

An Analysis Tourist's Perceptions Toward Tourism Development: Secondary Tourist Attraction Study

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Abstract

Tourism development is related to tourist perception, knowing the desires of tourists then managers can more easily take action to realize them. This study aims to provide insight into the dynamics of secondary tourism destination development, especially in Dante Pine, and offer recommendations for tourism managers to better adjust their programs and facilities to improve visitor satisfaction. This study uses a qualitative approach. Data collection techniques through interviews. The results of this study indicate that the success of Dante Pine as a tourist destination is highly dependent on its natural attractions, such as beautiful mountain views and refreshing outdoor atmosphere. However, some operational improvements are needed to improve the overall visitor experience. Therefore, the recommendations that can be offered are parking facilities, increasing the speed of service and food quality, repairing slippery paths for safety, and diversifying attractions.

Keywords: *Tourist perceptions, innovation destination, Dante Pine*

Abstrak

Perkembangan pariwisata berhubungan dengan persepsi wisatawan, mengetahui keinginan wisatawan maka pengelola dapat lebih mudah melakukan tindakan untuk mewujudkannya. Penelitian ini bertujuan untuk memberikan wawasan tentang dinamika pengembangan destinasi wisata sekunder, khususnya di Dante Pine, dan menawarkan rekomendasi bagi pengelola pariwisata untuk menyesuaikan program dan fasilitas mereka dengan lebih baik guna meningkatkan kepuasan pengunjung. Penelitian ini menggunakan pendekatan kualitatif. Teknik pengumpulan data melalui wawancara. Hasil penelitian ini menunjukkan bahwa keberhasilan Dante Pine sebagai destinasi wisata sangat bergantung pada daya tarik alamnya, seperti pemandangan gunung yang indah dan suasana outdoor yang menyegarkan. Namun, beberapa perbaikan operasional diperlukan untuk meningkatkan pengalaman pengunjung secara keseluruhan. Oleh karena itu, rekomendasi yang dapat ditawarkan yaitu fasilitas parkir, meningkatkan kecepatan layanan dan kualitas makanan, memperbaiki jalur yang licin untuk keselamatan, dan mendiversifikasi atraksi.

Kata kunci: Persepsi wisatawan, pengembangan destinasi, Dante Pine



INTRODUCTION

In recent years, the development of tourist destinations has increasingly focused on both primary and secondary attractions. As the tourism industry continues to expand globally, destinations that were once less recognized have gained attention from travelers through innovation and the development of unique facilities. In Indonesia, Toraja has long been recognized as a primary tourist destination due to its rich culture and stunning natural landscapes. Toraja is now being promoted as a world tourism icon, as highlighted by reports from (Yayus Yuswoprihanto, 2019) and (Abdul Kadir, 2019), and is recognized as a "world asset" with the potential to become one of the best tourist destinations in Indonesia.

Located in Kelurahan Tanete, Kecamatan Anggeraja, Kabupaten Enrekang, Dante Pine, while not a primary tourist destination, has begun to attract attention from visitors through various programs and innovations. Its strategic location along the main road connecting Enrekang to Toraja—specifically on the Poros Highway—makes Dante Pine easily accessible for both local and international tourists traveling to Toraja. Situated approximately 60 kilometers (1.5 to 2 hours by car) from Toraja, the location offers an ideal alternative for tourists seeking a relaxing stopover or wishing to enjoy the surrounding natural beauty before heading to Toraja.

Despite not being a major tourist destination, Dante Pine has seen impressive growth in visitor numbers. In 2018, the site attracted an average of 300 visitors per month. However, by 2024, this number had risen significantly to 1,200 visitors per month. This positive trend reflects the growing appeal of Dante Pine, even though there are certain months—such as May, July, November, December, as well as during the Idul Fitri and Idul Adha holiday periods—when visits tend to decrease. This growth indicates a substantial potential for Dante Pine to become an attractive year-round alternative for tourists visiting the region.

The development of diverse facilities and programs has been a key factor in Dante Pine's success in attracting tourists. Innovations such as the "Teras Bola Kopi Dante Pine" introduced in 2021, the "Camp Photography" program involving photography communities, and the newly introduced "Tenda Keluar" camping facilities have all contributed to a more varied and fulfilling experience for visitors. These innovations allow Dante Pine to offer a unique and enriching experience, providing tourists with more options and a chance to enjoy nature and local culture (Jasman & Ridwan, 2020; Siryayasa et al., 2024). However, despite these innovations, further investigation into tourists' perceptions of these developments is necessary (Singh & Sharma, 2023).

This study aims to explore tourists' perceptions of the tourism development at Dante Pine and analyze how these secondary attractions contribute to the overall appeal of the destination. Through interviews with Dante Pine's General Manager (GM), OH, who has managed the site for the past seven years, this research will also examine the management's process of innovation in addressing the needs and expectations of tourists. By exploring how changes have been received by visitors, this study seeks to provide valuable insights into the dynamics of destination development in secondary tourism areas. Studies (Manhas et al., 2016; Remondino, 2019) emphasize the importance of developing secondary tourism destinations to build a brand image and attract visitors. Understanding how visitors respond to changes in products and services at these destinations can provide valuable insights for formulating effective strategies that strengthen the brand image and enhance the competitiveness of more specific or niche tourism destinations. Thus, visitor reception to changes plays a key role in creating relevant, sustainable, and appealing destinations within a more segmented tourism market.

Dante Pine is located in the Latimojong Mountain range, one of the seven highest mountains in Indonesia, and serves as a Conservation Area in the Enrekang district. The

brehtaking natural scenery surrounding Dante Pine, with its mountain views and lush landscapes, adds considerable value to the site as a tourism destination. Moreover, Dante Pine's location along the primary route to Toraja positions it as a prime stopover for tourists wishing to enjoy nature, culture, and outdoor experiences in a more relaxed and accessible environment compared to Toraja's primary attractions. Given the significant increase in visitors and its growing popularity, Dante Pine holds potential as a leading secondary destination that can support the overall tourism development of Toraja and Enrekang.

This research aims to provide insights into the dynamics of secondary tourism destination development, particularly at Dante Pine, and offer recommendations for tourism managers to better tailor their programs and facilities to enhance visitor satisfaction. By understanding tourists' perceptions, managers can adjust their offerings to better meet expectations, ultimately strengthening the destination's appeal. The findings of this study will contribute to the development of sustainable tourism strategies that not only offer economic benefits but also enrich the overall experience for visitors. This research aims to provide insights into the dynamics of secondary tourism destination development, particularly at Dante Pine, by examining key factors such as tourist motivation and primary attractions that drive visitor interest (Ramazannejad et al., 2021). The study will explore four main aspects: Attractions (local features that draw tourists), Accessibilities (transportation and infrastructure), Amenities (facilities like restaurants and souvenir shops), and Ancillary Services (supporting services that enhance the visitor experience) (Kasim et al., 2024). By understanding tourists' perceptions of these factors, tourism managers can better adjust their offerings to meet expectations, ultimately strengthening the destination's overall appeal.

METHOD

This study employs a qualitative approach with in-depth interviews to gather data on tourists' perceptions of tourism development at Dante Pine, Kelurahan Tanete, Kecamatan Anggeraja, Enrekang Regency, South Sulawesi (Bazen et al., 2021; Goodson & Phillimore, 2004; Naumov, 2020). The study involved seven informants, consisting of three males and four females, selected based on specific criteria, ensuring diversity in age and occupation. The age range of the informants is between 18 and 59 years. Three participants are aged 18-23, primarily students, two are aged 24-28, one is aged 37-46 and works as an entrepreneur, and one is aged 47-59 and is a housewife. This selection provides a broad spectrum of perspectives on the tourism experience at Dante Pine.

The interviews focused on both internal and external factors influencing tourists' perceptions, such as emotions, attitudes, individual characteristics, family background, information received, and prior knowledge of the destination. Additionally, the study explores factors related to the attraction of the destination, including the unique features of Dante Pine, accessibility to the site, the availability of amenities like restaurants and public facilities, and ancillary services that support tourism. The data collection took place from August to September 2024, and the results of the interviews were analyzed thematically to identify patterns and relationships between various factors affecting tourists' perceptions of the destination. This method allows for a comprehensive understanding of how different elements contribute to visitors' experiences and perceptions of Dante Pine. The data obtained will be analyzed using descriptive analysis. Descriptive analysis is based on the tourist attraction factor for tourism. The analysis aims to identify data more clearly (Martias, 2021).

RESULTS AND DISCUSSION

The results of the study are presented, beginning with a brief overview of the research location, characteristics of the informants, and the instruments used for data

collection. The study was conducted at Dante Pine, located in Kelurahan Tanete, Kecamatan Anggeraja, Enrekang Regency, South Sulawesi, an emerging secondary tourist destination situated along the Poros Highway connecting Enrekang to Toraja. Although not a primary tourist spot, Dante Pine has garnered increasing interest from visitors, making it an ideal site for exploring how tourism development influences tourists' perceptions of a destination.

The study involved seven informants, consisting of three males and four females. The informants were selected to represent a diverse range of ages and occupations, offering a broad perspective on the tourist experience at Dante Pine. The age distribution of the informants was as follows: three participants were aged 18-23, mostly students; two participants were aged 24-28; one participant was aged 37-46 and worked as an entrepreneur; and one participant was aged 47-59, a housewife. This diversity allowed for an inclusive view of how different groups perceive the tourism offerings at Dante Pine.

For data collection, semi-structured interviews were employed as the primary instrument. This approach enabled the researcher to explore the participants' perceptions in depth while maintaining flexibility to probe relevant topics that arose during the conversations. The interview questions were designed to assess both internal factors (such as personal emotions, attitudes, and motivations) and external factors (such as family background, prior information, and environmental influences) that might shape their views on the destination. Additionally, questions focused on the attractiveness of the site, the accessibility of the location, the availability of amenities, and the role of ancillary services in enhancing the tourist experience. The results of these interviews were analyzed to uncover key themes and insights regarding the factors that influence visitors' perceptions of Dante Pine.

Table 1: Informant Characteristics Based on Gender, Age, Occupation, Main Travel Destination, and Source of Information

No.	Informant Initials	Gender	Age	Occupation	Main Travel Destination	Source of Information
1	MT	Male	18-23	Student	Toraja	Instagram
2	KD	Male	18-23	Student	Toraja	Instagram
3	LTK	Male	18-23	Student	Toraja	Instagram
4	MK	Female	24-28	Private Sector Worker	Dante Pine	Invited by Friend
5	DL	Female	24-28	Private Sector Worker	Toraja	Instagram
6	EL	Female	37-46	Entrepreneur	Toraja	Facebook
7	AM	Female	47-59	Housewife	Dante Pine	Invited by Relative

Chronology of Dante Pine Development

Dante Pine's journey began in 2018, driven by the success of the Massenrempulu Motorcross event held at Cekong Hills. This achievement marked the birth of Dante Pine as a tourism destination, though it was not initially seen as a primary tourist hub.

According to General Manager, Ono Hardiono (OH), the vision to develop Dante Pine into a distinctive and attractive destination was strong from the start. The first year was a period of laying the foundation, where the focus was on creating a simple yet appealing concept that emphasized comfort and the area's natural beauty.

In 2019, the Covid-19 pandemic struck, bringing the global tourism industry to a standstill. For Dante Pine, it was a critical moment, as the imposed lockdowns and restrictions halted tourism activities. Despite these setbacks, OH saw the pandemic as an opportunity to reflect and plan for future growth. Without significant support from the local government, Dante Pine's team took matters into their own hands, finding ways to innovate and adapt. In 2020, they pivoted towards social media, leveraging digital platforms to reach a broader audience and improve engagement. The lack of external support only fueled their resolve to move forward independently, investing in skills development and operational improvements to continue building their brand.

By 2021, Dante Pine had regained momentum, introducing new attractions like the Teras Bola Kopi, which quickly became a favorite among visitors. The team also began hosting themed events such as *SoreKustik* and *Lantang Jaring*, successfully attracting both local and regional visitors. This year marked a shift toward more structured development, with the addition of key facilities like the Orchid Castle, Garden of Light, and Peninsula Forest (Anjungan). OH and his team continued to show their resilience, collaborating with local communities like the Foto Video Massenrempulu to host events such as Camp Photography, which helped strengthen their position in the local tourism scene. This period illustrated the team's growing capacity to operate autonomously, relying more on innovation and community collaboration than on governmental support.

By 2023, Dante Pine had become a well-established destination, offering new features like a Barbeque Area, Gazebo, and tents for 5-10 people, catering to the growing demand for outdoor experiences. As Dante Pine reached its 7th anniversary in 2024, they celebrated with events such as Lari Dantepine-Lura in collaboration with the Solana Running Club, and Sore Kustik with live performances. OH reflected on the long journey with pride, noting how the establishment had grown through persistent self-reliance, even when external support was scarce. "Dante Pine has evolved through time," OH remarked, emphasizing how every challenge and innovation was part of the process of realizing their vision. Their commitment to continuous improvement has transformed Dante Pine from a modest initiative into a celebrated tourist destination, all achieved through determination and self-sufficiency.



Figure 1. The innovation and facility development are carried out in-house by Dante Pine.

Sumber: Dante Pine, 2024

Figure 1. The innovation and facility development are carried out in-house by Dante Pine. All aspects, including facility creation, interior design, and architectural planning, are developed internally by Dante Pine without external contractors. This approach is possible because OH is both a technician and a planner, making it easier to translate designs into actual buildings. According to OH, the facilities are developed based on

visitor needs surveys, current trends, emerging demands, as well as satisfaction surveys and suggestions for future improvements, which are collected through Google Forms, WhatsApp communication with the management, or complaint letters. Additionally, Dante Pine regularly conducts benchmarking visits to successful tourist destinations, particularly those that utilize scenic panoramas as their foundation, such as cool pine forests.

Findings from Interviews

The responses from the seven informants provided valuable insights into Dante Pine's strengths, as well as areas that could be improved to enhance the overall visitor experience. Informant 1, a student from Makassar, expressed strong appreciation for the location's breathtaking mountain views, particularly the stunning Gunung Nona, which became a key highlight of their visit. The locally sourced coffee offered at the cafe was another point of appeal, contributing to the overall positive impression of the site. This suggests that the natural beauty and local products play a significant role in attracting visitors, particularly those who enjoy scenic landscapes and authentic, regional experiences. However, Informant 1 did not fail to mention some limitations, such as the remote location and lack of visibility from the main road, making it somewhat difficult for first-time visitors to find the site without clear signage.

Informant 2, who visited Dante Pine during the busy Eid holiday, highlighted the site's clean and comfortable atmosphere, which was greatly appreciated. They pointed out the variety of photo spots available, which likely contributed to the location's popularity among visitors looking to capture memories. Despite these positive aspects, Informant 2 also noted the long wait times for food and drinks due to high visitor traffic, an issue that affected their overall satisfaction. This feedback reflects the growing popularity of Dante Pine but also signals the need for more efficient service systems during peak periods. Additionally, while they recognized the picturesque environment, Informant 2 mentioned that parking facilities were inadequate and somewhat inconvenient, especially with separate parking areas for cars and motorcycles.

Informant 3, another student from Makassar, reflected on their visit by emphasizing the affordability of the entry fee, which they considered reasonable for a location that offered natural beauty and recreational opportunities. However, they did mention that some of the more exciting attractions, such as the flying fox, had been removed over the years, leaving a sense of disappointment for those seeking adventure activities. Despite this, Informant 3 appreciated the overall improvements in the site's facilities, especially the cafe and the designated photo areas, which were seen as valuable additions. Their feedback suggests that while Dante Pine has successfully developed a relaxing atmosphere, it may benefit from diversifying its attractions to meet a wider range of visitor interests, particularly those looking for more active or adventurous experiences.

Informant 4, a private sector worker, echoed some of the sentiments shared by others, particularly regarding the stunning views and outdoor cafe concept, which they enjoyed during their visit. However, they expressed concerns about the slow service and high prices for food and drinks, which were seen as detracting from the overall experience. These comments highlight a common issue with tourist destinations: as popularity increases, maintaining efficient service becomes crucial. Additionally, Informant 4 suggested that while the view and atmosphere are appealing, the site's affordability could be compromised by high service costs, particularly for budget-conscious visitors.

Informant 5, who hails from Toraja, highlighted the favorable pricing of the entry fee and expressed their enjoyment of the cool climate and the general ambiance of Dante Pine. However, they noted that some of the site's facilities, particularly the outbound activities, seemed to be underdeveloped or neglected. This feedback suggests that while

the location is evolving and expanding, certain key attractions may require more investment and attention to fully meet the expectations of visitors seeking a broader range of experiences. Furthermore, Informant 5 pointed out that while the site's natural beauty is undeniable, there is a need for more robust infrastructure and facilities to support the growing number of visitors.

Finally, Informant 6, an entrepreneur from Toraja, praised the location's serene environment, particularly the cool weather, which reminded them of similar destinations like those found in Bogor. Despite this, they raised concerns about parking conditions and the lack of suitable facilities for children. Their feedback indicates that while the scenic beauty of Dante Pine is a significant attraction, more family-oriented amenities and better logistical planning could enhance the experience for families, particularly those with young children. Informant 6 also suggested that improvements in the infrastructure, such as better parking arrangements and more family-friendly spaces, could help accommodate the increasing visitor numbers.

Informant 7, a housewife from Enrekang, visited Dante Pine with relatives and noted the family-friendly atmosphere of the site, which they found inviting and enjoyable. However, they expressed concerns about the safety of visitors, particularly on the slippery pathways, which posed a risk for accidents. They also highlighted the lack of clean water for basic hygiene needs, which could deter visitors, particularly those looking for more comfortable facilities. These comments reflect the importance of ensuring that safety and hygiene standards are maintained, especially as visitor numbers continue to grow. Despite these issues, Informant 7 appreciated the site's potential and suggested that with better management of safety and facilities, Dante Pine could provide a more comfortable and enjoyable experience for all visitors.

Discussion

The findings of this study clearly show that the perceptions of visitors to Dante Pine are influenced by a combination of internal and external factors, as well as the destination's appeal, accessibility, amenities, and ancillary services. Through interviews with seven informants, a range of personal and environmental factors were identified as shaping their overall experiences at the site. Informants expressed varying degrees of satisfaction, with some praising the natural beauty and affordability of the destination, while others highlighted the need for improvements in facilities, service efficiency, and safety measures. These perceptions can be understood within the framework of internal factors (such as individual attitudes, expectations, and motivations) and external factors (such as prior knowledge, family background, and environmental influences) that influence the tourists' views on the destination.

Internal factors such as personal emotions, expectations, and motivations played a significant role in shaping the informants' perceptions of Dante Pine. For example, Informant 1 appreciated the mountain views and local coffee, highlighting that the destination's scenic beauty and local products were major draws for them. Similarly, Informant 6, an entrepreneur, was drawn to the cool weather and serene environment, which reminded them of similar tourist destinations like those in Bogor. These individuals' internal motivations, such as a desire for natural beauty and relaxation, influenced their positive perceptions of the site. On the other hand, factors such as negative emotions, disappointment with the absence of certain attractions (e.g., the flying fox), and frustration with service delays reflected the internal psychological factors that affected other informants' experiences.

External factors such as prior information, family background, and environmental influences also played a significant role in shaping perceptions. Most informants, for example, had heard about Dante Pine through social media platforms such as Instagram and Facebook (Informants 1, 2, 3, 6), which influenced their expectations and initial

impressions of the site. These external sources of information can strongly affect tourists' perceptions, as people often form their expectations based on what they have seen or read online (Papadaki, 2024; Santoso et al., 2022). The site's remote location, which Informant 2 noted made it harder to find, further reflects the importance of access and prior knowledge in shaping perceptions of a destination (Benur & Bramwell, 2015). According to (Bian et al., 2022) Environmental factors, such as the weather and the physical setting of Dante Pine within a natural landscape, were significant external influences on the overall tourist experience, as many informants, such as Informant 6, enjoyed the cool, refreshing atmosphere.

The varying perceptions of Dante Pine could be the diverse range of attractions and amenities it offers, which cater to different types of visitors. Some visitors, like Informant 1 and Informant 6, were primarily drawn to the natural beauty of the site, including the scenic mountain views and the local coffee, which made the destination appealing for those seeking relaxation and scenic exploration. However, others, like Informant 4 and Informant 5, highlighted areas where the destination fell short, such as slow service, inadequate parking, and neglected outbound activities. The lack of diverse and well-maintained attractions like the flying fox, which had been a feature earlier on, left some visitors feeling disappointed. These findings suggest that while the site excels in natural beauty and basic amenities, there is a need for a broader variety of attractions and a focus on maintaining those already available.

Another key issue raised by the informants is the accessibility of the location, which was often mentioned as a challenge due to the remote setting and the lack of clear signage (Informants 1 and 2). According to studies on tourist behavior, ease of access is a crucial factor in determining the success of a destination (Gu et al., 2021). This issue, coupled with limited parking space and a lack of family-friendly facilities (as mentioned by Informant 6), suggests that Dante Pine must invest in improving infrastructure to cater to a wider range of visitors, including families with children and older visitors. Ensuring that the location is easy to find and accessible for all visitors is an essential step toward increasing the site's appeal and enhancing the overall visitor experience.

The amenities at Dante Pine, including the cafe, photo areas, and recreational facilities, were generally praised by visitors, though some issues were noted regarding the quality of food and the slow service (Informants 4 and 5). While these amenities serve as a major draw, their effectiveness in contributing to the overall visitor experience is diminished by poor service, which can affect satisfaction and repeat visitation (Nguyen Viet et al., 2020). Additionally, the presence of auxiliary services such as clean restrooms, safety measures for slippery pathways (as noted by Informant 7), and adequate water for hygiene purposes were mentioned as areas for improvement. The lack of such services may undermine the destination's potential, particularly as it becomes more popular and attracts larger crowds.

While Dante Pine offers a promising tourism experience, the findings indicate several areas that need attention to enhance the overall visitor experience and maintain its growth as a tourist destination. The key issues identified include the need for improved service efficiency, better accessibility, and enhanced facilities, especially for families and those with mobility issues. The remote location and limited parking options were also significant barriers to a smooth visitor experience. Furthermore, the need for diversified and well-maintained attractions, such as the outbound activities that were mentioned as neglected, suggests that Dante Pine should invest in expanding its offerings to cater to a wider range of tourists.

Despite these challenges, the positive feedback from the informants on the site's natural beauty, the affordability of the entry fee, and the variety of photo spots indicate that Dante Pine has the potential to continue growing as a secondary tourist destination in South Sulawesi. By addressing the highlighted concerns and investing in key

infrastructure and service improvements, Dante Pine can enhance its attractiveness and become a more popular and sustainable destination for both local and regional tourists.

This study has several limitations. Firstly, the sample size of seven informants may not fully capture the diversity of visitor experiences at Dante Pine, particularly as the site continues to attract a wider audience. Additionally, the study relied on self-reported data from interviews, which may be subject to bias or selective recall. Future research could benefit from a larger sample size, as well as quantitative data collection methods, to provide a more comprehensive understanding of visitor perceptions and behavior. Furthermore, the study focused primarily on the perceptions of individual visitors and did not address the views of local stakeholders, such as business owners and government officials, who may have different perspectives on the development of the site.

CONCLUSION

The findings of this study highlight that Dante Pine's success as a tourist destination largely depends on its natural attractions, such as the scenic mountain views and the outdoor ambiance. However, several operational improvements are needed to enhance the overall visitor experience. First, addressing the inadequate parking facilities and improving access to the site would significantly enhance visitor convenience, especially during peak times. Second, improving service speed and food quality, along with offering a wider range of food and beverage options, is essential to meet the expectations of growing tourist numbers. Third, strengthening safety measures on slippery pathways and enhancing family-friendly amenities, such as providing clean water and safe play areas for children, would address concerns raised by visitors. Lastly, diversifying attractions by revitalizing adventure activities like the flying fox or introducing new, engaging experiences could attract a broader audience. Future research could focus on understanding the impact of these operational improvements on visitor satisfaction and retention, with a particular focus on how to balance environmental sustainability with infrastructure development.

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