

Surfing Tourists' Preferences in Choosing Type of Accommodation in the Mentawai Islands

Rifan Andika*, Muhammad Baiquni

Department of Development Geography, Faculty of Geography, Universitas Gadjah Mada, Yogyakarta, Indonesia

Abstract

As a tourist destination, the Mentawai Islands have many potential tourism destinations such as marine tourism especially surfing spots. Many surfers come to the Mentawai Islands from all around the world. Most of the tourists are young adults with an average income of USD 20.000-40.000 annually. Most are intermediate to pro-level surfers. The biggest reason why so many surfers come to visit the Mentawai Islands is for the exceptional surfing experience, which comes from the quality of its natural environment as one of the top preferences. Based on location, there are two types of accommodation, city accommodation, and resort accommodation. On the other hand, surfers' preference in choosing accommodation type needs to be discovered. There will be preferences. At least surfers have three, which are Price, Facility, and Location. Price compatibility with quality, availability of surfing transport, proximity to surf breaks becomes the main preferences in choosing accommodation.

Keywords: Accommodation, Mentawai Islands, surf.

INTRODUCTION

Tourism becomes a very dynamic thing to be reviewed further and is already attached to the people of Indonesia. In Indonesia, tourism itself has become part of the economy. In 2015, the number of foreign exchanges in the tourism sector peaked at 12.23 billion US dollars. Since 2010, there was an increasing contribution of the tourism sector to gross domestic product (GDP) until 2016. The tourism sector has contributed 500.19 trillion Indonesian Rupiah to Indonesian GDP [1]. Based on this, the tourism sector is important to be considered for the welfare of the country.

Tourism is one of the very fast-growing industries in the world. Tourism is a motorist of economic growth, especially in developing countries, to create employment opportunities where tourism also leads to the development of other industries that support the tourism industry itself [2].

Tourism is not only known as mass tourism but also there is alternative tourism that becomes an option for tourists who are known as special interest tourism [3]. Some things that

distinguish special interest tourism from alternative tourism:

- Scale, there is a difference in the scale on which special interest tourism is done on a small scale.
- Travelers looking for alternative destinations that are not yet popular, have not been commercialized, and have not yet been explored.
- The motivation for tourists to travel has a discriminatory and varied interest compared to mass travelers.
- More responsive to the value of local culture, environment, and heritage attractions [4].

This kind of tourism tends to have a more expensive cost than mass tourism because tourists need to meet more needs. Although also many students, backpackers, and low-income travelers do tours such as adventure tourism that are part of special interest tourism [5].

Adventure tourism can be defined as a tourism activity whose main activities are outdoor by relying on nature and requiring special equipment [6]. Besides, it can also be defined as a tourist attraction that combines physical activities, cultural exchange, and involvement with nature [7].

One of the adventure tourism activities is surfing [8]. Surfing tourism becomes a rapidly growing industry. At least, the surfing tourists in Indonesia spend about 21-100 USD a day during the tour [9]. Another study also found that surfing tourists in Wrightsville, Carolina, and Kure Beaches could spend their money between

* Correspondence address:

Rifan Andika

Email : rifan.andika@mail.ugm.ac.id

Address : Dept. Development Geography, Faculty of Geography, Universitas Gadjah Mada, Yogyakarta 55281

75.63-157.35 USD a day depending on the level of surfing experience [10].

The Mentawai Islands is one of the national tourism areas, which focuses on two types of tourism activities which are nature tourism and marine tourism, especially surfing. The marine tourism area is in almost all the sub-districts in the Mentawai Islands, such as North Pagai, Sikakap, South Pagai, South Sipora, North Sipora, Southwest Siberut, Central Siberut, and North Siberut. Those locations are based on Local Government Regulation No. 3/2015 about Spatial Regional Planning. The Mentawai Islands has 194 tourist attractions, in detail described in Figure 1. Based on the type of tourist attraction in the Mentawai Islands, marine tourism is more dominating compared to the other attractions.

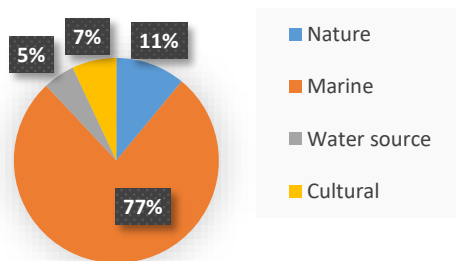


Figure 1. Tourism object Percentage (Source: Mentawai Islands Regency in figures 2018)

Each of the tourism activities will require supporting factors, and one of them is accommodation. The accommodation is enabled as a place for travelers to stay for a while. As a tourism product, accommodation has an important role in the tourism activity itself. However, lately, tourism products are also increasingly complex and varied [11]. The tourism product includes the following:

- a. Transportation and other tourism transport
- b. Accommodation
- c. Restaurants and other eateries
- d. Local tour
- e. Objects and attractions

The tourism development makes accommodation an independent industry is known as the *hotel industry* [12]. The hotel industry is growing rapidly and becomes important in the tourism sector. It is evidenced by the proportion of tourists spending most amount on accommodation. Based on a survey conducted in 1966 in the Middle East, it explained that 30% of traveler spending was on

hotel accommodation [13]. The accommodation could be the reason people travel; the completeness of the accommodation facilities could encourage the satisfaction of their trip [14] [15].

Accommodation in the tourism industry is not only a hotel but many other types of accommodation that can be chosen as an alternative in choosing a place to stay for travelers. One of the types of accommodation that is commonly developed in the Mentawai Islands to support tourism is resort accommodation (Figure 2). The Resort is defined as a hotel that is built on tourist sites [16]. Usually, the resort is located in the mountains, beaches, forests, peaks, lakes, and so on that has a function to support tourism activities [17].

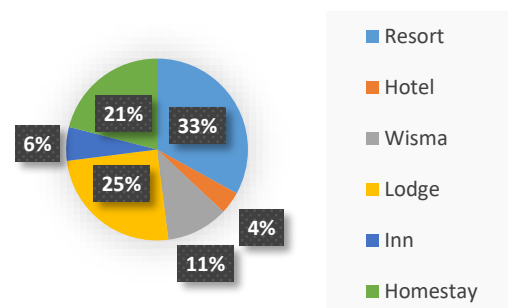


Figure 2. Percentage of accommodation types (Source: Mentawai Islands Regency in figures 2018)

The Mentawai Islands have as many as 82 units of tourist accommodation (Figure 2). But, the deciding factor of accommodation type selection has not been known yet, especially for surfers in the Mentawai Islands. It is the question that needs to be answered in this research. When it comes to the choice of accommodation type, tourists have certain considerations to prefer what type of accommodation to stay. Based on the research conducted by Elena [18] and Wijaya [19], there are at least some considerations for consumers (tourists) in accommodation preference, the more common are the price, location, and facility. Pina and Delfa [20] explained that choosing accommodation types might be influenced by the characteristics and preferences of the tourists themselves.

Before knowing the deciding factors of accommodation by surfing tourists, we need to know the characteristics of the surfing tourists themselves and the characteristics of accommodation to be chosen. The characteristics of surfing tourists are explained

based on demographic, psychographic, and motivation aspects referring to the characteristics of the tourists [9] [21]. The characteristics of tourist accommodation refer to the classification of accommodation based on its location [17]. The surfers' preferences of accommodation refer to the factors that tourists consider in selecting a place to stay issued; those are price, facility, and location [18].

The first one is the price as a preference. Price is the most important thing to consider when choosing a place to stay because it relates to the income of the surfers. The higher the income, the higher the spending. Price also becomes a variable that can be controlled and become a consideration for consumers in receiving a product. In some cases, consumers have considered the relation between price and quality. Consumer expectations of prices can also reflect the quality of the service [22].

Facility preference is something that is provided by the accommodation's owner. It was aimed to make it easier for tourists to run activities so that their needs can be fulfilled [23].

Location preference is related to where accommodation is placed. There are three kinds of interactions that can affect the location. Consumers who come to the service provider, the service provider who comes to consumers, and service providers and consumers do not have to meet directly. These are the variables that will be closely related to the location of tourist accommodation. The location of this attraction is intended to meet the needs of tourists who will stay in tourist destinations [24]. The research is aimed to answer questions about the factors that are considered by surfing tourists in choosing accommodation type by looking at their characteristics and characteristics of accommodations to be chosen.

MATERIAL AND METHOD

Research Location

The research was conducted in 2019 and was in the Mentawai Islands. The Mentawai Islands are located in West Sumatra with the main tourist attraction is surfing as part of the marine tourist attraction, the data shows it's over 77% of the tourist attraction in the Mentawai Islands (Figure 1).

Data Collection

The object of the study is not a tourist in general, but a tourist with a special interest which is surfing tourists, so that the sampling technique that is used in this study is Purposive

Sampling. This sampling technique is part of the Nonprobability Sampling technique [25].

To determine the number of samples, this study refers to the theory called Rules of Thumb [26] [27], the number of samples was carried out by using certain terms. Based on the reference, the study took samples of 80 respondents. These respondents had been interviewed using a questionnaire with closed-ended questions. Respondents in this study were surfing tourists who came to the Mentawai islands.

A questionnaire had been used to collect information about surfer characteristics and considering factors in choosing accommodation type. Likert scale (five levels) was used to measure the considering factors in choosing accommodation type. To describe the accommodation itself, the data used secondary data from the tourism department of the Mentawai Islands and other relevant agencies.

Data Analysis

Analyzing the factors that the surfing tourists considered in choosing accommodation types in the Mentawai Islands was done by using descriptive statistical techniques and cross-tabulation of the primary data (questionnaire and observation), which was collected in the field and subsequently described descriptively. This method was used to describe surfing tourist characteristics in Mentawai Island. The considering factors in choosing accommodation type compared by two groups of travelers was done using the Mann-Whitney test to see the value of the significance between the two groups.

RESULTS AND DISCUSSION

Characteristics of Surfing Tourists in the Mentawai Islands

Some of the tourists who visit the Mentawai Islands are surfing tourists. They have their special interests and characteristics. The characteristic of surfing travelers can be distinguished by three aspects: demographic, psychography, and motivation.

Demographic aspects

Surfing tourists from Australia are the largest for at least 18.75% of the total number of surfing tourists surveyed, continued by tourists from France at 16.25% and Brazil at 13.75%. The origin-country of surfing tourists in the Mentawai Islands are quite varied and can be seen more clearly in

Table 1.

Table 1. Country of origin

No.	Country of origin	Amount	Percent
1	Australia	15	18.75%
2	France	13	16.25%
3	Brazil	11	13.75%
4	Taiwan	10	12.50%
5	Spain	8	10.00%
6	United States	7	8.75%
7	United Kingdom	4	5.00%
8	Indonesia	4	5.00%
9	Netherland	2	2.50%
10	New Zealand	2	2.50%
11	Singapore	2	2.50%
12	Japan	1	1.25%
13	Philippine	1	1.25%
Total		80	100.00%

Source: Processed from primary data (2019)

Surfing tourists are dominated by men about 69%, while the rest are women as much as 31% (Figure 3). About 48% of the surfing tourists are 21-30 years old in the age range, and 34% are in the range of 31-40 years old (Figure 4). It is because, in this range of ages, humans can perform maximum physical activity. Surfers who travel a lot to surf are relatively young. After all, it depends on physical strength.

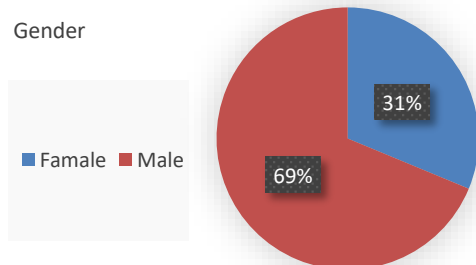


Figure 3. Gender travelers' percentage (Source: Processed from primary data, 2019)

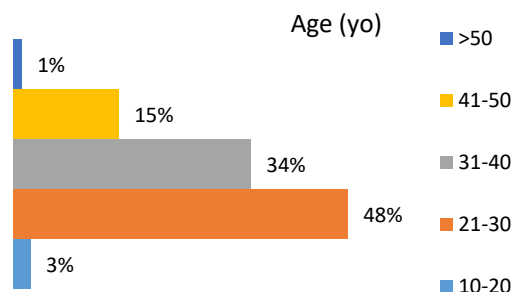


Figure 4. Surfing Travelers' range of age (Source: Processed from primary data, 2019)

In terms of income, about 30% of surfing tourists in the Mentawai islands have a relative

income of USD 20,001 – 40,000 per year, which could be classified as a medium-level economy so that they can travel to meet the needs of both physical and mental. On the other hand, the lowest percentage are tourists with an amount of income of about USD 80,001 – 100,000 and more than USD 100,000, which are 8% and 9% respectively (Figure 5).

Generally, surfing tourists in the Mentawai islands have proficiency at all levels, but as much as 22% are at the Beginner level, 44% at the intermediate level, 29% at the advanced level, and 5% at the highly advanced level (Figure 6). Therefore, surfing tourists in the Mentawai islands have quite experience in surfing sport.

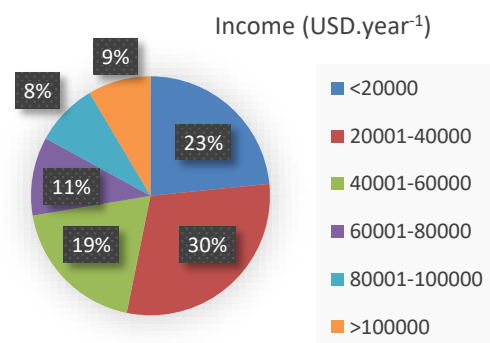


Figure 5. Percentage of income (Source: Processed from primary data, 2019)

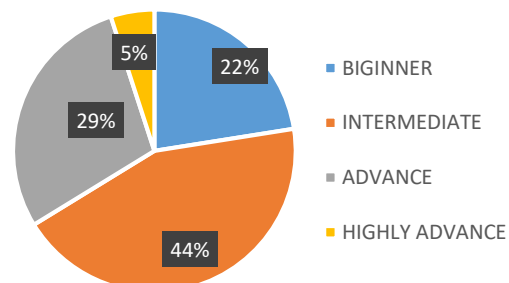


Figure 6. Surf ability level (Source: Processed from primary data, 2019)

Psychography Aspects

The psychographic characteristics of surfing tourists are seen based on each traveler's personal preference for a trip to the Mentawai Islands. There are at least five of the most important things that surfers look for in travel. If sorted by the top level, you get the following aspects of psychography, lack of crowds; Personal safety; Quality of its natural environment; Attention to health, and the right time to travel [28].

The most important psychographic aspect for surfing tourists in the Mentawai Islands is the

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quality of its natural environment. The importance level is the highest one with an average score of 4.6 (Table 2), and the next aspect is the lack of crowd with a level of interest score of 4.4. Meanwhile, personal security aspect, health care, and suitability time of visit can be seen in Table 2.

Table 2. Psychographic aspects

No	Psychography	Average
1	Natural its environment Quality	4.6
2	Lack of crowd	4.4
3	Personal safety	3.9
4	Health care	3.5
5	Suitability time of Visit	3.3

Source: Processed from primary data (2019).

Motivational aspects

The top motivation to travel for surfing tourists in the Mentawai islands respectively are the Quality of surfing, Climate, Location, Friends, and Culture [21]. This study again asks the question about the motivation of the surfing tourists and focused on some of the travel motivations as stated in Table 3.

The highest result on motivation to travel for surfing travelers in the Mentawai Islands is the quality of surfing experience, about 80% of the tourists chose this motive. Tourists go surfing with motivation because of friends are about 40%, climate with 38.75%, local culture at 37.5%, and the location of its tourist destination is 35% of the total collected respondents.

Table 3. Motivational aspects

No	Motivation	Respondents (n = 80)	%
1	Quality of surf experience	64	80
2	Friends	32	40
3	Climate	31	38.75
4	Local culture	30	37.50
5	Location	28	35

Source: Processed from primary data (2019).

Characteristics of Accommodation in the Mentawai Islands

Accommodations are more commonly known as a hotel, but also there is alternative accommodation such as homestay, lodge, motel, and others. If referenced based on their location, the accommodations can be distinguished into two categories, which are urban accommodation and resort accommodation [17].

Urban accommodation is conventional accommodation, usually located in urban areas or the center of the community. This type of accommodation is aimed at mass tourism and travelers with business purposes who stay in a

relatively short time or on-the-go people. Meanwhile, the resort accommodation is placed further away from the city or the center of the community, usually located in the mountainous area or the beach to support certain tourist activities.

Table 4. Accommodations

No	Accommodation	Non-surf	Surf	Total
1	Resort	0	51	51
2	Urban	33	8	41
	Total	33	59	92

Source: Processed from primary data (2019).

Accommodation in the Mentawai Islands, if grouped by location, we obtained as many as 41 units of urban accommodation and 51 units in the form of resort accommodation (Table 4). Urban accommodation in the Mentawai Islands is suitable for tourists who travel for work or visit in a relatively short time. While resort accommodation is suitable to support surfing tourists in the Mentawai Islands because of its location.



Figure 7. Urban accommodation (Hotel Syahrudin, Muara Siberut) (**Source:** Research documentation, 2019)



Figure 8. Resort accommodation (The Shadow Mentawai Surfcamp) (**Source:** theshadowmentawai.com)

When referred based on the location of resort accommodation and urban accommodation, certain patterns can be recognized. Resort accommodations are much

agglomerated on small island areas located far away from the community. On the other hand, urban accommodations are found agglomerated in the sub-district capitals that become the center of community. The agglomeration of accommodation that occurs in resort accommodation on these small islands is due to the location adjacent to the surf break location (the pattern can be seen in Figure 9). The surf breaks in the Mentawai Islands are located commonly in the strait among the small islands influenced by current directly from the Indian Ocean and wind to construct surf waves. Based on this, it becomes the reason why resort accommodations are concentrated in this area. It makes their guests can easily reach the surf breaks without giving more effort.

Based on the function, tourist accommodation in the Mentawai Islands can be distinguished into surf accommodation and non-surf accommodation. Surf accommodation usually provides facilities that support tourists to

surf, such as local transportation, surfboard rent, surf guide for tourists with the level of surfing ability that is still at beginner, and many others.

The surf accommodations in the Mentawai Islands are mostly at resort accommodations and serve tourists surfing from all around the world so that surf accommodations have international standards of services (World-class service) [17]. One of the services provided by surf accommodation because it belongs to the international standard service is providing a good quality restaurant. Besides, one of the terms of accommodation that can be categorized as resort accommodation is the provision of food and beverage services to tourists [29], and this service doesn't require an additional charge. An example of a restaurant provided by surf accommodation which is also categorized as resort accommodation, can be seen in Figure 10. The restaurants at Aloita Resort and Spa are in North Sipora Sub-district.

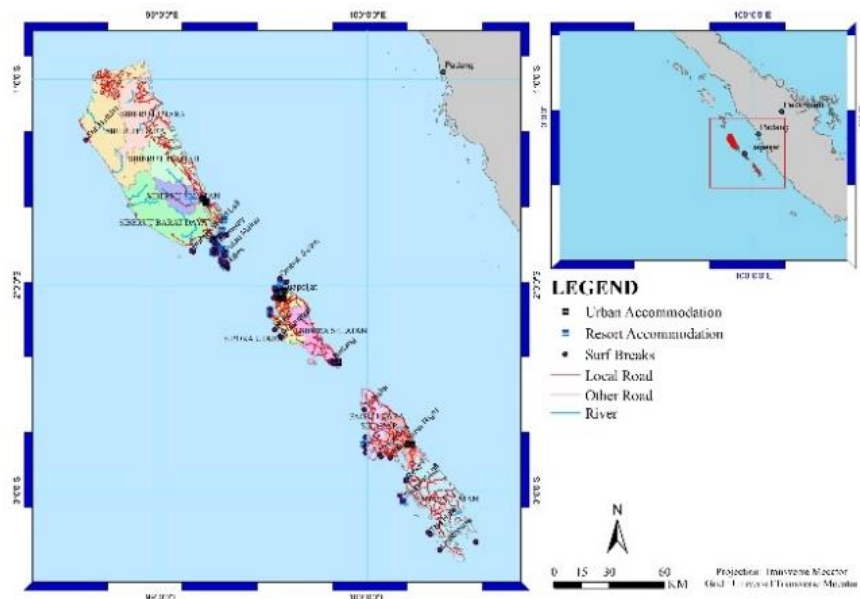


Figure 9. Accommodation and surf break's location map (Source: Research documentation, 2019)



Figure 10. Aloita Resort and Spa restaurant (Source: <https://www.aloitaresort.com>)

Non-surf accommodation is interpreted as accommodation that only meets the needs of staying of travelers without regard to their purpose. The total non-surf accommodation, as well as part of the Urban accommodation, is 33 units (Table 4). As can be seen in Table 4, only eight units of urban accommodation can be defined as surf accommodation. This kind of accommodation is usually can accommodate surf travelers, but it's not become their main service. The travelers must pay more to get transportation service to be able to reach surf breaks location.

Preferences to Choose Accommodation Type in the Mentawai Islands

Many types of surf accommodation in the Mentawai Islands can be chosen to meet the need of staying during the trip. The accommodations are grouped based on location. Those are urban accommodation and resort accommodation [17]. The surfing tourists are also grouped by the type of accommodation that has already been chosen. The surfing tourists' preferences in selecting the accommodation are described further as follows.

Price preference

The level of interest in the price as the surfing traveler preference in choosing accommodation type is important. Three indicators made up the price variable, which is price comparison with quality, affordability, and price of one-night stay. Based on surfers that surveyed, not all the indicators are considered important by the tourists. It will show a different rate between two groups of surfing tourists.

First is the paid price comparison with the quality of accommodation provided by the owner. Table 5 shows the average interest of this first indicator by surfing tourists who stay at the resort accommodation at 4.69. Compared to surfing tourists who stay in urban accommodation with an average of 4.08. Quality price conformance indicators are considered more important by tourists with resort-type accommodation compared to tourists with urban-type accommodation. It is evidenced by the significance value showing the number 0.007 smaller than 0.05, so the average rate difference between the two groups of tourists can be said to be significant. Even though both groups have an average interest of more than four, it doesn't show the same thing due to the significant value. These numbers can explain that resort

accommodation is better on the value of money rather than urban accommodation.

The second is affordability, a price that can be afforded by consumers to obtain goods or services. Surfing travelers with urban accommodation type have an average value of interest of 4.00 while surfing tourists with resort-type accommodation have an average value of 4.33. Despite the difference in the level of importance, the value of the significant number is 0.205 (smaller than 0.05), so that the level of interest in the indicator is not significantly different. Since the data was collected using a Likert scale, that one is the most unimportant and five is the most important aspect, both groups considered that this price affordability is an important aspect of choosing accommodation. It is obvious if the price wasn't affordable for them, the tourists wouldn't choose the accommodation in the first place.

However, price affordability is related to the income of the surfers themselves. As we have known in Figure 5, most of the surfers who come to the Mentawai Islands have an annual income of more than USD 20.000. Based on this income, surfers considered the price offered by the accommodation owners is affordable for them.

Third, the price of a one-night stay would be a consideration for tourists, especially surfing tourists, in determining the accommodation to be chosen. Accordingly, be considered by comparing the price of one accommodation with others. The importance of this indicator is seen from the view based on the average level of importance with a scale of 1-5, then tourists with urban accommodation having an average interest rate of 3.69, which are greater than the tourists with the resort accommodation 3.67 with the value of significance 0.855 (Table 5). There is no significant difference in the level of importance of indicators between the two groups of tourists.

Table 5. Price preference

No	Price		
	Indicators	Av.	Sig.
1	Price comparison with the quality		0.007
	• Urban accommodation	4.08	
	• Resort accommodation	4.69	
2	Affordability		0.205
	• Urban accommodation	4.00	
	• Resort accommodation	4.33	
3	Price of a one-night stay		0.855
	• Urban accommodation	3.69	
	• Resort accommodation	3.67	

Source: Processed from primary data (2019).

By seeing at the number of importance, the number is less than four, which tends to be neutral. Regarding the number, both groups of surfers did not consider this aspect as an important aspect in choosing accommodation type for their trip.

Based on the price preference, it can be explained that surfing travelers in the Mentawai islands grouped according to the chosen accommodation have a nearly homogeneous preference for the price. But for price comparison with quality indicators, there are significant differences between the two groups of surf tourists.

Facilities Preferences

The facilities offered by the accommodation owners can be considered in choosing the accommodation. Besides, surfers must need more attention to support surfing activities compared to other types of tourists. The facility variables in this study were seen based on three indicators i.e., completeness facilities (amenities), availability of surfing transportation, and availability of restaurants and bars.

First is the completeness of facilities. This indicator is seen from the perception of tourists in the completeness of accommodation facilities that are offered and then determines the choice. Surfing travelers with urban accommodation types have an average interest rate of 3.38. It is because many of them consider the completeness indicators of the facility as not very important or neutral (score 3). Instead, surfing travelers staying at resort accommodations consider this indicator to be an important one with an average value of more than four, which is 4.13 (

Table 6). The significance value for the completeness facilities indicator shows the number 0.004, which means that the surfing tourists who stay at the resort accommodation significantly consider this indicator important compared to the group of travelers staying in urban accommodation. All these things are reasonable if referred to differences in urban accommodation and resort accommodation. Certainly, the most obvious difference is the facilities offered. The completeness of the facility offered by resort accommodation can improve the satisfaction of the tourists itself [14].

The second is the availability of surf transport. Transportation is certainly a necessity in tourism for travelers. Especially, surfing

tourists also need transportation, which in this case is the local transportation, to reach the location of the surf break. Surf travelers who stay at urban accommodation have an average interest rate of 3.46. It is reasonable for many tourists who think that this indicator is not very important. Meanwhile, tourists with the resort type of accommodation have a much greater level of importance of 4.51 (

Table 6). The reason is urban accommodations are not providing surf transport, or if it can be provided, there would be an additional cost, in addition to the resort accommodation that surf transport is included in the facilities offered or the surfing package.

The condition is defined with a significance value that indicates the number 0.0004 that the preference between surfers staying in resort accommodations with surfers staying in urban accommodation has a significant difference. So that travelers who choose to stay at the resort accommodation tend to consider the availability of surf transportation highly important in choosing accommodation.

The third is the availability of restaurants and bars. This indicator is a reference to seeing the level of importance of the facilities provided by the accommodation service providers. See that as much as 95% of respondents are foreign surfers who are already sure that alcohol has become a necessity. Surfing tourists in the Mentawai islands spend a lot of money on the needs of alcoholic beverages [21].

Surfers who stay in urban accommodation have a low level of importance, 2.77. Meanwhile, surfers staying at the resort accommodation consider this an important indicator with an average value of 4.06 (

Table 6) with a significance value of 0.00005 (smaller than 0.05). It is obvious since the facilities provided by the resort accommodation. Restaurants and bars are one of the references in categorizing a property that can be said to be a resort accommodation, especially in the provision of food and beverage services [29].

Table 6. Facilities preferences

No	Facilities		
	Indicators	Av.	Sig.
1	Facility completeness		
	• Urban accommodation	3.38	0.004
	• Resort accommodation	4.13	
2	Availability of Surfing transportation		
	• Urban accommodation	3.46	0.0004
	• Resort accommodation	4.51	
3	Availability of Restaurant and Bar		0.00005

• Urban accommodation	2.77
• Resort accommodation	4.06

Source: Processed from primary data (2019).

Seeing the significance value of all indicators can be used to explain the travelers' average value of interest rates from both groups of surfers show significantly different. It is therefore concluded that the surf travelers staying at the resort accommodation are very considering the facilities of a property as the preferred stay location. As explained in the previous chapter, resort accommodation, which is surf accommodation, has more complete facilities than urban accommodations.

Location Preferences

Location is one of the variables in researching traveler preferences in picking accommodation types. The location factor is the most important factor to be considered in choosing accommodation [18]. Locations were analyzed from the location-based of the accommodation against other objects. Those objects are proximity to the surf break, proximity to public facilities, and proximity to local communities.

First is the proximity of the surf break. The proximity of the accommodation to the surf break can be a consideration for a surfer in choosing accommodation type. Surf travelers staying at resort accommodations have a much higher average interest rate than the surfing tourists who stay in urban accommodation, which is 4.27 (Table 7). Surfers who stay at the resort accommodation agree that the proximity indicator with the surf point is important, proved by the significance value indicating the number 0.016.

The proximity of the accommodation to the surf break is very clear because it facilitates surfers to reach the surfing location easily. So, surfers do not have to use or rent additional transportation or spend money on it. Or at least they only need surf transport to reach the surf breaks located far away that can't be reached on foot.

Surf travelers have a unique character. They can spend a long time staying in a surfing location only to enjoy the captivating and challenging surf waves. Luxury lodging is not the main thing, but more to the break conditions and the location of the lodge to the surf break itself [30].

Secondly is proximity to public facilities. Public facilities for tourists can be considered to determine the type of accommodation to be

chosen, especially tourists who need public facilities such as transportation facilities, health care, shopping, and others. Based on the respondents who were interviewed, surfers who stay in urban accommodation have a higher level of interest in this indicator than the surf tourists at the resort accommodation. The average level of surfers' interest in urban accommodation is 3.38, while surfers at the resort accommodation at 3.24 (Table 7). The significance level for this indicator has a value close to one, which is 0.918, so there is no significant difference in the interest rate of both groups of tourists. It can be said that both surfing travelers groups consider this indicator isn't as important as the closeness of accommodation to the surf break based on the average.

Based on the location, urban accommodation is located close to the community. There will be a lot of public facilities to support tourism. If surfers who stay at urban accommodation choose this accommodation type because of its closeness to public facilities. They would've considered this indicator as an important thing, and it would be showing a higher number of averages.

The third is the proximity to local communities that are living in tourist destinations and various elements inside. Proximity to local communities relates to the interaction of travelers with the community or interaction with local surfers. Surfers who stay at urban accommodation types have an average interest rate of 3.23, as well as those who stay at resort-type accommodation having an interest rate of 3.24 (Table 7). The proximity of accommodation that will be chosen to the local community is not that important, considered for surfers because it does not affect the activities that will be conducted, which are highlighted with a significance value of 0.756. So, the surfing tourists who visit the Mentawai Islands do not consider this indicator as to the important one. The only thing that matters is the quality of surfing they can get.

Table 7. Location preferences

Location				
No	Indicators	Av.	Sig.	
1	Proximity to surf breaks			
	• Urban accommodation	3.77	0.016	
	• Resort accommodation	4.27		
2	Proximity to public facilities			
	• Urban accommodation	3.38	0.918	
	• Resort accommodation	3.24		
3	Proximity to local communities			0.756

• Urban accommodation	3.23
• Resort accommodation	3.24

Source: Processed from primary data (2019).

The location preference for surfing travelers in the Mentawai Islands was based on the three indicators. The most significant one is the proximity to the surf break, especially for those who stay at the resort accommodation. The location of the accommodation is accessible and easy to reach the surfing point being the target of surfing tourists.

Based on these three preferences, which are price, facilities, and location, in comparing resort accommodations and urban accommodations, the most selected one is the resort accommodation because it excels in the price side of the quality offered. The facility also excels in the availability of surfing transport, facilities (amenities), and a restaurant and bar, as well as in terms of location to the Surf break location. Therefore, the respondents who are surfers accumulate as much as 80 people were surveyed, at least 83.75% choose the type of resort accommodation and the rest of it 16.25% choose the type of urban accommodation (Table 8).

Table 8. Percentage of accommodation chosen

No	Type of accommodation	%
1	Urban accommodation	16.25
2	Resort accommodation	83.75
Total		100

Source: Processed from primary data (2019).

CONCLUSION

The characteristics of surfing travelers in the Mentawai Islands are distinguished by demographic, psychographic, and motivational aspects. Based on the demographic aspects, surfing tourists in the Mentawai Islands are very diverse based on country origin, gender, income, surfing level, and others. The psychographic aspects of surf tourists prefer the quality of the natural environment. Meanwhile, the biggest reason for surfing tourists is the quality of the surfing experience.

Characteristics of accommodation in the Mentawai Islands can be distinguished by location and service functions. The most spacious accommodation type is the resort accommodation with service functions as a surf accommodation that is associated with the location of surf waves.

The surfers' preferences in choosing accommodation types are based on price

variables, facilities, and location. Based on the price variable, the indicator that was mostly considered important is the price comparison with quality. The facility variables have the most important indicators considered to be the availability of surf transportation or local transportation. Meanwhile, for the location variables, the surf tourists consider the proximity of the accommodation to the surf point is the most consideration. Based on those, surfers are more dominant to choose resort accommodation as a place to stay during their surf trip in the Mentawai Islands.

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