stated that there are five main components in the tourism product as a whole, these components are: the attractiveness of the place and the environment, facilities and services, accessibility of the place, picture place, and price. meanwhile, the Service quality is important thing in tourism and increase tourist satisfaction and will determine a strong desire to revisit [7][7]–[9]. Tourist satisfaction and desire to revisit will be heavily influenced by the Transaction Service Convenience (TSC). TSC is the perception of the tourists will be cost, time, and effort in a transaction [7], [10], [11]. On the other hand, the components of the tourism product such as attraction, amenities, accessibilities also have a major influence on the TSC [12]–[14] and tourist satisfaction [15]–[19]. Based on the existing conditions that are the purpose of this study is to prove the TSC as a mediating variable between the influence of attraction, amenities, accessibilities to the satisfaction of the tourists after the launching of the "Southern Paradise" as a city branding the regency of Trenggalek.

2 LITERATURE REVIEW

2.1 The influence of the Attraction and Satisfaction Through TSC

According to [15], [17], [18], as well as the [20], a tourist area is a place that offers a dish a strong attraction variety of attractions in accordance with the city there. C. Eusebio and A. L. Vieira [21] also stated the same thing about some of the variables that should be prepared in the management of a tourist destination. According to [13], attractions resulting

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from the elements of components in a destination will determine the choice and motivation of prospective visitors of a tourist destination. [18], states that the attraction, facilities and accessibility also affect the tourist satisfaction [9], [22]. Strengthen the results above, [13] stated the attractiveness of a tourism destination largely depends on what the desired stay when they visit, as well as the geographical conditions of the city itself. In general, travelers will interpret the area both rationally and emotionally. Therefore to make tourists willing to re-visit the same destination in the future and recommend to others, for it must consider carefully a dish of attractions, basic facilities, cultural attractions, and transportation options, natural environment and various economic factors, the other influencing the decision of tourists. It is called as transaction service convenience [11], namely consumer perception for the time and effort associated with the use of the services including the tourism sector. Thus the hypothesis is:

H1: attractiveness of a Tourist Area in Watulimo significant effect on TSC.

H4: attractiveness of a Tourist Area in Watulimo significant effect on tourist satisfaction.

2.2 The influence of Amenities on Satisfaction Through TSC

Amenities (facilities and services) is part of the component which serves to emphasize that each product package is a series of elements to build the image of tourist destinations [13]. The facilities and services is a critical component in a venture that allows visitors to come and stay longer to enjoy the facilities provided. On the second hypothesis refers to the results of the findings [23], [24], and [25] stating that the readiness of decent facilities should be used as the main program in designing the image of a tourist destination. Satisfaction is the use of regularly and repeatedly. When continuously and repeatedly come to a place like this and to give the sacrifice in the form of time or effort in the form of money to enjoy the products or services. These elements were reflects TSC [11], [26], [27]. The hypothesis is:

H2: Amenities in the Tourist Area in Watulimo significant effect on TSC.

H5: Amenities in the Tourist Area in Watulimo significant effect on tourist satisfaction.

2.3 The influence of the Accessibilities of Satisfaction Through TSC

Accessibility is the main supporting factors in addition to the attraction and facilities, as referenced from research conducted by the [9], [28], [17], as well as [29]. A. Hassan [13] Argue that, there are also factors which are also very important in influencing tourist satisfaction, namely accessibilities. Aspects of transportation both public and private sectors will determine the magnitude of the cost, speed, and comfort for travelers since leaving his place of residence to get to a tourist destination is a concept that exist in the TSC [11]. Most of the managers just do not know that tourist satisfaction can be formed by means and good accessibility. Good accessibility will bring benefits for tourism operators directly or the public tourist area. According to [13], build the desire to revisit through increased satisfaction,

perception of value, and the image of the city supported the detailed knowledge about the factors that moderate the in strengthen the relationship between destination image and loyalty. Accessibility is also an important component to be considered [15], [28], [16], [30], and [18], it directly affects the ease of tourists to reach a tourist destination. The hypothesis is:

H3: Accessibilities in the Tourist Area in Watulimo significant effect on TSC.

H6: Accessibilities in the Tourist Area in Watulimo significant effect on tourist satisfaction.

2.4 The influence of the TSC on Tourists Satisfaction

Transaction service convenience (TSC) is the perception of tourists towards the sacrifices made as the cost, time, and effort in a transaction. The transaction referred to in this research is the perception of tourists will sacrifice time and cost for a visit to a tourist destination. Various studies empirical marketing and tourism revealed a strong relationship between tourist satisfaction overall with the intention of doing revisit. The satisfaction of the tourists can form an intention that is great to come back and then recommend at each stage of the model the behavior of travelers such as motivation, intention, and behavior to revisit [12]–[14]. According to [10] and [11], that the TSC can be measured by the ease in payment of services, ease in completing transactions, and speed the time of transactions. Thus the hypotheses are constructed:

H7: Transaction service convenience (TSC) significantly influence the Satisfaction of tourists who visit the tourist area in Watulimo

3 RESEARCH METHODS

3.1 Sample Size

The population in this study is the infinite or the population of an unknown number of the population for sure. The population in this research is all the tourists who visit the tourist area in the Subdistrict of Watulimo, Trenggalek. Sampling the study used a technique non probability sampling, the method of accidental sampling. This technique is done by meeting with the visitors who are on some of the popular attractions in the district Watulimo such as Prigi beach, Karanggongso beach, and Damas beach. The tourist-based nature is Goa Lowo, Banyu Nget, and natural Bridge in the mangrove Forest on Cengkrong Beach who voluntarily are willing to be respondents. The sample size that must be met in the modeling of SEM is 100-200. The magnitude of the samples in this study, multivariate determined as much as 25 times the number of variables, thus the sample size in this study was 125 respondents [31].

3.2 Measurement

Data collection methods used in this research is questionnaire with the form of statement and observation. The questionnaire used in this study to obtain primary data about the assessment of tourist related to the attraction, amenities, accessibilities and TSC in the tourist area of Watulimo regency. Each item statements in the questionnaire were measured using a 5-scale measurement of Likert.

3.3 Data Analysis

Validity test in this research was using confirmatory factor analysis. Requirements that must be met is the value of factor loading should be significant and the standardized loading estimate value $\geq 0,50$ [32]. The reliability of measurement in this research uses the value of construct reliability. Construct reliability is 0.70 still can be accepted with the condition of validity indicators in the model [32]. Data Analysis used Structural Equation Modeling (SEM) using the software program AMOS 5.0. This study used SEM, which is based on the evaluation of the relationship of interdependence between variables to be studied in a tourist area in the sub district of Watulimo, Trenggalek.

4 RESULTS

4.1 Profil Respondent

Data descriptive statistics that describe the profile of tourists who visit the tourist area in the sub district of Watulimo, Trenggalek for each variable characteristic of the respondents used in this study, presented in Table 1.

Table 1. Characteristic Profile of Respondents

Description	Percentage (%)	Description	Percentage (%)
Gender:		Occupation:	
Male	40.8	Private employees	23.3
Female	59.2	Students	20.9
Age:		Civil servant	15
15 - 20 years old	13.4	Entrepreneur	40.8
21 – 25 years old	35	The intensity of the visit:	
26 – 30 years old	25.9	2 – 5 times	18,3
31 – 35 years old	18.3	6 – 9 times	45
> 36 years old	7.4	10 – 13 times	22,5
Level of education:		> 14 times	14,2
Junior high school	9.2		
Senior high school	28.3		
Undergraduate school (Bachelor)	44.2		
Graduate school (Master)	18.3		

Based on table 1, when the most widely visited tourist area in the sub district of Watulimo are women with the age range the dominant age 25-29 years. While visitors who come educated scholar with a job as self-employed is more dominant compared to the visitors with the status of other jobs. Most tourists come with the intensity of a visit more than once; this indicates that there is an attraction that always makes tourists to visit this tourist area.

4.2 Measurement of Validity And Reliability

Validity test in this research was using confirmatory factor analysis. Requirements that must be met is the value of factor loading should be significant and the standardized loading estimate value $\geq 0,50$ [32]. Whereas, the reliability of measurement in this research used the value of construct reliability. Construct reliability ≥ 0.70 is still acceptable with the

terms of the validity of the indicators in the model.

Table 2. Validity and Reliability

Variabel	Item	Estimate	Loading Factor	CR
Attraction	Att1	0,806	$\geq 0,50$	0,805
	Att2	0,859	$\geq 0,50$	
	Att3	0,614	$\geq 0,50$	
	Att4	0,549	$\geq 0,50$	
Amenities	Am1	0,585	$\geq 0,50$	0,847
	Am2	0,527	$\geq 0,50$	
	Am3	0,511	$\geq 0,50$	
	Am4	0,506	$\geq 0,50$	
	Am5	0,518	$\geq 0,50$	
	Am6	0,532	$\geq 0,50$	
	Am7	0,521	$\geq 0,50$	
	Am8	0,895	$\geq 0,50$	
	Am9	0,892	$\geq 0,50$	
Accessibilities	Acc1	0,576	$\geq 0,50$	0,706
	Acc2	0,537	$\geq 0,50$	
	Acc3	0,567	$\geq 0,50$	
	Acc4	0,704	$\geq 0,50$	
TSC	TSC1	0,537	$\geq 0,50$	0,710
	TSC2	0,562	$\geq 0,50$	
	TSC3	0,886	$\geq 0,50$	
Satisfaction	Sat1	0,810	$\geq 0,50$	0,830
	Sat2	0,873	$\geq 0,50$	
	Sat3	0,775	$\geq 0,50$	

4.3 Results of Testing the Model

Table 3 shows the results of the feasibility test of Chi-square, GFI, and AGFI are considered less good (marginal) in the model of this study. While test the suitability of other models, namely Probability, RMSEA, CMIN/DF, TLI, and CFI stated so well that can be said to meet the goodness of fit required. Therefore, the model of this study can be said to have fulfilled the eligibility criteria of a model.

Table 3. Goodness of Fit

Goodness of Fit	Value	Criteria	Description
Chi-square	185.049	≤ 132.144	Marginal
Probability	0.077	≥ 0.05	Good
RMSEA	0.039	≤ 0.08	Good
GFI	0.880	≥ 0.90	Marginal
AGFI	0.809	≥ 0.90	Marginal
CMIN/DF	1.164	≤ 2.00	Good
TLI	0.964	≥ 0.95	Good
CFI	0.975	≥ 0.95	Good

The next stage is the analysis of the structural model. The structural Model is a combination of a measurement model is

called as full model or a hybrid model. If the Full model of a result that does not fit, then the necessary modifications to the full model by considering the information on the value of the modification index. The structural Model of this study modified based on the modification index by adding a line of correlation between variables and between errors. Model modification improve the goodness of fit. Based on the structural model that has been modified, then the estimation of the coefficient of structural which will be outlined in the following Table 4:

Table 4. Regression Weight Of The Structural Model

The Influence Between Variables	Estimate	S.E.	C.R.	P-value	Description
Attraction □ TSC	.368	.114	3.234	.001	Significant
Amenities □ TSC	.347	.180	3.588	.037	Significant
Accessibilities □ TSC	.250	.131	1.910	.056	Not Significant
Attraction □ Satisfaction	.922	.341	2.706	.007	Significant
Amenities □ Satisfaction	.014	.135	.106	.916	Not Significant
Accessibilities □ Satisfaction	.037	.178	.209	.834	Not Significant
TSC □ Satisfaction	1.112	.299	3.715	.000	Significant

Test the significance weighting factor is used to see the role of each construct in the full model that have been modified and are stated to have been feasible as a research model. The results of the test of regression weight was known that all the indicators forming the construct has a value of loading factor or regression weight estimate which is entirely significant with a probability of 0.05 and the CR (critical ratio) is above 1,96. All indicators declared worthy and able to reflect their respective latent variables are formed and are at a level of significance expected.

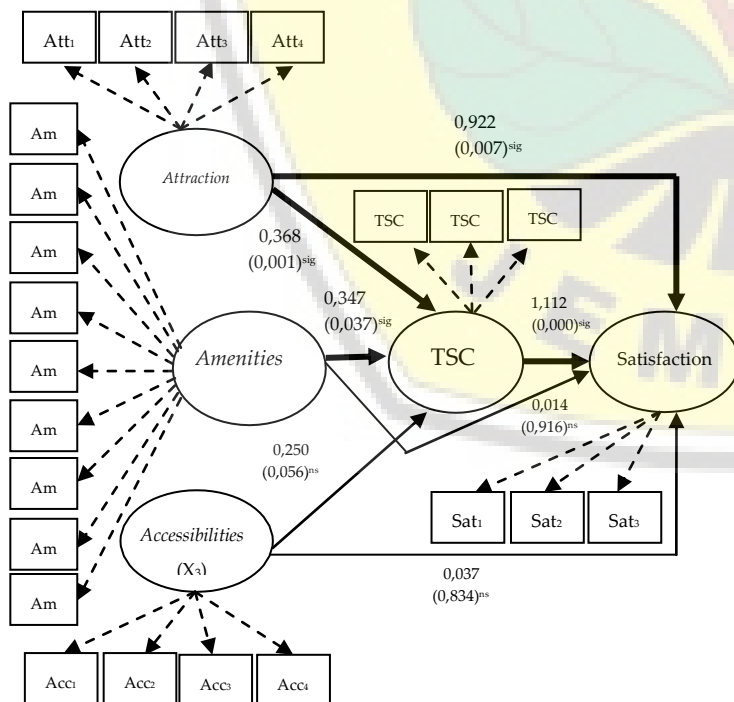


Figure 1. The Results Of The Path Analysis

The results of path analysis showed that TSC is able to mediate the influence of the attraction and amenities to the

satisfaction of the tourists. However, TSC is not able to portray the mediating influence of the accessibilities to the satisfaction of the tourists. Attraction has a direct influence on the TSC and satisfaction, while the amenities only a direct effect on the TSC. The findings in this study TSC significant effect on satisfaction, but accessibilities at all not directly influence the TSC and satisfaction.

5 DISCUSSION

5.1 The Influence of Attraction on Satisfaction through TSC

The results of the SEM analysis show that attraction has a significant influence on the TSC and the satisfaction of tourists. This means that the factors of attraction which is measured through a nice beach to relax and enjoy the sunset, the Region's Watulimo is a place to relax and stay with friends or family, this is a factor which determines the satisfaction of tourists visiting the Beach and other tourist areas in Watulimo. This can be interpreted that the quality of the attraction on an object is just getting better and awake the preservation as well as clean then the satisfaction of the tourists is increasing. The results of this study support the results of research conducted by [15], [17], [18], as well as a [20] that states that the attraction significantly influence tourist satisfaction. The results of research conducted by [21] also stated the same thing about some of the variables that should be prepared in the management of a tourist destination, namely the attraction. A stay at the time decided to visit a tourist destination, will choose on a attraction that can make them comfortable, quiet, and can entertain themselves for eliminating the fatigue or boredom from their daily activities. Destination attraction includes natural attractions, artificial attractions, cultural attractions, and the attractions of social. Combined various aspects of the city exists in both, will generally be accommodated by visitors in a variety of activities that are typical without damaging the environment and ignoring its capacity. If aspects of the attraction are able to managed well by the tourism businesses as well as able to be presented in accordance with the expectations of the tourists, of course, will encourage the achievement of satisfaction of tourists visiting a tourist attraction. The tourist area in the sub district of Watulimo, apply the construction of facilities that are environmentally friendly, so not a lot of land clearing for construction of the facility. It aims to maintain ecosystem environment so as not to pollute the beach, maintain the coolness of the air, and the preservation of existing forest on the edge of the beach. Tourists do not need to rent a beach umbrella can still enjoy the freshness of the sea breeze blowing in under the trees. The cleanliness in the Tourist Area of Watulimo also been very good, as evidenced by the absence of trash on the beaches and other tourist areas and at any angle - the angle of the trees provided a place to sit to stay in the city. Some of it is the effort of the manager of the Tourist Area of Watulimo to keep the sustainability, cleanliness, and convenience of the visitors. Stay in the course, pay attention to a dish that is judged interesting and distinctive. Travelers who already have knowledge or beliefs about the attractions of the Tourist Area of Watulimo can be loyal by doing certain behaviors. The behavior of such tourists which intend to re-visit in the foreseeable future, say positive things and recommend the Tourist Area of Watulimo to others. This is certainly caused by

the determination of the “Southern Paradise” as the city branding of Trenggalek regency. Perception will be the image of the city through the “Southern Paradise” and conformity with the level of attractiveness of the tourist areas is the key to the sustainability of the development efforts of local tourism.

5.2 The Influence of Amenities on Satisfaction through TSC

The results of the testing proved that the amenities have a significant influence on the TSC, but did not affect the satisfaction of tourists, meaning that if the amenities at a tourist attraction increasingly complete and supports all of the activities and needs of tourists then the perception will sacrifice the time and costs incurred by travelers will be comparable with the beauty and all that is felt. This means that the factors could be measured through the availability of heading information, the availability of coast guard station, the availability of toilets, availability of places of worship, availability of food court, availability of shopping, by a neat, availability of parking, the officer in the Tourist Area of Watulimo serve tourists with better, and the officer responsible for the safety of tourists is a factor that determines the perception of the TSC travelers [12], [14], [27]. The results of this study correspond with the findings of [23], [24], the readiness of decent facilities should be used as the main program in designing a tourism destination [25]. The presence of adequate facilities in an object of tourist will affect satisfaction. Tourists also requires the presence of facilities that support travel and tourism, to meet the travel, need to be provided various facilities, ranging from the fulfillment of needs since departed from the place of stay of tourists, during their stay in tourist destination and back to its original place. Facilities to meet the needs of travelers travel that appear in one unity interrelated and complement one another, so that in a trip, all the components used cannot be separated, depending on the characteristics and shape of the travel done by tourists. The components of the facilities and services of travel usually consists of elements of transport, accommodation facilities, dining facilities and drinking as well as other supporting facilities that are specific and tailored to the needs of the trip. This component is not regardless of the presence of components of infrastructure and infrastructure, which is a component of the guarantee for the availability of complete facilities. Facilities, a new transport can be provided if there is no guarantee that the road infrastructure is already available, thus also telecommunications facilities can be provided if the network infrastructure connecting to the city's tourism is already available. Availability and fulfillment of aspects of the amenities of course will be the consideration of a traveler to determine the travel destination. Good existing condition of facilities will affect the level of TSC to a tourist attraction. The results showed practically no significant effect on tourist satisfaction. The hypothesis stated that the amenities in the Tourist Area of Watulimo significantly influence tourist satisfaction is not proven truth. This means that the amenities are not too potentially and directly contribute in reflecting on the satisfaction of tourists. The results of this study contrast with the findings of research conducted by the [15], [17], [16], that one of the factors that affect the satisfaction of tourists is amenities [30]. For some people who love the adventure when travelling, the amenities at the tourist destinations they go to are not too bothered.

Tourists who love adventure emphasize the experience and pleasure when travelling rather than pay attention to the completeness of the support facilities of a tourist attraction. Many tourists who love the adventure they bring lunch and your own equipment from home. So when they are already confident in one of the attraction will get valuable experience, then they are already ready with the conditions on the tourist attraction so not too care about supporting facilities in the tourism object. In accordance with this research, based on the results of the hypothesis test states that amenities are not an influence on tourist satisfaction, which means that tourists who visit the Tourist Area of Watulimo are mostly young people with the age range of 20 – 25 years, where they love the adventure, so do not pay attention to supporting facilities, existing in an attraction that they visit so that the supporting facilities is not a major effect on tourist satisfaction [22].

5.3 The Influence of the Accessibilities on Satisfaction through TSC

The results showed that the accessibilities do not affect the TSC travelers. This means that the accessibilities are not too potentially and contribute in reflecting the TSC travelers. The absence of the influence of the accessibilities can be caused by the respondents ' assessment that things are related to accessibilities in the Tourist Area of Watulimo including infrastructure, services, travel agent, public transportation, and signs pointing the direction already as good as there is in the object/other tourist areas. Tourists do not make the accessibilities as considerations related to TSC. Ideally, when heading a place should infrastructure and means of transport to get to tourist areas already prepared and easy to reach. But the results showed that the accessibilities do not affect the TSC travelers. So it can be interpreted that the product and services that its products are not common and could not be found in other places, it becomes not applicable for tourists. Because products in the industry in the field of services, especially the tourism sector offers different products to its characteristics. Natural resources as tourist attraction shows the culture of the local community are all examples of tourism products that can't be found in other places. In this study proves that access to go to a place does not affect the TSC travelers. So it can be concluded that however the state of infrastructure and means of transport to get to the Tourist Area of Watulimo not affect the perception of going to TSC tourists when they visit it. Tourists prefer the experience they get when visiting places. For them to see the view of the beach with white sand and there is a mountain located on the edge of the beach, waterfalls, mangrove forests will make them happy and make it a rewarding experience when visit it. Based on the results of testing the hypothesis stated that the accessibilities do not influence on tourist satisfaction. That, and he said can be interpreted that the tourists who visit the Tourist Area of Watulimo not really pay attention to the ease or readiness level of accessibility both in terms of infrastructure and means of transport to get there. Most of the tourists using a private vehicle, either a motorcycle or a car, most of the tourists from outside the city rent a bus to visit in groups. Usually study tour by the school, or the event just held a company to provide entertainment to its employees. The results of this study do not support the findings of the study [28], [16], [30], and [18] who stated that accessibility is an important component to be considered, it directly affects the ease of tourists to reach a tourist

destination. One of the important components in tourism activities is the accessibility or the smoothness of the community or tourists mobility from place to another. To perform a displacement that is of course in need of a means of transportation and means of transport when travel. Accessibility is a measure of the comfort and ease of the achievement of the locations are interconnected with one another, easy or difficult it is that location is achieved through the transport. Aspects of transportation whether public or private will determine the magnitude of the cost, speed and convenience for travelers since leaving his place of residence up to a selected destination. However, on the attractions in Watulimo-based adventure, travel nature-based or culture does not reduce the desire of tourists to visit even though their accessibility does not support. Therefore, the accessibilities do not affect the TSC and the satisfaction of tourists.

5.4 The Influence of the TSC to the Tourists Satisfaction

Based on the results hypothesis testing, the TSC effect on tourist satisfaction. This can be interpreted that the tourists who visit the Tourist Area of Watulimo feel satisfied when visit, get valuable experience, relaxes fatigue from everyday activities attractions beautiful views and convenience when visiting the area attractions. This indicates that the higher the TSC tourists to the tourism destination, it will further improve the satisfaction of the tourism destination related. TSC is strongly influenced by the attractiveness and amenities travel destination. The behavior of travelers who feel satisfied after obtaining the experience of travelling in a tourism destination, the future behavior or actions are performed as a mean to revisit, say positive things, and recommend it to others.

6 CONCLUSION

The results show that four hypotheses are accepted, namely attraction, amenities affect the TSC travelers. Then attraction and TSC tourists also influence tourist satisfaction. While the three hypothesis of the other is rejected, i.e. the accessibilities do not affect the TSC travelers. Then amenities and accessibilities also does not affect the satisfaction of tourists. On each of the variables are divided into direct effects, indirect and total. The results of the calculation showed that the Accessibilities have a direct influence of the most high. When viewed as a whole variable TSC as an intervening has a direct influence greater when compared with the indirect influence. This indicates that the variable TSC in this study have a considerable influence on the formation of tourist satisfaction while visiting on a tourist area that is located in the Sub district of Watulimo, Trenggalek.

7 SUGGESTION

7.1 Appendices

Based on the results of the research and refers to the conclusions of this study, the suggestions recommended are as follows:

- The manager expected to always pay attention to the factors of attraction. The manager should be able to get a good spot so that tourists can enjoy the moment the beauty of the sunset or sunrise and experience nature comfortably.
- The manager of the Tourist Area of Watulimo expected to care for the supporting facilities that already exist with such good, information post, coast guard station, toilets, place of

worship, food court, shopping for souvenirs, and parking. The Tourism Area managers provide evaluations and appeals to all stakeholders in the Tourist Area of Watulimo in order to serve the travelers well. In addition, it give suggestion to the owner of the home stay is to give a clear sign for the house that can be rented to travelers.

- Stakeholders, government, the tourism area managers, and local communities are able to interpret, animating, and reflect on the "Southern Paradise" as a city branding The Regency of Trenggalek. Appreciation of the slogan "Southern Paradise" is expected to realize the The Regency of Trenggalek into a tourist paradise in the south of the province of East Java.
- Further research should increase the number of sample and criteria the sample are foreign tourists who visit the Tourist Area of Watulimo to get a better model, especially in the research field of marketing management related to the relationship between attraction, amenities, accessibilities to the TCS and tourist satisfaction.

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