

Factor analysis of international tourists' experience quality in visiting Ubud as a tourism destination

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ABSTRACT

This study examines the Quality of Visitor Experience (QoVE) and the segmentation of international visitors to Ubud, Bali. Understanding visitor preferences and the quality of their experiences is essential for identifying market demands, improving tourist satisfaction, and supporting sustainable tourism development. The primary objective of this research is to identify key factors influencing QoVE among repeat international visitors to Ubud. A total of 260 international tourists who had visited Ubud at least twice participated in the study by completing a structured questionnaire. The data were analyzed using Exploratory Factor Analysis (EFA) to uncover underlying dimensions of their travel experiences. The findings revealed three distinct visitor segments based on their preferences: those who prioritize accessibility, those who enjoy crowded, and those seeking holistic enjoyment that includes cultural, natural, and emotional aspects. These insights offer valuable guidance for destination managers in Ubud to improve visitor management strategies. In particular, the results can support the development of targeted marketing campaigns and customized tourism products that enhance visitor satisfaction while preserving Ubud's cultural identity and environmental sustainability.

ABSTRAK

Studi ini mengkaji Kualitas Pengalaman Pengunjung (QoVE) dan segmentasi wisatawan mancanegara ke Ubud, Bali. Memahami preferensi pengunjung dan kualitas pengalaman mereka sangat penting untuk mengidentifikasi permintaan pasar, meningkatkan kepuasan wisatawan, dan mendukung pembangunan pariwisata berkelanjutan. Tujuan utama penelitian ini adalah mengidentifikasi faktor-faktor kunci yang memengaruhi QoVE di antara wisatawan mancanegara yang kembali ke Ubud. Sebanyak 260 wisatawan mancanegara yang telah mengunjungi Ubud setidaknya dua kali berpartisipasi dalam studi ini dengan mengisi kuesioner terstruktur. Data dianalisis menggunakan Analisis Faktor Eksploratori (EFA) untuk mengungkap dimensi-dimensi yang mendasari pengalaman perjalanan mereka. Temuan ini mengungkapkan tiga segmen pengunjung yang berbeda berdasarkan preferensi mereka: mereka yang memprioritaskan aksesibilitas, mereka yang menikmati keramaian, dan mereka yang mencari kenikmatan holistik yang mencakup aspek budaya, alam, dan emosional. Wawasan ini menawarkan panduan berharga bagi pengelola destinasi di Ubud untuk meningkatkan strategi manajemen pengunjung. Secara khusus, hasil ini dapat mendukung pengembangan kampanye pemasaran yang terarah dan produk wisata yang disesuaikan untuk meningkatkan kepuasan pengunjung sekaligus melestarikan identitas budaya dan keberlanjutan lingkungan Ubud.

INTRODUCTION

The COVID-19 pandemic has led to a transformation in the tourism sector, shifting the focus from quantity-based strategies to those centered on quality and safety for travellers (Istiqomah & Rahmawati, 2021). Destinations management organizations now have to deal with a variety of more complicated issues as a result of the worries about visitor experiences. One of the many variables that might affect visitor pleasure is the tourist experience, which is characterized as the sequence of events that visitors go through when visiting a certain location. (Ismadi, 2024).

As a destination for cultural tourism, the Ubud area has been cultivated for a long time (Bestari et al., 2022). Ubud has many artistic and cultural attractions to offer for tourists (Bestari et al., 2022). Ubud's long-term sustainability as a cultural tourism destination requires incorporating sustainable tourism approaches that create a balance between the preservation of cultural heritage and the economical well-being of local people. In addition to preserving the environment and raising the standard of living in the destination communities, sustainable tourism development should produce high-quality experiences (Antariksa et al., 2025). This quotation emphasizes how important it is to offer worthwhile experiences that benefit both visitors and the community.

The tourism business is shifting toward a paradigm that prioritizes quality experiences above the quantity of tourists, as cultural tourism activities serve as key drivers of destination quality while engagement with local culture significantly enhances the perceived reputation and immersive experience for travelers prepared to spend more and connect deeply with the local environment and culture (Zhao et al., 2024; (Machzomy et al., 2024) Since fewer but more involved visitors

boost local economies, switching to a quality-focused tourism strategy is thought to increase spending per visitor. When travelers have the high quality of the travel experience it reflects a highly memorable experience that leaves a long-lasting memory mark (Ho Thanh et al., 2025).

Ubud is recognized as the center of culture and arts in Bali, having a magnetism that attracts tourists to experience its unique traditions, performances, and creativity (Ferriswara et al., 2019). To guarantee the provision of top-notch travel experiences, tourist experiences must be efficiently handled. Travelers who have a positive tourist experience may make lifelong memories and be more likely to return or refer others to the location (Abrian et al., 2023). Travelers' decisions and degree of happiness are greatly influenced by their opinions on the quality of their experiences at a place (Jibril, 2024). Tourism development must prioritize cultural integrity and visitor satisfaction to ensure long-term sustainability (Sharma & Singh, 2023). Memorable experiences tend to lead to higher levels of tourist involvement with the destination (Syahbudiman et al., 2024). The production of enduring impressions and profoundly remembered experiences is a marker of the high caliber of the travel experience that tourists have (Dewi et al., 2023).

The experience of the visitor is the subject of the research by Tan (2017) and Moon (2019). This study demonstrates how crucial the visitor experience is to the travel and tourism sector. In addition to tourists' physical activities, the experience includes emotional and cognitive elements that impact visitors' perceptions of tourism destinations. In order to delight visitors and leave a lasting, favorable impression, location managers and tourism service providers must take these criteria into account while creating experiences and goods. According to this framework, the creation of remarkable tourist experiences

has drawn a lot of attention since it has a big influence on how tourists behave in the future and is a result of the tourism industry's dynamic character (Juliana et al., 2024).

Previous studies on the Quality of Visitor Experience (QoVE) have predominantly employed descriptive or correlational approaches, focusing on general satisfaction indicators-such as friendliness, cultural attractions, and cleanliness-without examining how these dimensions interact to form distinct visitor profiles that influence assessments of experiential quality, perceived value, satisfaction, and behavioural intentions (Prayag et al., 2017; Weru, Njoroge, & Njeri, 2024). This lack of segmentation overlooks the diversity of tourist experiences and may hinder the development of targeted destination management strategies. In contrast, this study employs Exploratory Factor Analysis (EFA) to uncover the underlying experience dimensions and uses these factors to categorize international repeat visitors to Ubud into meaningful segments. This approach equips tourism stakeholders with enhanced analytical tools to gain deeper insights into tourist behavior and to formulate experience-oriented management strategies. (Silva et al., 2024).

This method frequently ignores the variety of visitor experiences, which may result in less successful destination management techniques. In contrast, this study separates visitors into groups based on their experience patterns and uses factor analysis to determine the major features of the tourist experience based on the 24 identified indicators. This method enables destination managers to design more tailored and targeted experiences, aligning tourism offerings with the distinct preferences of each visitor segment.

LITERATURE REVIEW

Quality of visitor experience

It is crucial to examine the indications Echtner and Ritchie (2003) suggest and how they differ from existing study in the sector while conducting studies concerning the Quality of Visitor Experience (QOVE). The importance of destination image, which is evaluated using a range of characteristics that affect visitors' perceptions and experiences, is emphasized by Echtner and Ritchie (2003). Aspects including physical attributes, service quality, and emotional reactions are among the 24 indications they find for assessing a destination's image.

The data were subjected to an Exploratory Factor Analysis (EFA) to identify the underlying dimensions of tourist satisfaction (Chi, 2009). It provides a more specific understanding of tourist segments with different experience patterns, offering a more detailed method for destination management.

International tourists

In terms of the country of reference, an international traveler is considered an international visitor if:

- (a) they are traveling for tourism and
- (b) they are either a resident traveling outside of the country of reference or a non-resident traveling inside it, according to UNTourism (2008).

Sustainability

A complicated idea, sustainable tourism aims to balance the needs of locals, visitors, and the environment. Sustainable tourism seeks to fulfill the needs of current travelers and host destinations while safeguarding and enhancing opportunities for future generations (Dewantara, 2022). On the other hand, in order to minimize any possible harm to communities and visitors, Ruhanen et al. (2015) emphasize the necessity of efficient management techniques in sustainable tourism. They

emphasize that even well-meaning tourist projects might have unsustainable results if they are not managed properly. Indicators for measuring social sustainability in tourism are identified by [Gong et al. \(2019\)](#), who contend that tourist happiness and community participation are important measures for evaluating how tourism affects local communities. On the other hand, [Lee et al. \(2023\)](#) offer a thorough framework for evaluating sustainability in tourist locations considering a variety of elements, such as government policy management and human capital. [Weaver \(2018\)](#) presents the idea of "sustainable tourism as a process," arguing that sustainability in the travel industry is a continuous process that calls for constant development and adjustment to shifting conditions rather than a static state.

RESEARCH METHOD

In this study, a quantitative approach is employed, and surveys of international visitors are utilized as data gathering tools. This study concentrates on the quality of visitor experience (QoVE), which is being conducted in Ubud Village,

Ubud District, Gianyar Regency, Bali. The study was carried out between August and September. Tourists were given standardized questionnaires to complete in order to collect primary data. To evaluate visitors' opinions and experiences, the survey instrument included an interval scale and a Likert scale. International visitors who have made at least two trips to Ubud and have taken part in a variety of local tourism activities make up the research population. The study utilized purposive sampling, a technique involving the deliberate selection of samples according to specific criteria relevant to the research to pick the 260 international tourists that made up the study's sample.

Exploratory Factor analytic (EFA), which attempts to find and classify indications of the quality of the tourist experience into a number of important categories, was one of the data analytic techniques employed in this study. The purpose of this investigation was to identify the factors that influence international visitors' experiences in Ubud. Based on their choices for the tourism experience, travelers were then divided into parts using the EFA findings.

Table 1. Definition operational variable

Variabel	Dimensi	Indicator
Quality of Visitor Experience Variable <i>Source: (Charlotte M. Echtner & J. R. Brent Ritchie, 2003; Vincent Wing Sun Tung & J.R. Brent Ritchie, 2011)</i>	Tourist Experience	a. Friendliness b. Quality of service c. Cleanliness d. Architecture/Buildings e. Wilderness Activities f. Scenery / Natural Attraction g. Climate h. Opportunities to Increase Knowledge i. Opportunities for Adventure j. Atmosphere k. Tourist Attraction l. Transportation/Local Infrastructure m. Accessibility n. Cost / Price Levels o. Fame/Reputation p. Restful / Relaxing q. Shopping Facilities r. Historical sites s. Accommodation Facilities t. Crowdedness u. Different Custom/Culture v. Differences Cuisine/Food and Drink w. Tourist Site/Activities

Source: Processed data, 2024

RESULT AND DISCUSSION

260 respondents, who were international visitors who were enjoying Ubud tourism and had been there at least twice, were given questionnaires by the researchers. Following the distribution of the questionnaire to these participants, the following summary of the traits of visitors was gathered.

Table 2. Recapitulation of tourist characteristics

Characteristic	Classification	Frequency	Percentage (%)
Gender	Male	137	53%
	Female	123	47%
Age	21 – 30	159	62%
	31 - 40	70	27%
	41 - 50	19	7%
	>50	12	4%
	Australia	47	18%
	France	45	17%
Nationality	USA	23	9%
	UK	22	8%
	Germany	12	5%
	Italy	13	5%
	Japan	10	4%
	Spanish	8	3%
	Swiss	8	3%
	India	6	2%
	South Korea	6	2%
	Newzealand	6	2%
	Portuguese	7	3%
	Russian	4	2%
	Others	43	17%

Source: Processed data, 2024

According to Table 1. above, 53% of international visitors are men, with the 21–30 age group accounting for 62% of the total and the 31–40 age group for 27%. The main contributors to the nationality of visitors are Australia (18%) and France (17%), followed by the United States (9%) and the United Kingdom (8%). Travelers from Europe, Asia, and other nations all make substantial contributions, demonstrating the diversity of the nationality distribution. The information above, which comes from 260 responses overall, illustrates the variety of international visitors to Ubud.

The Kaiser-Meyer-Olkin (KMO) and Bartlett tests are the first steps in the factor analysis process:

Table 3. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		971
Bartlett's Test of Sphericity	Approx. Chi-Square	9.627.611
	df	325
	Sig	.000

Source: Processed data SPSS 23.0, 2024

Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) value is known to be 0.971, over the lower limit of 0.35. This suggests that there is extremely strong sample adequacy in the data, allowing factor analysis to proceed with trustworthy results. In light of this, the test's findings show that the indicators in this research are sufficiently correlated to allow for factor extraction, and factor analysis may be used to further uncover patterns or structures in the data.

The indicators were then further filtered by eliminating components with MSA (Measure of Sampling Adequacy) values less than 0.5. The Anti-Image Correlation table that displays the MSA value is as Table 4.

Every statement in the following table has a Measures of Sampling Adequacy (MSA) value that is higher than the reference value of 0.50, according to the analysis's findings. This shows that every statement has satisfied the MSA eligibility requirements. Stated differently, there is enough sampling adequacy in each statement to carry out the factor analysis procedure. This criterion shows that each statement satisfies the requirements to characterize the predicted structural variables, making it deserving of inclusion in additional investigation. The validity of using each statement as one of the study indicators under investigation is further supported by these findings.

Table 4. Value MSA table anti-image correlation

No.	Statement	Anti Image Correlation value
1	The local community at this tourist destination is friendly to me.	0.969
2	The services provided by tourism operators are satisfying.	0.972
3	The cleanliness of this tourist destination is well-maintained.	0.971
4	The buildings in this tourist destination have unique architecture.	0.981
5	The natural environment in this tourist destination is well-preserved.	0.962
6	I enjoy the natural scenery at this tourist destination.	0.976
7	I feel this tourist destination has a comfortable climate to visit.	0.984
8	I learned new things while visiting this tourist destination.	0.984
9	This tourist destination offers adventurous travel experiences.	0.982
10	The atmosphere at this tourist destination makes me feel comfortable.	0.76
11	I enjoy the attractions at this tourist destination.	0.986
12	I can easily find tourist transportation services at this destination.	0.964
13	This tourist destination is accessible from where I stay.	0.976
14	Information about this tourist destination is easily accessible.	0.982
15	I can understand the tourism information provided by tourism operators regarding this destination.	0.981
16	The expenses I incurred match my travel experience.	0.982
17	The good reputation of this tourist destination encouraged me to visit.	0.984
18	This tourist destination makes me feel relaxed.	0.975
19	There are shopping facilities that are easy to visit.	0.981
20	This tourist destination has historical heritage.	0.983
21	I can easily find accommodations at this tourist destination.	0.972
22	The large number of visitors to this destination has reduced the quality of my travel experience.	0.609
23	The crowds make it difficult for me to engage in activities at this tourist destination.	0.673
24	This tourist destination has a unique culture.	0.973
25	I enjoy the culinary offerings at this tourist destination.	0.978
26	The tourism activities at this destination are very diverse.	0.985

Sumber: Processed data SPSS 23.0, 2024

The Communalities table, which displays the percentage of each variable's variation that can be accounted for by the components derived from the study, is shown in Table 5.

Generally speaking, the communality value that is deemed good in exploratory factor analysis (EFA) has a minimum value of around 0.35 or greater. This score shows that the formed factor can account for at least 50% of an item's variation.

The communalities table's exploratory factor analysis (EFA) test findings indicate the extent to which each item's variation can be accounted for by the component produced after the Principal Component Analysis (PCA) technique of extraction. Since it was previously believed that every item had 100% of the variation that could be explained, the Initial column has a value of 1,000 for every item. With values ranging from 0 to 1, the Extraction column displays the percentage of each item's variation that was effectively

explained by the resultant factor; the higher the number, the more of the item's variance that the extracted factor can account for.

The fact that values around 1 (such P22 (0.892) and P23 (0.889)) show that the formed factor accounts for the majority of the item's variation is one of the table's key takeaways. Conversely, smaller values, as P3 (0.497) rounded to 0.5 and P7 (0.518), show that the extracted component can't account for as much of the item's variation, which might mean that the item is less relevant or has a weaker relationship with the primary factor. Nonetheless, practically every extraction value in the communalities table is above 0.35, suggesting that each component contributes quite strongly to the formed factor.

Table 5. Communalities

Statement	Initial	Extraction
The local community at this tourist destination is friendly to me.	1,000	.621
The services provided by tourism operators are satisfying.	1,000	.587
The cleanliness of this tourist destination is well-maintained.	1,000	.497
The buildings in this tourist destination have unique architecture.	1,000	.609
The natural environment in this tourist destination is well-preserved.	1,000	.646
I enjoy the natural scenery at this tourist destination.	1,000	.708
I feel this tourist destination has a comfortable climate to visit.	1,000	.518
I learned new things while visiting this tourist destination.	1,000	.570
This tourist destination offers adventurous travel experiences.	1,000	.593
The atmosphere at this tourist destination makes me feel comfortable.	1,000	.655
I enjoy the attractions at this tourist destination.	1,000	.663
I can easily find tourist transportation services at this destination.	1,000	.616
This tourist destination is accessible from where I stay.	1,000	.635
Information about this tourist destination is easily accessible.	1,000	.639
I can understand the tourism information provided by tourism operators regarding this destination.	1,000	.665
The expenses I incurred match my travel experience.	1,000	.629
The good reputation of this tourist destination encouraged me to visit.	1,000	.616
This tourist destination makes me feel relaxed.	1,000	.619
There are shopping facilities that are easy to visit.	1,000	.591
This tourist destination has historical heritage.	1,000	.607
I can easily find accommodations at this tourist destination.	1,000	.677
The large number of visitors to this destination has reduced the quality of my travel experience.	1,000	.892
The crowds make it difficult for me to engage in activities at this tourist destination.	1,000	.889
This tourist destination has a unique culture.	1,000	.629
I enjoy the culinary offerings at this tourist destination.	1,000	.564
The tourism activities at this destination are very diverse.	1,000	.644

Source: Processed data 2024

This indicates that every evaluated item contributes to the overall factor structure and can be adequately described by the resultant factor. This result may be considered good as all of the communalities values are higher than the 0.35 minimal standard. This indicates that each item's variation may be adequately explained by the generated factors, making the factor model suitable and valid for characterizing the connection between the tested items.

The following is the Total Variance Explained [Table 6](#), which illustrates the total variance explained by each factor in the analysis.

According to the findings of the Exploratory Factor Analysis (EFA), the model under study may be described by three primary components, which collectively

account for 63.775% of the variation. Following rotation, 33.152% of the variation was explained by the first component, 23.379% by the second, and 7.244% by the third. Throughout the extraction and rotation phases, these components maintained an Eigenvalue > 1 , suggesting a substantial contribution to the explanation of the data's variation. As a result, this analysis was effective in identifying a clear and important component structure. Factors with an Eigenvalue less than 1 can be disregarded since they contribute very little to the data's variance. In this instance, the top three variables (13.761, 1.719, and 1.101) with Eigenvalues greater than 1 explained 63.775% of the variation in the data and were deemed important enough to be included in additional research models.

Table 6. Total variance explained

1	Total Variance Experience								
	initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	13,761	52,929	52,929	13,761	52,929	52,929	8,619	33,152	33,152
2	1,719	6,613	59,542	1,719	6,613	59,542	6,079	23,379	56,531
3	1,101	4,233	63,775	1,101	4,233	63,775	1,884	7,244	63,775
4	.839	3,229	67,004						
5	.710	2,731	69,735						
6	.618	2,375	72,110						
7	.585	2,250	74,360						
8	.525	2,021	76,381						
9	.498	1,914	78,295						
10	.464	1,783	80,078						
11	.459	1,766	81,845						
12	.436	1,676	83,520						
13	.417	1,605	85,125						
14	.397	1,529	86,654						
15	.374	1,438	88,092						
16	.364	1,399	89,492						
17	.331	1,275	90,766						
18	.321	1,234	92,000						
19	.312	1,199	93,199						
20	.295	1,135	94,333						
21	.290	1,114	95,447						
22	.275	1,057	96,504						
23	.260	.999	97,503						
24	.233	.897	98,400						
25	.225	.866	99,265						
26	.191	.735	100,000						

Source: Processed data, 2024

The Component Transformation Matrix is the next step after the Total Variance Experience stage. After factor rotation, this step is taken to simplify and make the resulting factor structure easier to understand.

Table 7. Component transformation matrix

Component	1	2
1	.770	.627
2	-.138	-.016
3	.623	-.779

Source: Processed data 2024

The rotation matrix used to convert the original components into rotated components in the Principal Component study (PCA) study is displayed in the Component Transformation Matrix table. Varimax rotation with Kaiser normalization is the technique employed,

which seeks to reduce the complexity of each component while increasing the clarity of component interpretation.

The correlation between the components before and after rotation is displayed in each cell of this matrix. Following rotation, for instance, component 1 has a correlation of 0.770 with component 1 before to rotation, 0.627 with component 2, and 0.118 with component 3. With a correlation of 0.990 between Component 2 after rotation and

Component 3 before rotation, nearly all of the variation from the original components is reflected in the new components. After the rotation procedure, this matrix makes it easier to visualize how the extracted components relate to one another. High correlation values make the study results easier to understand by indicating components that are purer and more

concentrated on a single element. The three newly created segmentations are named as follows:

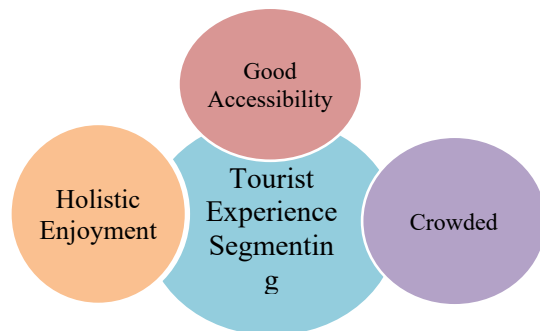


Figure 1. New factors formed

Source: Data processed, 2024

According to the analysis's findings, Figure 1's segmentation of the quality of the international visitor experience in Ubud is based on three primary variables. These variables represent the several aspects that affect travelers' opinions and degree of satisfaction with their trip. The segmentation consists of:

1. Factor one, called holistic enjoyment. A number of factors contribute to this destination's appeal to tourists, including the friendliness of the locals, the level of service, the cleanliness, the architecture and buildings, the scenery and natural attractions, the pleasant climate, the chance to learn new things, the chances for adventure, the atmosphere, the tourist attraction, the reputation, the ability to unwind, the historical site, the distinctive culture, the variety of cuisine, and the tourist activities. This element reflects Ubud's allure as a travel destination, where a variety of metrics influence visitors' happiness. The characteristics pertaining to the destination's beauty all contribute to a rich and satisfying visit, therefore this element represents a very good experience for tourists. It includes a variety of components that add to the destination's allure. Cleanliness, excellent services,

welcoming people, and Ubud's stunning architecture are all important elements that contribute to the delight. In addition, the natural beauty, pleasant weather, and cultural events provide travelers chances for leisure, adventure, and personal development. These components combine to provide a multifaceted experience that allows guests to take in the distinctive ambiance of the location, take in its attractions, and recognize its rich cultural and historical features. The eigenvalue of this component is 13,761.

2. Factor two, called the good accessibility factor. Finding transportation and local infrastructure, tourist accessibility, information accessibility, cost/price levels, retail facilities, and lodging facilities are just a few of the components that make up this good accessibility feature. This element also contributes significantly to the good experience since it shows how simple it is for visitors to find and access different parts of Ubud. The accessibility component emphasizes how crucial convenience and ease are to the journey. It emphasizes how easily accessible local infrastructure is to visitors and how effectively Ubud is connected to transportation networks. This covers cost, easy access to information, and transportation availability. The ease of access to amenities like retail stores and lodging has a big influence on how comfortable and satisfied travelers are. Good accessibility guarantees that visitors may enjoy their trip without needless hassles, resulting in a more positive and stress-free experience. The eigenvalue of this factor is 1,719.
3. Factor three, called crowded. This element relates to the pleasure and experience of visitors who are impacted by crowds at the location; for

example, congested areas make it harder to participate in activities and lower the quality of the experience. This element suggests that the quality of the tourist experience is significantly impacted by the number of people present at the place. According to some travelers, overcrowding might make it harder for them to enjoy tourist activities, make them feel less comfortable, and decrease their level of happiness. The majority of tourists were irritated by the enormous number of visitors, which led to a decline in the quality of their experience in Ubud, even if some thought that the crowds did not significantly effect them. The eigenvalue of this component is 1,101.

CONCLUSION

This study, utilizing exploratory factor analysis (EFA), has successfully identified three key clusters. Holistic Enjoyment, Good Accessibility, and Crowdedness, that define international visitors' experiences in Ubud. These findings align with the objective of understanding the variety in visitor experiences, which is often overlooked in traditional approaches that rely on generalized satisfaction measures.

By grouping visitors based on their distinct experience patterns, this research moves beyond generic assessments of tourist satisfaction. The Holistic Enjoyment cluster emphasizes the importance of maintaining Ubud's natural beauty and local culture, which together create a fulfilling and immersive experience. Good Accessibility focuses on the significance of improving infrastructure and public services to cater to visitors' needs, ensuring a seamless experience that encourages return visits. The Crowdedness cluster highlights the challenges posed by overtourism,

suggesting that overcrowding is detracting from the overall enjoyment of the destination.

These clusters reveal the diverse ways in which different visitors experience Ubud, underscoring the necessity for more personalized and targeted destination management strategies. For destination managers, this study provides actionable insights: preserving the authenticity of Ubud while enhancing accessibility and managing tourism flow are key to maintaining high-quality visitor experiences. By addressing the challenges of overcrowding and investing in sustainable tourism practices, Ubud can continue to thrive as a world-class destination while preserving its unique appeal.

To capitalize on these findings, destination managers should focus on preserving Ubud's cultural and natural heritage, offering authentic, culturally rich experiences that resonate with visitors seeking a holistic destination. Additionally, improving transportation options and public amenities will cater to the needs of tourists, particularly those who prioritize accessibility. Managing crowd levels through measures such as visitor caps, reservations, and promoting lesser-known attractions will help reduce congestion and enhance the visitor experience.

Future studies should explore additional factors that may influence visitor experiences, such as tourists' preferences for cultural activities or digital engagement, and how these affect their satisfaction. It would also be valuable to compare the experiences of domestic versus international tourists to gain a clearer understanding of the different needs and expectations of each group.

Further research could expand beyond Ubud, studying other locations in Bali or similar tourist destinations facing challenges related to overcrowding. A

comparative approach would provide a more comprehensive understanding of how local characteristics influence visitor experiences and how various destinations are addressing similar issues.

For future research methodologies, mixed-methods approaches combining quantitative data with qualitative insights could provide a richer understanding of visitor experiences. Techniques like Structural Equation Modeling (SEM) could also be useful for exploring the complex relationships between satisfaction factors and sustainable tourism practices, offering valuable guidance for effective destination management.

In conclusion, by addressing these research gaps and implementing tailored management strategies, tourism destinations can better meet the evolving needs of visitors while ensuring sustainability and long-term success.

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