

What Hikers Wants? Evaluation by Travel Agents Perspective

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Abstract : Tourism is one of the world's largest industries and its total contribution to the global economy in 2014 was US\$7.6 trillion, which equates to 9.8% of total economy GDP in 2014. Mountains are important regions for tourism industry and its second most popular tourist destinations after coastal regions. Hiking and trekking are most popular activity in mountains region and it is estimated that more than 50 million people visit mountains each year. So that hiking was come out to individual activity and it's to be a massive event. Nowadays hiking is commercialized and mostly it's become organized by travel agency and tour operators. Travel agency which is offering hiking activities to know the demands of the individuals involved in these activities and is required to submit to it for services. The aim of this study to determined hiking participant expectation from hiking by travel agency perspective. 34 travel agency officials participated in the study. Data were collected by questionnaire developed by the researchers. Results show that according to travel agency officials "visual quality" is the most important expectation factor for hikers. And other expectation factors are "safety", "accessibility", "unspoiled local service", "walking grade", "expert guidance service", "popularity of trail", "uncrowded trail", "substructure facilities", "relevant cost", "guidebook" and "suitable climatic conditions".

Keywords : expectation, hikers, travel agency, mountain tourism

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