

Excavating Intercultural Communication At Tourism Facilities Intentions To Visitor Satisfaction

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Abstract

This research was conducted at one of the tourist locations, namely Keꞏte Kesuꞏ, North Toraja Regency. The aim of this research is to identify the information needs of tourists in terms of intercultural communication and to identify their satisfaction. As well as creating innovations to overcome these problems for tourist satisfaction. In the data collection process, this research uses the Design Thinking methodology stages. The four stages are: (1) sense and sensibility; (2) empathy; (3) ideation; and (4) prototyping. The research results show that there are difficulties in communicating due to language differences with local residents, so tourists sometimes experience confusion. Facilities at tourist locations lack safety because slippery stairs provide access for visitors to enjoy various destinations. Alternative solutions that have been provided by researchers include the Wonderful Toraja Application (WOTA) to alleviate for tourists to communicate and the Keꞏte Kesuꞏ Tentacle (KeKel) to facilitate for tourists to access slippery stairs.

Keywords: communication; intercultural; intentions; tourism; visitor satisfaction

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Penggalian Komunikasi Antarbudaya Pada Intensi Fasilitas Wisata Terhadap Kepuasan Pengunjung

Abstrak

Penelitian ini dilakukan di salah satu lokasi wisata yaitu Keꞏte Kesuꞏ Kabupaten Toraja Utara. Tujuan dari penelitian ini adalah untuk mengidentifikasi kebutuhan informasi wisatawan dalam hal komunikasi antar budaya dan untuk mengidentifikasi kepuasan wisatawan. Serta, menciptakan inovasi untuk mengatasi permasalahan tersebut demi kepuasan wisatawan. Dalam proses pengumpulan data, penelitian ini menggunakan tahapan metodologi Design Thinking. Keempat tahapan tersebut adalah (1) Sense dan Sensibility, (2) Empati, (3) Ideation dan (4) Prototype. Hasil penelitian menunjukkan adanya kesulitan dalam berkomunikasi akibat perbedaan bahasa dengan penduduk setempat, sehingga wisatawan terkadang mengalami kebingungan. Fasilitas di lokasi wisata kurang aman karena tangga yang licin menjadi akses pengunjung untuk menikmati berbagai destinasi. Alternatif solusi yang diberikan peneliti antara lain Aplikasi Wonderful Toraja (WOTA) untuk memudahkan wisatawan berkomunikasi dan Tentakel Keꞏte Kesuꞏ (KeKel) untuk memudahkan wisatawan mengakses tangga licin.

Keywords: *komunikasi; antarbudaya; Intensi; pariwisata; kepuasan pengunjung*

INTRODUCTION

Indonesia is a country with varying tourism potential. There are several tourist attractions consisting of natural tourism, cultural tourism, religious tourism, and shopping tourism (Renadia, 2022). Tourism refers to a place visited by tourists who intend to enjoy different kinds of beauty from a tourist location, such as beautiful views as well as facilities and services provided to meet tourists' needs (Dujmovic et al., 2022). Cultural heritage, nature beauty, and local wisdom provide enormous opportunities in the tourism sector, which can attract the attention of foreign and domestic tourists who are enthusiastic about seeing and learning local cultures outside their own. Richard G. et al. (2007) in Zhang et al (2018) tourist experience, authenticity, tourist satisfaction, and acculturation. It also sought to determine what role that tourist activities play in acculturation. Furthermore, this study looked to provide a feasibility plan for the effective management, protection, and sustainable development of World Cultural Heritage Sites. We chose Chinese in Korea (immigrants, workers, and international students revealed the results of a survey conducted by the World Tourism Organization (UNWTO) that around 40% of foreign tourists prefer or are interested in visiting tourist locations that own cultural heritage, such as world cultural heritage sites, museums, and historical antiques.

One of the cultural heritages of Indonesia is Ke'te Kesu, an ancient traditional village hidden in the

mountainous area of Tana Toraja, South Sulawesi. Located in the middle of a wide range of rice fields and being the oldest village in the district of Sanggalangi, the village is more than 400 years old and is said to have not changed at all in the last 400 years. Ke'te Kesu' functions as a kind of living museum, where one can virtually experience the culture and traditions of the ancient Toraja people. Ke'te Kesu' is perhaps best known for its fascination with demise, as demonstrated through its lavish funeral ceremonies, hanging graves, and decorative burial sites. Ke'te Kesu' claims to have the best-preserved megalithic culture and celebrating death tradition all over Toraja.

Data on foreign tourist visits to Indonesia in 2020 shows 4,052,923 visits (Kemenparekraf, 2020), while in 2021 the number of visits fell to 163,619 with a decline rate of 0.28% (Kemenparekkraf, 2021). The number of foreign tourist visits to Indonesia in 2022 was 895,121, consisting of 767,173 foreign tourist visits through the main entrance and other entrances (non-MPD) with a percentage of 85.71% of total visits and 127,948 foreign tourist visits through other border entrances (MPD) with a percentage of 14.29% of total visits. Based on this number, there was an increase with a percentage of 447.08% compared to the number from the previous year (Kemenparekraf, 2022).

Tourism destinations in several countries establish destination characteristics in order to attract tourists, for example, cleanliness in Singapore and the Amazon rainforest in Costa Rica. These characteristics can support the attractiveness of a destination, especially

for tourists who are looking for unique and meaningful travel experiences, as a form of satisfaction of tourists' needs and expectations (Truong et al., 2018). Only with the service and availability of attractive facilities and offers of unique experiences for tourists at the visited tourist locations can satisfaction be fulfilled. The characteristics of local tourism are one of the determining factors of product development especially related to local handicrafts, food, and drinks.

In the tourism industry, there is a need for direct interaction with many people from different places, such as local communities, outside regional communities, and foreign tourists. Having the ability to communicate in international languages can create more structured intercultural communication that encourages tourist attraction and knowledge in various fields, one of which is the history and culture of tourist locations. Intercultural communication refers to the interaction of people from different cultural backgrounds. Cultural differences, especially in terms of language, can create the potential for intercultural communication to be very difficult and sometimes even impossible (Chitakornkijasil, 2019). Language is a means of communication and an important component that has to exist in the culture of every community in a tourist location (Dujmovic & Vitasovic, 2022). Mastering languages is pivotal, including mastering regional languages and English as an international language, especially for those who interact directly with tourists. Successful intercultural communication requires people to access new experiences and to easily accept their unique and different identities.

The results of Cuic Tankovic et al (2023) research state that having expressive communication skills, especially intercultural communication, is very necessary for the parties involved in tourism locations. This aims to be able to show existing tourism products and create a pleasant tourist experience for visiting travelers. In this way, tourists who are at tourism locations can feel comfortable and can communicate without the barrier of different languages, with the aim of understanding each other.

However, based on the experience of researchers in the field at the end of 2022, the implementation of intercultural communication that occurs at the Ke Te Kesu tourism location in North Toraja Regency is still not optimal. The problems found by researchers are: Firstly, tourists who come from outside the region and foreign tourists still have difficulty communicating, both with each other and with the managers of tourist facilities at the tourism location. This is due to language differences with local residents, so tourists sometimes experience confusion. Secondly, in terms of facilities at tourist locations, there are facilities that lack safety on slippery stairs, which provide access for visitors to enjoy various destinations.

Tourist facilities are features services provided in a tourism destination that aim to create a sense of comfort for visitors. Tourism facilities can be accommodation units, restaurants, bars, cafes, transportation at the tourism destination, sports and activities, retail outlets, and other facilities and services (Bahar et al., 2020). These tourist facilities greatly influence the experience of visitor satisfaction at tourism locations. The

better the quality of the tourism experience, the more satisfied visitors who visit a tourist attraction are. The lower the quality of the tourism experience at a tourist attraction, the lower the level of expectations or satisfaction of visitors who visit the (Noveliza et al., 2023). From this explanation, it can be seen that the influence of tourist facilities has the effect of becoming an attraction for tourism locations to visit and providing comfort for visitors.

Based on research that has been carried out (Simanihuruk, 2019) at the Sindang Barang Cultural Village, tourism objects illustrate that tourist facilities (accommodation units, restaurants, activity facilities, and information services) positively and significantly contribute to the satisfaction of attending visitors. The reason tourists visit a place, region, or country is because they are interested in the facilities that can be obtained through the amenities, and visitors' assessment of the facilities at a tourist attraction is usually related to satisfaction after visiting the tourist attraction. Tourist satisfaction is a psychologically perceived state that arises from the experience visitors have after visiting a place. The satisfaction dimension can consist of aspects of attractiveness, staff and access, facilities, information, and environment (Bhuiyan et al., 2021).

There are various studies regarding the importance of intercultural communication on tourist facilities in tourism aspects that have previously been carried out. This research includes Ginting & Sasmita (2017) gastric juice and bile salts 0.3%. We also carried out an in vitro evaluation of LAB aflatoxin binding ability in viable and non-viable cell for 24 and 48 hours of

incubation. The measurement of aflatoxin content was performed by ELISA method using AgraQuant Total Aflatoxin Assay kit. The results showed that all isolates were potential as probiotics and the G7 isolate had the highest viability among other isolates in pH 3 (92.61 % (Simanihuruk (2019), Febriyana et al (2020). However, this research has not touched in depth on the problems experienced by visitors regarding tourist facilities or created innovations, ideas, or solutions that could overcome these problems.

Therefore, this research aims to identify a problem with tourist facilities experienced by tourists at the Ke'te' Kesu tourism location, Tana Toraja Regency. As well as creating innovations both in the form of technology and manuals to overcome these problems for tourist satisfaction.

METHOD

The method used in this research is qualitative, which is holistic in nature and places more emphasis on the process, so qualitative research in looking at the relationship between variables in the object under study is more interactive, namely mutual influence (reciprocal interactive) (Nasution, 2023) The approach used is design thinking, namely a problem-solving strategy that emphasizes collaboration between individuals and groups (Howard, 2018). In this method, the process carried out is an iterative process, namely trying to understand respondents, testing assumptions, and defining or reframing a problem as an effort to identify strategies, generate ideas during the brainstorming process, and look for solutions as alternatives to several things that are

understood researchers through taking a hands-on approach during prototyping and testing. In addition, this method provides a solution-based approach to solving a problem. It is a practical method of thinking and working (Sharlip, 2019; Dam & Teo, 2018). Based on this explanation, it is concluded that the design thinking method has the principle of “human-centered research” or is said to be comparable to qualitative research (Underwood, 2022).

Creswell (2014), in Suprayogi & Pranoto (2020) explained that qualitative descriptive research focuses on various analytical points of view and pays attention to each inductive and deductive process, producing data that describes “who, what, where, and/or experiences” from a subjective point of view. Qualitative data is collected through interviews, focused group discussions (structured group discussions), or observation. Qualitative research tries to reveal the subject’s point of view, which becomes the research question (Haven & Grootel, 2019).

Design thinking methodology and qualitative research Correlate by focusing on conducting the four stages of design thinking. The four stages are: (1) sense and sensibility; (2) empathy; (3) ideation; and (4) prototyping.

This research was conducted at one of the Ke’te Kesu tourist locations in North Toraja, South Sulawesi, between November 20 and December 3, 2022, with a total of 15 respondents. Direct interviews were conducted at the tourist location, using observational research instruments and in-depth interviews. It focused on two indicators, namely: (1) intercultural communication to identify information

needs by tourists in terms of intercultural communication; and (2) satisfaction to identify the satisfaction of tourists.

RESULTS AND DISCUSSION

Based on the results of the research, some assessments and opinions of tourists who have been interviewed using a data collection method through design thinking are obtained. The stages include sense and sensibility, empathy, ideation, and prototyping.

The First Stage: Sense and Sensibility

The first stage, Sense and Sensibility, is an observation stage by directly observing the tourism location in order to both collect information on tourist attractions and tourist facilities the location has that make visitors satisfied and identify problems experienced by visitors.



Figure 1. Visit the Ke'te Kesu' tourism location

At this stage, researchers visit tourist locations to make observations, see the location directly, and find out the problems that exist at the tourist location by paying attention to the reasons and sensitivity of tourists.

According to the results of observations made at this stage, researchers can see

problems, namely: (1) there are tourists who look confused and find it difficult to communicate to find out information about the location due to language differences, which is one of the problems of intercultural communication skills not being carried out properly and (2) related to tourist facilities, there are several tourist facilities that still need to be improved to be able to satisfy visitors who visit the location.

The Second Stage : Empathy

The empathy stage is a process of understanding more deeply, listening to what is heard, seeing what is seen, and feeling what is felt. This process is conducted in two ways: through observation and interviews. The observations held involve things that are included in a tool called POEMS (people, objects, environment, message, service). Also, the empathy process is performed through interviews. The interview technique involves open-ended questions. After carrying out the observation and interview stages, the researcher makes analyses by transcribing and clustering the data obtained from the interview results.

Then, in the “empathy study” stage, the researcher conducts interviews with 15 tourists to obtain a deeper understanding of the tourist location and to determine complaints, obstacles, and problems found by visitors at the tourist location. This aims to enable the researcher to create or provide a new innovation that leads attendees to feel satisfied when they visit. This is in accordance with a result of research Zeithaml and Bitner (2018) in the article GIAO et al (2021), stating that visitor

satisfaction is the key to the success of a business and is the basis for evaluating the quality of services provided by the business to the visitors.

After conducting the interview stage, the researcher transcribes and clusters the data. Based on the results, the researcher discovers problems in each variable (facilities, information, safety, and cleanliness) related to the significance of getting local and foreign tourists more satisfied when visiting and making them interested in revisiting. This is supported by research by Alvianna et al (2020) that uses the empathy stage at one of the tourist locations named Topeng village, a tourism destination in Malang, East Java. The results of the research explain that tourist destinations have a positive and significant influence on interest in revisiting them, both directly and indirectly, provided that they are supported by good tourism facilities and easy accessibility. However, the research previously conducted in the tourist area of Ke'te Kesu, North Toraja, reveals that tourist facilities need to be improved, including the provision of a clear source of information regarding several locations in the tourism area (Ke'te Kesu), and tourists also need something that can guarantee their safety when climbing stairs.

At the data transcription stage, the researcher collects all interview results obtained from interviews with tourists. At this stage, researchers collect data regarding tourist identity analysis and the visitor's perceptions.

Firstly, In the tourist identity analysis section, it is shown according to the distribution by person (age, gender,

occupation, and original country of tourists).



Figure 2. Tourist Identity Analysis

The results of the research based on the identities of tourists who have been interviewed include the tourists' ages, which consist of several age groups. The group of tourists between 18 and 20 years old consists of 10 people, including 7 women and 3 men who are students. The group of tourists between 21 and 24 years old consists of 5 people, including 3 men and 2 women. 2 of them work as entrepreneurs; 1 person is a student, and 2 of them are foreign tourists who come from other countries, Germany and Ireland, among others.

Secondly, in the visitor's perceptions

section, it is shown according to the visitors' experiences when they are at tourism locations. In this case, it relates to what visitors feel when they are at the location and what the condition of the tourist facilities at the location is.



Figure 3. Interview with Touris/Visitor at the Ke-te Kesu Destination

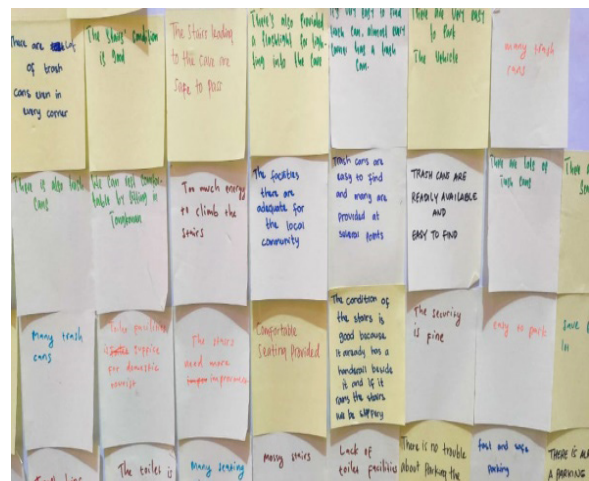


Figure 4. The result of Transcribing Data

From the results of the data transcript that has been obtained through the interview stage, Researchers found several experiences and problems based on visitors' perceptions. After transcribing the data, the researcher grouped the data

by grouping the results of the interview transcripts based on the variables that had been obtained through the clustering data process.



Figure 5. The result of clustering data

From the results of clustering the data, the researcher obtained four variables, namely.

Firstly, in the facilities section, the researcher obtains information regarding the shortcomings that tourists find in terms of tourist facilities, such as a lack of parking spaces and the condition of parking spaces between motorbikes and cars that are not separated, making parking difficult for tourists to do.

Secondly, in the Information Section, the researcher obtains information that the visiting tourists do not find such sufficient information about the place that they find it difficult to get the right directions to the location. They also do not know the restrictions on what can be brought with them to the tourism location.

Thirdly, in the Cleanness Section, the researcher obtains information that tourists feel that the tourism location is not clean enough, lacks attention from certain parties, and is not equipped with cleaning services. From a safety perspective,

Fourthly, in the safety section, based on the results of interviews that the researcher conducts with tourists regarding safety issues, she obtains information that tourists find that the stairs at this location are mossy and therefore quite slippery and very perilous.

After clustering the data, the researcher determines an insight that aims to conclude the problems for each variable that has been determined. After that, she conducts the need statement. A need statement is an actionable problem statement that summarizes the user's specific needs.



Figure 6. The result of Need Statement

At this stage, she obtains the need statement for the problem that exists in each variable.

Firstly, visitors need a clear source of information about several locations in the tourist area (Ke'te' Kesu).

Secondly, visitors need something that can manage parking at tourist locations.

Thirdly, visitors need something that creates a clean view and environment that is comfortable for them and

Fourthly, visitors need something that

can guarantee their safety when stepping up the stairs.

The results obtained at the empathy stage after going through several processes, namely (Transcribing data, clustering data, and a need statement, show that there are several problems obtained that are grouped into four variables: information, facilities, safety, and cleanliness, after carrying out interviews with tourists.

Based on these four variables, researchers found two variables that refer to problems for which a solution or innovation will be sought to overcome them, namely: (1) information. Tourists feel confused about knowing clear information related to existing tourism and have difficulty communicating due to language differences. As a challenge, the intercultural communication process cannot be carried out well. (2) Tourist satisfaction: tourists feel they need something that can guarantee their safety when climbing stairs.

The Third Stage : Ideation

Ideation is a stage for thinking critically to find several ideas that lead to solutions related to the need statement. In this process, the researcher conducts brainstorming. After that, she classifies ideas and notions according to the problems existing at the tourism location. Sándorová et al (2020) explain that the idea generation stage includes a variety of techniques, from brainstorming to mind mapping and sketching. This process prioritizes unconventional and innovative ideas that encourage non-judgmental and open communication between team members. This stage involves choosing the most feasible method with the aim of providing

an innovation that makes it easier for tourists to visit tourist attractions.



Figure 7. The process of Ideation

At this stage, researchers found two innovative solutions to overcome the problems of intercultural communication and satisfaction felt by tourists. The first solution is the Wonderful Toraja Application (WOTA). This solution aims to make it easier for local and foreign tourists to recognize and understand information regarding tourist location information so that tourists do not feel confused. The second solution is the Ke'te' Kesu (KeKel) Tentacle. This solution aims to make it easier and provide tourist satisfaction when passing slippery stairs.

The Fourth Stage: Prototype

Prototyping is the process of creating a simple drawing or rough model that helps innovators determine what they need to improve in their designs.

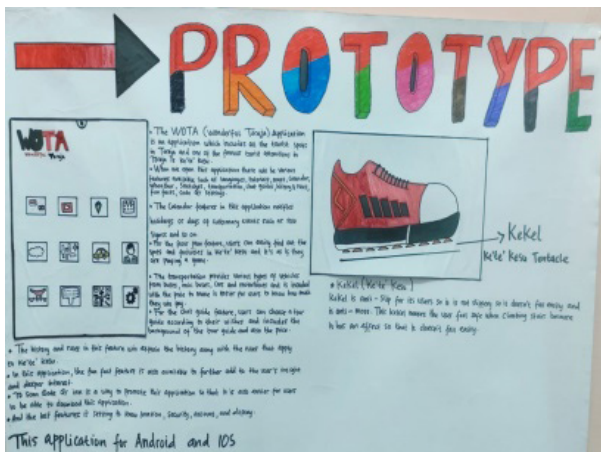


Figure 8. The result of Prototype

As explained in the previous process and seen in the picture above, there are two solutions obtained by researchers to overcome existing problems based on the results of interviews with foreign and local tourists, namely, (1) the Wonderful Toraja Application (WOTA) and (2) Kekel (Ke'te Kesu Kentacle).

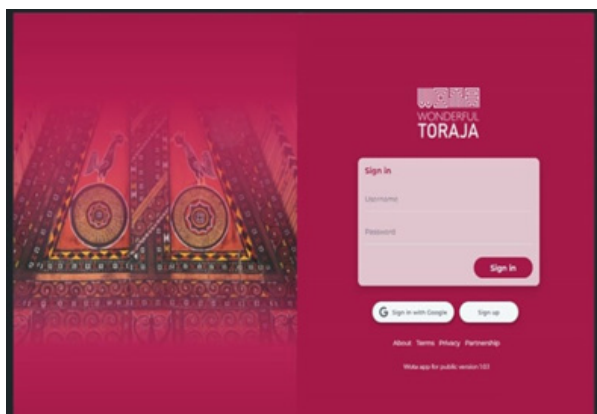


Figure 9. Wonderful Toraja Application (WOTA)

The WOTA application is the first innovation resulting from the ideation process. This application was designed based on problems found by researchers, namely that many tourists often feel confused about the facilities and meaning of

the spots available at tourist attractions. This occurs due to constraints in communication facilities due to the differences in the languages of each tourist.

Based on this explanation, this application was created with the aim of making it easier for local and foreign tourists when they want to visit the Ke'te Kesu' tourist location and other tourist locations in Toraja. This application provides various features that can make it easier for tourists to solve these problems, including.

The first feature is language; this language feature can be used with the aim of helping tourists understand how to use it and other features available in the application according to the language that tourists understand.

The second feature is the is the Destination Profile. This feature provides information about tourist locations, typical icons, and interesting facts about Tana Toraja and its surroundings. The information presented in this feature can make tourists interested and curious to visit that place.

The third feature is maps. This feature contains maps of areas and interesting tourism locations in Tana Toraja and its surroundings. This feature can make it easier for users to find the desired location. This feature is connected to Google and will be active only if the user activates navigation on their cellphone.

The fourth feature event This feature provides various information regarding traditional ceremonies, traditional events, and the implementation time when the activities are carried out. This feature is very helpful for tourists who want to visit and watch traditional events and arrange

travel schedules to tourist attractions in Tana Toraja and its surroundings.

The fifth feature is weather. This feature contains information about weather conditions in various locations in Tana Toraja and its surroundings, which are connected to Google. This feature can help tourists see the weather at their destination tourism location and help them consider it before visiting tourism locations.

The sixth feature is an e-ticket. This feature can help tourists order entrance tickets online at tourist locations in Tana Toraja and its surroundings. In this feature, tourists only need to fill out the form provided and process the prepaid transaction. After verification by the admin, tourists will get a QR code as proof of e-ticketing, which will be scanned before entering the tourist attraction.

The seventh feature is providing transportation services. This feature makes it easier for tourists to order a vehicle to use while traveling in the Tana Toraja area and its surroundings. The types of transportation available vary, from buses and cars to motorbikes for backpackers.

The eighth feature is public services. This feature can help tourists find information regarding the location and contact person of public service places in Tana Toraja Regency, starting from government offices, police stations, hospitals, houses of worship, restaurants, bars and clubs, ATMs, and so on.

The ninth feature is merchandise. This feature displays information about unique craft works that can attract visitors' attention. This feature is very useful for helping tourists find information about typical Toraja souvenirs produced by local

people at the tourist locations they visit. In this feature, tourists will get information in the form of product type, product price, and location where the product is marketed.

The tenth tour guide. This feature is provided for users, especially foreign tourists who are interested in visiting tourist attractions and want to find a tour guide who can accompany them during their trip. This feature can be used by tourists to order a tour guide who will guide them while they are at the tourist attraction.

Eleventh feature Feedback . a feature that tourists can use to provide impressions and reviews in the form of comments regarding tourist locations they have visited and the facilities provided by these places as input to the management to be able to develop tourist locations to be better.

The last feature is providing video tutorials or instructions. This feature contains videos to help tourists understand how to use the wota (wonderful toraja) application and the features it contains.

Based on this explanation, it can be seen that there are several features provided in the Wonderful Toraja application.



Figure 10 Ke'te Kesu' Tentacle (KeKel)

Ke'te Kesu Tentacle is the second innovation resulting from the ideation process. This Ke'te Kesu tentacle functions as an anti-slip and anti-lume with the aim of providing comfort for users and visitors when climbing slippery stairs because it has the effect of preventing them from falling easily.

The Results Of Excavating Intercultural Communication

As we know, cultural tourism is closely related to intercultural communication. Intercultural communication in the context of tourism culture is considered a special interaction between <us> and <them>, friends and enemies, in which cultural exchange occurs. Intercultural communication competency consists of three elements: (1) motivation; (2) knowledge; and (3) intercultural communication competency.

The researcher can conclude that, based on the researcher's experience fulfilling the three elements of intercultural communication, tourists are still unable to establish intercultural communication with each other competently. This is proven by tourists who come from outside the region and foreign tourists who still have difficulty communicating, both with each other and with the managers of tourist facilities at tourism locations. This is due to language differences with local residents, so tourists sometimes experience confusion.

Based on the aspect of intercultural communication, namely investigating other people's cultural perceptions of their own culture by reading literature about other people's cultures through glasses before communicating with them, It can be concluded that the importance

of intercultural communication skills in tourist facilities is very important so that researchers carry out innovations in tourist facilities to help tourists obtain literary information about culture in Toraja and help the intercultural communication process be carried out better between tourists.

CONCLUSION

The results of this study describe the results of excavation on intercultural communication problems and visitor satisfaction at the Ke'te Kesu tourism location, North Toraja Regency. In general, researchers have gone through several stages to find out how to extract information about intercultural communication at the Ke'te Kesu Tana Toraja tourist location and how to find solutions to visitor satisfaction. So we found alternative solutions, namely, firstly, the Wonderful Toraja Application (WOTA) to make it easier for tourists to get information and communicate between cultures at tourist locations, and secondly, the Ke'te Kesu (KeKel) Tentacle to make it easier and provide tourist satisfaction in passing slippery stairs.

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