

Analysis of the Factors that Influence Tourist Visits in Wamena

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Abstract. Background: Wamena has the potential for cultural heritage tourism to be developed and preserved because many places are considered to have tourism potential that can attract tourists. In addition to Honai as a residence that has its own characteristics and is passed down from generation to generation, Wamena also has cultural heritage tourism which is still maintained to this day. This study aims to determine the effect of experiential marketing, tourist facilities, and tourist attractions on tourist visits in Wamena, and to determine which factors are dominant. Methodology: By using quantitative associative research methods, namely research that explains causal relationships, the results of the study show a significant influence on experiential marketing, tourist facilities, and tourist attractions on tourist visits in Wamena. Results: the dominant factor is experiential marketing which has the greatest influence on tourist visits to Wamena. Discussion: Increasing experiential marketing by maintaining uniqueness, beauty, convenience, and value in the form of a diversity of natural and man-made wealth that is attractive and has value for tourists visiting Wamena to visit and see. The tourist attraction owned by Wamena will continue to provide its value for tourists to see and enjoy and is worthy of being sold to the tourist market while maintaining Natural Attraction, Build Attraction, Cultural Attraction, and Social Attraction. The tourist attraction is the result of interaction between tourist objects and tourists. A tourist attraction is greatly influenced by how many attractions are offered. Conclusion: Many factors can influence the behavior of tourists in deciding to visit Wamena. Facilities providers and managers of tourist destinations in Wamena must always pay attention to whether the attractiveness of tourist objects is following the expectations offered, it is hoped that the manager will always provide adequate services, to provide benefits for tourists who are the target market. The factor of tourist facilities that has the least influence on tourist visits, is better if the provider of facilities makes improvements to supporting facilities by providing adequate infrastructure and always maintaining the safety, security, and comfort of tourists.

Keyword: experiential marketing; tourist attraction; tourist facilities; tourist visits