PROCEEDINGS
MILLENNIAL TOURISM
“Creative Strategies Towards Sustainable Tourism Development in the Millennial Era”

The Second
Bali International Tourism Conference
Udayana University - Bali
8th - 10th November 2018

Organised by:
Ministry of Tourism
Republic of Indonesia
Doctoral Program in Tourism
Udayana University
Bali-Indonesia

Research Centre for Culture and Tourism
Udayana University
Bali-Indonesia
Master Program in Tourism
Udayana University
Bali-Indonesia

Faculty of Tourism
Udayana University
Bali-Indonesia
The 2nd Bali International Tourism Conference

Millenial Tourism
Creative Strategies Towards
Sustainable Tourism Development in the Millennial Era

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PROCEEDINGS

Udayana University
Bali – Indonesia
2018
Welcoming Message
Conference Chair

Om Swastyastu, May God bless us

Distinguished guests, respected keynote and invited speakers, presenters, participants, ladies and gentlemen. Welcome to Udayana University, Welcome to Bali - The Island of Gods, and Welcome to this Wonderful Indonesia.

I would like to convey my gratitude to you for taking your precious time to participate in The 2nd Bali International Tourism Conference on “MILLENNIAL TOURISM: Creative Strategies Towards Sustainable Tourism Development in the Millennial Era” at Udayana University, Bali.

In particular, I would like to extend my sincere appreciation to distinguished guests from overseas.

First of all, please allow me to express my gratitude for:

- Honourable Minister of Tourism, Republic of Indonesia
- Governor of Bali Province
- Rector of Udayana University
- Mayor of Badung Regency and Mayor of Denpasar City
- Dean of Faculty of Tourism, and Head of Master Degree Program in Tourism, and Head of Doctoral Degree Program in Tourism, Udayana University
- Keynote Speaker Dr. Chris Bottrill, Chairperson PATA Board Member
- Invited Speakers: Professor Noel Scott of Griffith University, Professor Xu Honggang of Sun Yat Sen University, Prof. Dr. I K.G. Bendesa of Udayana University, and Mr. Oliver Libutzki - Associate Vice President of Agoda.
- All presenters and participants for coming to the 2nd Bali International Tourism Conference (Bali ITC).

I hope that this conference will provide a forum for researchers to exchange research results and information in tourism, and to facilitate the sharing experiences and the building of network among tourism practitioners and policy makers for further collaboration in research
and networking of tourism worldwide, in order to promote sustainable tourism in the millennial era through various forms of tourism.

We at Research Centre for Culture and Tourism Udayana University have been focused and continued to improve tourism research to reach a world-class research university particularly in cultural and creative tourism as Bali has been very famous as cultural tourism destination. This conference is the second Bali International Tourism Conference which is undertaken in collaboration between Research Centre for Culture and Tourism, Faculty of Tourism, Master Degree Program in Tourism, and Doctoral Degree Program in Tourism Udayana University. Supports are given by the Ministry of Tourism of Republic of Indonesia and the Mayor of Badung Regency.

I would like to deliver my sincere gratitude to Ministry of Tourism Republic of Indonesia, Regency of Badung, Udayana University, and some other sponsors.

I am also thankful mostly for the endless efforts of steering and organising committee members.

Thank you very much. Om Shanti Shanti Shanti Om

Denpasar, 8th November 2018

Dr. Agung Suryawan Wiranatha
Welcoming Message
Rector of Udayana University

Om Swastyastu,

Welcome to Bali, welcome to Udayana University, and welcome to the Second Bali International Tourism Conference 2018.

We greatly appreciate your participation in attending our international conference at our university campus in Denpasar. Your presence reflects the importance of the tourism theme as well as the recognition of the strong influences of millennial era to tourism development. There are many things related the millennial era, particularly the use of information and communication technology (ICT) in tourism and the emerging potential tourism market of young people.

Tourism has become one of the centre of excellent of Udayana University as the university has already had the integrated tourism study programs, from vocational courses (diploma), bachelor degree (sarjana), master degree (magister) and doctoral degree (doktor) in tourism. This kind of integrated tourism programs is available at the only one university in Indonesia so far. Udayana University becomes the leading university in tourism study in Indonesia.

Tourism is very complex and dynamic field. Lots of interesting things emerge and there are so many complicated issues that must be understood. In this context, we greatly welcome the initiative of the Research Centre for Culture and Tourism in collaboration with the Faculty of Tourism, and Doctoral and Master Program in Tourism Udayana University to hold the Second Bali International Tourism Conference. On behalf of Udayana University, we would like to give our sincere appreciation to the Ministry of Tourism Republic of Indonesia and the Regency of Badung for their great supports to this conference. We believe this conference will generate lots of interesting and comprehensive ideas about millennial tourism in order to support tourism development towards sustainable tourism.
Udayana University is very proud to be the host of this international tourism conference. We try our best to be the good host. Congratulations to all of you, have a great conference, and enjoy Bali.

Om Shanti Shanti Shanti Om

Denpasar, 8th November 2018

Prof. Dr. dr. A.A. Raka Sudewi, Sp.S.(K)
Welcoming Message
The Governor of Bali

*Om Swastyastu* (May the Almighty God Bless Us All),

Welcome to Bali, “the Best Island Destination in the World” and the most famous tourist destination in this Wonderful Indonesia. It is a great pleasure for me to welcome all participants of this international conference undertaken by Udayana University.

As we know that tourism is the most important economic sector in Bali. More than 23% of GDP Bali Province was gaining from tourism sector, namely accommodations and restaurants only. The contribution of tourism sector to Bali’s economy has increased gradually since the last decade, from about 19% in 2010. The increasing contribution of tourism to Bali’s economy has been in line with the increasing number of foreign tourists direct arrivals in Bali from 1,664,854 foreign visitors in 2007 to 5,697,739 foreign visitors in 2017. This is a great growth of foreign direct arrivals to Bali in average of 15% annually within ten years period. However, Bali still needs some more tourists who stay longer and spend more money during their stay in Bali. This can be achieved by exploring other niche tourist markets in this millenial era, the era that is dominated by the use of digital technology. Bali still has many tourism sectors that can be explored and developed as innovative tourists attractions that will make Bali becomes evenmore loved by the tourists. Such as: village tourism, traditional medical tourism, MICE (Meeting, Incentives, Conventions, and Exhibitions), many kind of manmade tourists attractions, cultural tourism, sport tourism, agrotourism and many more. Surely, to promote the sustainable tourism in Bali, it should be supported by all tourism components: tourism industry, mass media, academists, community and the government and must refer to the life philosophy of Bali community, Tri Hita Karana (three causes to achieve happiness), those are Parahyangan (Harmonies relations between human with the Almighty God), Palemahan (Harmonies relations between human with the environment) and Pawongan (Harmonies relations among human).

Therefore, I am very happy with the initiative taken by the Udayana University to organize the 2nd Bali International Tourism Conference on “MILLENIAL TOURISM: Creative Strategies Towards Sustainable Tourism Development in the Millenial Era”. In this
conference, I hope there will be a very comprehensive discussion on millenial tourism towards sustainable development. I am sure this conference will provide excellent opportunities for participants to exchange views and ideas on how we get benefits from millenial tourism.

I do hope, this international program, will bring positive result and progress to the sustainable tourism in Bali, not just contribute welfare to the Bali community, but also to protect the environment and can be handed over to the next generation.

To end my short welcoming speech, I wish you a very fruitful conference and enjoy your stay in Bali

*Om Shanti, Shanti, Shanti Om.*

Denpasar, November 2018

THE GOVERNOR OF BALI,

Wayan Koster
Welcoming Message
The Minister of Tourism, Republic of Indonesia

Millennial tourism is among the fastest growing market segments, related to the increasing number of the population in this millennial age, and the increasing propensity to travel of this generation. Coupled with the high internet-minded lifestyles, millennial tourism has its own characteristic much different compared to the older generations. Millennial tourism is also unique in terms of travel behaviors, choice of accommodation, food and beverage, outdoor activities, etc. Nonetheless, a lot of the market profile is yet needs to be further understood, to develop effective marketing strategies to attract more millennial tourist visiting Indonesia.

With the above considerations, The Ministry of Tourism, Republic of Indonesia, strongly support the 2nd Bali International Tourism Conference, entitled Millennial Tourism.

I thank University of Udayana for the initiative in organizing this conference. Academia, as part of Pentahelix, is expected to come out with academic analysis of tourism phenomena, and more so, offers applicative solution to accelerate tourism development, which has been put as priority sector by the Jokowi administration.

In addition, I do hope that this international conference will help increase the positive image of Indonesia to the international world, especially by way of social media.

For international participants, I would like to express my warmest welcome to the Wonderful Indonesia, especially welcome to Bali, the best island destination in the World.

Have a successful conference and networking.

Salam Wonderful Indonesia,
Dr Ir Arief Yahya,

Minister of Tourism, Republic of Indonesia.
ABSTRACT

In 1987 the Bruntland Commission coined the term sustainable development. Years later forest burn, glaciers melt, cultures are lost, food and water supplies are threatened, species disappear, and the planet continues to struggle under the pressure of development and the human desire for progress. While the notion of sustainability has gone through cycles of support, cynicism, and despair, it remains our focal concept of hope for a positive future. This highly visual presentation links the notions of authenticity and human rights together as a creative strategy to address the many facets and needs for sustainable development in tourism for the millennial era. Drawing upon an acclaimed PATA Foundation community based tourism project in the Sapa region of Northern Vietnam, and a PATA/World Indigenous Tourism Alliance project on human rights and indigenous tourism in the Asia Pacific, this presentation weaves many concepts that align perfectly with at least 14 UN SDG’s and illustrates how global to local thinking and actions can raise accountability, build networks, and build sustainable outcomes for tourism and future generations.

Keywords: Cultural Integrity, Authenticity, Human Rights, Indigenous Tourism, Community Based Tourism, PATA, Vietnam, Networks
ABSTRACT

Around the globe, the millennial generations born between 1980 and 2000 are changing the nature of travel. Millennials are the first 'connected' generation and have embraced social media. In Australia, millennials want different unique and authentic experiences, are involved in social enterprises, embrace crowdsourcing, have different career expectations from the baby boomers, and may be less loyal to products or services. This paper describes findings of research into development of new types of experiences that Chinese millennials visiting Australia are interested in. Chinese millennials are more adventurous than their parents and more likely to undertake more active adventure activities such as sky diving and surfing. This changing market requires a response from tourism operators to develop new and innovative experiences. Some suggestions for how to research these new types of experiences are discussed.

Keywords: tourism experiences, Chinese millennials, product development research.
Invited Speaker

Professor Xu Honggang
The School of Tourism Management
Sun Yat Sen University

The Sustainable Tourism Indicator and Monitoring:
Experiences from Chinese Practice

ABSTRACT

The importance of tourism is well recognized in the UN sustainable development goals in 2015. Tourism has been regarded as one of the most important tool to facilitate the move toward the sustainability. Development of the suitable indicator and monitoring the tourism is crucial to make sure that tourism has developed in the sustainable way and makes contribution to the sustainable development of the society. Although the Guidance of Sustainable Tourism Indicator of Tourism Destination is well recognized and accepted, it had not been applied systematically in the tourism destinations. The setting up of UNWTO monitoring center in China in 2005 initiated and began the actual monitoring. Since then, 8 monitoring stations were set up. These monitoring centers cover a wide range of tourism destinations, from the metropolitan cities to historical villages. The experience gained from these destinations riches our understandings on the systematic development of indicators. It is argued that the indicators have to be based on the local issues and be relevant to the local stakeholders. However, challenges are also encountered in the process.

Keywords: Sustainable Tourism, Tourism Monitoring Indicators, China, MSCTO.
ABSTRACT

Local wisdom can be derived from religion and other sources that have formed cultural values of society. As cultural values, they have been rooted in Balinese society since along time ago; however, at the same time, Western values have also permeated to social life. This study focuses only on local wisdom based on religion, which has influenced the progress of society, they are: the values of Hinduism and the values of Protestant’s ethic which is labeled the spirit of capitalism. The objective of this study is to compare the most dominant values of Hindu and Protestant which have been entrenched in Bali, they are the cultural values of work that have a great impact on economic development. The Balinese local wisdom, which is considered to have high value is called Dharma as a core value of work. On the other side, the value of work based on Protestant ethic is contradictory to the concept of Hindu’s work. These two concepts of work coexist simultaneously in all segment of society. For the Balinese, the concept of work is the “work for work”, while the concept of work for Protestant is the “work for outcome”. The concept of “work for work” has been underway for a long period of time, especially in rural areas, which has contributed to high productivity of agriculture. On the other hand, the concept of “work for outcome” that came along with tourism has been adopted in services industry, mainly in tourism sector.

The study was conducted in the mid-2017, in Jatiluwih Village as one of Bali’s province landscape that has unique rice field and strong organizational irrigation system called Subak. The grand question that will be answered in this study: whether tourism values will dominate agricultural values, western values will control traditional values, local cultural values will be eroded by foreign values, a diametrical opposite of “work for work” versus “work for
outcome” that will cause a big change to economic development of Bali. The method of analytical technique used was principal component analysis as the study was of exploratory in nature. The number of respondents were 300 farmers, which all of them lived on agriculture. The results showed that sustainability of agricultural development was due to four components, namely: visionary, loyalty, dedication, and process; and each components consisting three indicators. All components were statistically significant indicated by their loading factors whose coefficients were all above 0.70. So, it can be said that the four components have played an important role in conserving agriculture in Jatiluwih Village. As a whole it can be said that process is more important than outcomes in agriculture, because farmers chose “work for work”, instead of “work for outcome”.

Keywords: local wisdom, Hindu values, Protestant ethics, agriculture, tourism, sustainable development
ABSTRACT

In the next two years, Indonesia travel industry will see the market is dominated by millennial. It is important to understand the millennial behavior in general, and specifically who are Indonesian millennial. This presentation has insights of Indonesia millennial current travel facts and future opportunities.
The Second
Bali International Tourism Conference
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Leisure travel behavior of generation Y & Z at the destination and post-purchase

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ABSTRACT

Researching travel trends of new generations is the first step for tourism providers towards modifying their offers in order to match target markets’ needs. The above represents this paper’s primary purpose. The motivation and behavior of the new generations, also known as Millennials or Generation Y and Post-Millennials or Generation Z, influence the contemporary tourism characteristics. They are both more than familiar with recent technology trends and usage.

There are two main goals of this paper. The first is to determine the behavior of Generation Y and Z members during their stay in the tourist destination and their preferences in terms of company, accommodation and transport options. The second goal of this paper focuses on exploring the behavior of the Y and Z generation members related the dissemination of information about their stay in a tourist destination. Questions covered issues regarding review writing about a tourist destination or accommodation, the timing of writing - during or after returning from a tourist destination, the announcement of their travel intentions on social networks etc. A significant number of respondents post on social media and write online reviews regarding their travel experiences.

The originality of the papers steams from the insufficient studies of the topic. The research methodology applied an online survey as the main research instrument. The main limitations are related to the minor geographical area researched.

Keywords: online tourism behavior, generation Y, generation Z, buying behavior in tourism, visit phase, post purchase behavior in tourism

Introduction

Investigating the purchasing behavior of tourists is important for understanding the differences in purchasing behavior between individual segments of tourists (e.g. differences between tourists coming from different countries, differences between tourists of different cultures and customs, differences between tourists of different lifestyles, different hobbies, different interests and etc.) since, regardless of globalization, some segments of tourists or individual tourists have their own distinct purchasing behavior in which they differ from each other.

This paper explores the key travel habits of younger generations on the gap of Generation Y and Z. Since the topic of travel consumer behavior is rather wide, the focus will be on the visit phase and the post-buying phase in leisure travel.

The research aims to answer the following key questions:
• Who do representatives of Gen Y and Gen Z travel with?
• What kind of transportation to the destination do they prefer?
• Do they prefer cheaper accommodation such as hostels and campsites?
• Are they active contributors of reviews in tourism? If so, do they post them: immediately after consummation or later?

These finding will give an insight into some key aspects of travel habits of these two generations that could benefit travel providers into caring better for their needs. The significance of the research is especially evident in light of the visit phase which lack studies, while in light of social media marketing, the post staying phase is tightly related to a growing trend of sharing experiences online and being influenced by reviews.

This paper is composed of five chapters, including the introduction and conclusion. The literature review gives the framework of market research devoted to investigating buying behaviour in tourism as well as Gen Y and Gen Z key characteristics. The next chapter explains the methodology applied in this survey based research. The results are presented in the homonymous chapter while the last part summarizes key conclusions.

**Literature review**

**Purchase behaviour of tourists**

Buying behaviour in tourism is very complex and consists of five phases (Clawson and Knetesch 1966) that relate to tourist activities: pre-purchase phase, travel to a tourist destination, experience in a tourist destination, return phase, and recalling phase. These phases differ from the phase of the purchasing process of non-tourism products (the knowledge of the problem phase, the phase of information seeking, the information evaluation phase, the buying phase and the phases of post-purchase behaviour (Kesić 2006). Traditional modes of customer behaviour are relay on the process of selection among alternatives, based on the so called funnel; while newer models of customer decision journey perceive the post buying behaviour as a period where customers actively act as promotors or critics of tourism products and/or companies whereas ICT (Information and Communication Technology) platforms increase the reach of their activities (Dedić, 2017).

Purchasing behaviour can be influenced by a number of factors such as marketing communication (advertising, public relations, direct communication with customers and users), experiences of other customers (e.g. online reviews that customers can read, interaction of customers through, for example, social networks) personal experiences of customers (previous shopping experiences), their attitudes, motives, value system, lifestyle, their personality and information collected by buyers in the purchasing process (pre-purchase and purchase information). (Aleric, 2017)

Due to the very large number of factors which can influence the decision making process, it is important to investigate purchasing behaviour in order to elect adequate regulatory policy aimed at protecting consumers in society and to understand how buyers decide of their purchases (Blackwell, Miniard and Engel 2005).

Investigating purchasing behaviour leads to identify buyer behaviour motives, factors affecting their behaviour, and discover the ways and reasons for making their purchasing decisions. That way an enterprise or a country, a region, a city or a tourist destination based on acquired purchasing behaviour data - could adapt their marketing strategy to the tourists who visit them in order to increase the level of tourist satisfaction. (Aleric, 2017)

The research of the motives of tourists is particularly important, thus this topic was studied by
many authors (Beard and Ragheb 1983, Crandall 1979, Dann 1981, Driver and Manfredo 1996, Gitelson and Kerstetter 1990, Hollender 1977, Krippendorf 1987, Lee & Crompton 1992, Loker and Perdue 1992, 1983, Pearce 1988, 1991b, Shoemaker 1989). Namely, motives represent internal factors influencing the activity directing it and managing it (Kesić, 2006). By revealing the motif, it is possible to understand the factors that encourage tourists on a trip and thus get information that will enable the adjustment of marketing elements and marketing activities in order to reach an increase in tourist satisfaction. This means that it is necessary to explore the level of tourist satisfaction as the ultimate result of all interactions of tourists with everyone they come into contact with before traveling, during the trip and afterwards, when returning to their place of residence. The pre-buying phases and post-purchase phase in tourism are an often researched topic (Law, Buhalis, Cobanoglu, 2014).

Measuring the level of satisfaction comprises the identification of user requirements, the understanding of how users perceive an organisation or company and if the service provided complies with their expectations; the detection of areas of performance to be improved, the priorities of users thus enabling the tracking of progress in increasing customer satisfaction levels, resulting in increased profits through improved customer loyalty and retention (Self and Roche 2002). Customer satisfaction is essential for more frequent, repetitive purchases, and recommendations to other users (Hill and Alexander 2006). Satisfied customers are five times more profitable than winning new customers (Hill and Allen 2007), furthermore, if customers experience such service that exhales their expectations, the consequent satisfaction might lead to the loyalty of customers (Kotler, Hayes and Bloom 2000).

The necessity of exploring shopping behaviour of tourists has been widely recognized, and this issue is explored by many authors who described the behaviour of tourists and discussed patterns of purchasing behaviour (Farrell and Twining-Ward 2004, Gunn 1994a, Leiper 1989, Mathieson and Wall 1982, Mill and Morrison 1992, Murphy 1985, Pearce, Moscardo and Ross 1996).

By understanding the characteristics of tourists (their cultural background, the demographic factors, their social influences, value systems, attitudes, experiences etc.), the social, cultural and environmental contacts can be adequately managed in order to improve the overall satisfaction of tourists, reduce complaints, improve the relations with tourists and influence the total experience of the tourist destination they are visiting. (Pearce 2005).

Leisure travel trips are not as common as frequent shopping at home: deciding on purchasing tourism products for the next holiday is usually planned for a long time and represents a significant event in the life of a tourist, i.e. an event that is not an everyday routine. In addition, a tourist trip can be unique, or it may never happen again, hence it often has a special importance. Their travel experiences and memories are often recalled, remembered and commented (Pine and Gilmour 1999, Pearce 1991a, Yagi 2001) lately more and more in the forms of online reviews, multimedia formats on social media, grades in e.g. Google maps, forums and other forms of online communities (Dedić, 2017).

Tourists with their purchasing behaviour not only affect the economic activity of a tourist destination (in terms of managerial adaptations in a tourist destination directed to meet the needs of tourists) but also the socio-cultural and environmental sphere (Gergen 1997, Crang 1997, Moore 2002, Oberg 1960) (e.g. the influence of the culture of tourists on the culture of residents; the change of habits of the domicile population due to the influence of habits of tourists and their impact on the environment) (Pearce 2005).

**Purchase behavior of Generation Y and Generation Z as tourists**

Generational differences in terms of travel habits is often the topic among many researches. Not discussing the intra-generational differences, for the purpose of this paper, the members of the
Generation Y and Z are presented as the homogenies groups. It is necessary to stress, there is no common view with academics on the year of born of each generation.

There are some common characteristics which share younger generations. The members of Generation Y and Generation Z are the creators and early adopters of new trends, used to new technologies, optimistic, non-linear thinkers, innovative in problem solving (Scott, 2008).

However, the group differs from the other. Generation Y members were born between the eighties and the start of the new millennium (Postolov, Sopova, Iliev, 2017). They are also called the “Millennial Generation”. This is the generation defined by the internet and increasingly globally connected world. They were raised with the belief that anything is possible since they were protected by their parents. They are characterized as optimistic persons, social, open to changes and have high expectations from themselves and others (PrincetonOne, 2017), are more entrepreneurial, realistic, have a shorter attention span and higher expectations (Lundin, 2018).

Generation Z or Post-millennials is poorly analyzed so far comparing to the generation Y, however it is not that demanding to define the environment they growing up in and therefore the emerging characteristic which can be expected from them. The members of these generations were born at the beginning of the new millennium (Postolov, Sopova and Iliev 2017). They are known as Gen Z or iGeneration. Highly sophisticated media and computer environment is something this generation experiences as a normal state. Post millennials as opposite to millennials tend to be more individualistic, less focused, better multi-taskers, entrepreneurial, more globally oriented with higher expectations (Beall, 2017).

Their characteristics influence their travel habits, making the previously described buying behavior in tourism specific. The shift towards placing the value on experiences, rather than material things is evident. 57% Americans constantly save money specifically for traveling, while this trend is more emphasized in Millennials whereas 68% do the same. According to the research results given by WYSE Travel Confederation (2018), under 30-travel persons are most likely to splurge on food and drink experience (37%), events and festivals (27%), fine and performing arts (18%). The use of guidebooks among the worldwide tourists is most popular with those older than 65 years (36% use guidebooks while traveling), and the least popular with 18-24s. On the other hand, both face-to-face and digital word of mouth are particularly influential for younger travelers, according to the research results published by the world largest travel website, Tripadvisor (Tripbarometar, 2016).

Generation Y and Z are more likely to explore less visited destinations, while they are more than ever characterized as digital nomad population (they tend to use digital technology). They prefer to travel to a different world region, for a longer period. Furthermore, the more in-destination activities and experiences they have, the happier with their travel they are. However, post-millennials are more likely to make online bookings comparing to millennials. Travelers of generation Z are more social than generation Y and are more likely to connect with locals.

There is the opposite evidence on who would like younger generations travel with. The differences exist between Generation Y and Generation Z. The study conducted by Expedia and the Center for Generational Kinetics (2018) on the population of the USA reviled that traveling together with parents and paying their travel costs is very popular with 58% of the Gen Z respondents, and 24 % of Millennials. Comparing to the other generations, more than one-third of Americans have traveled alone for leisure in the past year, while this number is even higher for Millennials, 42% of whom have traveled alone. More general results, given by CWT (2017), on who would business people from different countries travel with, states that almost 60 % of millennials travel with others, 43% travel with colleagues, and 15% with friends and family. That makes millennials least likely to travel alone when doing a business trip. At the same time, 25% of Millennials in USA plan a solo trip within next 2 years (Resonance Consultancy, 2018).
Millennials are, globally, far more open to alternate accommodation comparing to the previous generations (Gelfeld, 2017). Although, according to Resonance Consultancy report (2018), young travelers from USA would rather stay in the full-service hotels and resorts, then in the strangers’ beds offered at the Airbnb platform. Half of USA travelers aged between 20 and 34 stay in an Airbnb or another home-sharing accommodation on regular or occasional basis. Millennials when choosing accommodations are more than previous generations influenced by special offers, proximity to transport options and sustainable travel. They do not put much emphasis on the brand name, proximity of the beach or water and prior experience (Tripadvisor, 2014). Globally, 5% of travelers used a private accommodation/house swap listing during their last trip, according to Tripadvisor (2016), rising to 7% of the 18-34 age olds.

Regarding transportation options, low cost airlines are the primal choice of millennials (Fromm, 2018). Globally, one quarter of 18-34 year olds said they used a train on their last trip (TripadvisorInsight), as opposite the average of the group which is one in five.

According to the global recent study conducted by one of the largest travel e-commercials companies in the world, Booking.com (2017), in 2018, 60% of all travelers intend to post their travel experience on social media each day, where the younger generation are more likely to do it. 84% of millennials post on their vacation on social media (Gelfeld, 87%). They share their experiences using Facebook, Instagram and Tripadvisor (Tripbarometar, 2016) platforms. Furthermore, 27% of Millennials in USA have posted a potential trip on social media to canvas opinions before booking (Expedia and the Center for Generational Kinetics (2018). In the post-purchase period a significant amount of UGC (User Generated Content) in tourism is formed such as reviews, comments, suggestions (Đedić, 2017).

**Methodology and data**

The research was conducted using a printed survey combining typical questions related to the visit phase of many satisfaction questionnaires and originally developed questions related to post purchase behaviour. The survey consisted of 16 questions in total, while those related to pre-booking behaviour (nine of them) won’t be elaborated in this paper. The survey testing was done with Erasmus students of the Juraj Dobrile University of Pula, Faculty of Economics and Tourism Dr. M. Mirković - of the generation 2016/2017 whose insights helped to formulate the set of possible answers. Thus, the development of the survey was a kind of co-creation with the target participants.

Single choice questions and rank were among the most frequent types of questions posed. The researches distributed surveys to acquaintances and students by e-mail and social media, asking them to spread the survey, applying the snowball technique. All of the collected 70 surveys were deemed valid. The unintentional sample of students included both graduated students from Croatia and graduated Erasmus students at the above mentioned University. The majority of respondents were Millennials (71,4%) born from 1977-1994., while the remaining 28,6% were Gen Z representatives (1995-2012). The ratio of female respondents compared to male was 81,4:18,6.

**Results and discussion**

Friends are the most preferred company when Gen Y and Z travel (40%), followed by partners (34,3%) and family members (20%). Solo travelling is a rare, as accounts for the remaining 5,7%.

Gen Y and Gen Z book mainly private accommodation (51,4%), hotels (31,4%) and hostels (12,9%). It was interesting to notice that camping was not selected by a single participant! The preference for private accommodation is consistent with previous research of Millennials, whereas here, most respondents were representatives of this generation.
The preferred transportation options are visually represented in the following graph.

Chart 1. Preferred mode of transportation of Gen Y and Gen Z

The first choice in terms of transportation option for most respondents are cars or motorcycles for the majority of participants (48/70). This result is pertinent to the specificity of the Croatian tourism market, whereas most travel refers to domestic trips. The second choice is very fragmented across planes (25/70), trains (20/70), cars or motorcycles (14/70) and boats (13/70). Hitchhiking ranks highest as the third choice (42.85%).

Users share about their holiday experiences during the trip (62.9%), which is more consistent with the general population, than to the target Generations as it affects the majority of Millennials (84% of them according to Booking.com’s study in 2017). The percentage of those who share about their holiday experiences before the trip, to announce it, is negligible (2.9%) along with those respondents who post about it later on (7.1%). A bit more than a quarter of respondents (27.1%) don’t post their holiday experiences on Facebook, which is very similar to those who never post reviews online (28.6%).

Reviews are more frequently written in case the services exceeded the expectations (17.1%) than in case the service was very bad (7%), which differs from the traditional offline marketing notion whereas a negative experience is shared to 2-3 times people than a positive merchant experience. Only 17.1% respondents write reviews online on a regular base. More than a quarter (27.1%) writes reviews only if asked to.

Conclusion

Conclusively, based on the previous academic contributions, public available studies and primary conducted research related to the topic, it is evident the generational differences which define purchase behavior of tourists are significant. When it comes to the type of trip, activates in the destinations, accommodation, transportation, personas they travel with, sharing traveling experiences etc., priorities often follow the patterns by generations. The results collected and delivered in this paper are aimed at different entities within the tourism destination sector, e.g. the
creators of the (complex) tourist products. They should be encouraged to take into account the generational differences in practicing marketing activities, taking into account their behavior as tourists.

It is more than ever needed to make the tourists satisfied considering the overall experience of the travel, since they are ready to share their experience both, offline and online. The younger generations, e.g. millennials and postmillennials, are even more open, social and used to new technologies and ready to share publicly their experience.

In terms of implications for practice, regarding the UGC (User Generated Content), the research results show Gen Y and Gen Z tend to share their holiday experience on social media in real time, while they write reviews with a time lag. Therefore, marketers in the tourist destination should thus persuade tourists to share more on social media while tourists are at the destination. Good examples of action include provide free WiFi close to major tourist attractions, contests, photo points etc. Furthermore, since more than a quarter of respondents write reviews only when asked and, most frequently after the service has terminated, marketers should contact their customers within a reasonable timeframe in order to remind them to write a review.

The limitations of the research steam from the small sample impeding thus generalization. Therefore results should be interpreted having in mind the Croatian context, as the majority of respondents were students from Croatia. Future research should overcome these limitations and address the issues in more depth, especially the visit phase.

Purchase behavior of tourists is a dynamic process. Only by understanding of tourists, the motives that influence their decision-making, the way how they make their decisions, the factors determining tourists as individual buyers and the factors influencing the level of their satisfaction - can help successfully predict their purchasing behavior. This is possible only through constant research of purchasing behavior of tourists and all factors affecting it. Then all interested stakeholders could adopt their activities to tourists’ needs in order to reach all their economic and psychological goals and thereby achieve the key marketing goal: satisfaction of tourists.

References

ROLE OF ECOTOURISM IN SUSTAINABLE DEVELOPMENT

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ABSTRACT

Purpose- This study aims to explain the role of Ecotourism in sustainable development and to analyze the challenges faced by Ecotourism in Yemen. Methodology- For achieving the research objectives the data were collected from secondary sources; researches, journals, articles and statistical reports. Primary data was used by developing Questionnaire and a scale to test community awareness about environment. One hundred and sixty questionnaire were distributed, 149 were back and correctly answered and valid for testing.

Findings- Ecotourism plays a major role in sustainable development in all aspects economic, social and environmental. Local community awareness is the major challenge faced by Ecotourism in Yemen besides other challenges. Research limitations- there were a limitation in getting statistical data for collecting information regarding ecotourism visitors, and time limit to study a big sample.

Social implications – This paper helps to know the role of Ecotourism in sustainable development, and the major challenges facing Ecotourism in Yemen and suggesting some solution which could help to get rid of these challenges. Originality/value – This paper analyzes the challenges facing Ecotourism in Yemen and giving some suggestions to improve the awareness of the local community to reach the goals of Ecotourism and sustainability.

Keywords: Role, Ecotourism, Sustainable, Development, Yemen

Introduction

The concept of ecotourism has emerged as a practical choice to enjoy and preserve the nature and local heritage of the place. It is worth mentioning that there is an increase in the demand for this type of tourism, it is in a continuous, and remarkable rise, to the point that it is the fastest growing sector in the tourism industry estimated at 10-15% of the total global tourism expenditure according to estimates of the international tourism organization*, about30 million international tourists or (5% of tourist population) on ecotourism trips. It’s not new to say that tourism is one of the most growing industries in the world- despite the current global economic crisis. It is now one of the most important sectors in international trade.

Relationship between Ecotourism and Sustainable Development

Ecotourism can be sustainable if development meets the needs of tourists and local residents while protecting future opportunities. Ecotourism offers benefits for local residents, conservation, development and educational experiences. Ecotourism is a sustainable form of natural resource-

* UNWTO (World Tourism Organization).
based tourism. It focuses primarily on experiencing and learning about nature, its landscape, flora, fauna and their habitats, as well as cultural art effects from the locality. Ecotourism has the potential to seriously impact local communities, largely due to the tendency of ecotourists to have a greater interest in the culture and nature of the areas they visit, as compared to mass tourists (Kiper Tuğba, 2013).

Sustainable tourism’s principles and practices can be implemented in every type of tourism, no matter if it is massive tourism or other niche tourism products. Sustainable tourism takes into consideration the balance between the three pillars of sustainability, which are the economic pillar, the social pillar and last but not least the environmental pillar and the relationship among them (Goniadis, 2015).

Ecotourism is very important nowadays because the practice of this type of tourism is vital and necessary; through the environmental message that is trying to deliver to the people is the preservation and sustainability of the environment.

Ecotourism is a part of sustainability that stems from the environmental economic and social aspects it contributes actively to preserving the natural and cultural heritage of the country. It works on the participation of local people and their contribution to the planning and development of projects. Ecotourism aspires in all cases to achieve sustainable development results, however it is important to clarify that all tourism activities they geared to be holidays, business, conferences, congress or fairs, health, adventure or ecotourism should aim to be sustainable. This means that the planning and development of tourism infrastructure its subsequent operation and also its marketing should focus on environmental social, cultural and economical sustainability criteria.

Objectives of the study

✓ To explain the role of Ecotourism in sustainable development in Yemen
✓ To analyze the challenges faced by Ecotourism in Yemen

Problem of the study

The environment is the cornerstone in the development of sustainable tourism. Failure to preserve the environment means losing the tourism destinations, the current and future needs are based on the environment. Tourism is a driving force in achieving cultural exchange and preserving environmental resources. Yemen has different natural resources depending on the topography of each region. It also has many islands. Over 114 islands on the Red and Arab Sea, Yemen has a coastline of about 2500 kilometers, in addition to the mountainous highlands agricultural terraces and natural reserves, However Yemen is still very late and its achievements are still limited. The interest in development has been based on the fundamentals of education and health. However, the economic and social conditions are still below the average level. Therefore, it is necessary to find solutions that will help support the development process in all its aspects and contribute to achieving development within the goals of sustainable development.

Importance of the study

✓ Yemen has many natural and human resources that enable it to attract many internal and external tourists, where they can enjoy Ecotourism and at the same time benefit the local community and Environment. The deterioration of the natural environment, which is clearly increasing in recent times, has made it necessary to study to find out the reasons for the deterioration, and what its implications for the sustainable environment.
Literature Review

Abdjalil, Huwaydi (2014) on her paper “Interactive relationship between Eco-tourism and sustainable development” she says Eco-tourism has a prominent role in achieving sustainable development, which represents the interface reflecting images of the development of peoples and countries in all fields and directly relate to the environment where it works to achieve the development goals on one hand and protecting the environment and its sustainability on the other hand.

Kiper, Tuğba (2013) on a paper of “Role of Ecotourism in Sustainable Development” he mentioned that Ecotourism contributes to increased revenues from tourism, but also to the positive Basic purposes of ecotourism are to preserve and utilize natural and cultural resources in a sustainable way and to enable economic development of local people.

Viji, Major (2014) Ecotourism and the sustainable socio economic Development Maintenance of ecosystem by nurturing the nature for prosperity would boost the tourism industry in a long way to correct the socio economic imbalances in under reached part of India. Moreover, the sustainable development of the ecotourism project will succeed only with the local participation by utilizing their traditional knowledge, co-operation and support. At present a small percentage of the local people are engaged in tourism related activities.

A. Bhavani (February, 2016) Improving Sustainable Development of Ecotourism in India, The researcher concluded the paper with the ecotourism structure must improve to direct more money into host communities by reducing leakages for the industry to be successful in alleviating poverty in developing regions, but it provides a promising opportunity. Any form of tourism that does not reduce the availability of resources and does not inhibit future travelers from enjoying the same experience. Some Indian school on a free flowing river is an example of sustainable tourism. Although eco-tourists claim to be educationally sophisticated and environmentally concerned, they rarely understand the ecological consequences of their visits and how their day-today activities append physical impacts on the environment. Eco-tourism is considered the fastest growing market in the tourism industry of various states in India.

C. K,Anup (2016) Ecotourism and Its Role in Sustainable Development of Nepal. This paper focuses on review of ecotourism researches throughout the world. It has both positive and negative impacts on environmental, social and economic aspects of the country. Due to the high rate of beneficial impacts, it is helping in the overall development of the community, country and the whole world. There is need of cooperation among different stakeholders, training of ecotourism to tourism entrepreneurs and appropriate management policy for sustainable implementation of ecotourism projects. Ecotourism has environmental, social and economic impacts to the community, nation and the whole world. It has helped in sustainable development of Nepal and the whole world by conserving environment, increasing employment, enhancing livelihood and promoting the culture and traditions.

Castro G. de, Arruda, Paulo, & Silva Lobo, Saulo (2016) Ecotourism and Sustainable Development there are limitations of ecotourism role in sustainable development that is due to its inherent characteristics, which do not allow for massive development, differently from what occurs in other sectors. They also mentioned that ecotourism demands lots of care to keep its environment sustainable and the authenticity of the experience that are not consistent with a large-scale economic activity.

Ramona, Pecinginâ (2016) ecotourism and sustainable development, Ecotourism in local communities requires investment and development of local production, ecotourism is a mix of resources environment, culture and human, to achieve sustainability it requires training social networking hotels proper infrastructure guides to protect ecosystem.
Kenny, Lisa (2017) The Road Less Travelled: A Case Study on Ecotourism and Sustainable Development in the Sundarbans, Bangladesh. Ecotourism is highly susceptible to the proposed construction of the Rampal power plant due to the long term impacts that would impose environmental degradation to the area ecotourism is founded; while ecotourism may have its role to play in mitigating climate change impacts, realistically ecotourism cannot be expected to have a profound impact. Indeed climate change serves to undermine sustainable development in the Sundarbans and knows no boundaries.

Seifi, Fahimeh & Ghabadi, Gholam (2017) The Role of Ecotourism Potentials in Ecological and Environmental Sustainable Development of Miankaleh Protected Region Open Ecotourism development is a valuable source of employment and income generation can be a significant tool for socioeconomic development of communities. The sustainable development of Miankaleh Protected Area as a peninsular region and the presence of special ecosystems alongside its disorganized development in the past and the ambition development projects envisaged for the region must be taken into account with great care based on a full understanding of the present condition, tentative planning, and a continuous management.

Ramchurjee, Nichola Anastasia. A (2015) Ecotourism: impact and potential contribution to sustainable development in Karnataka. The results indicated that ecotourism not only encompasses the natural and conservation components but also the economic and educational elements. Education is a very important part of ecotourism, to educate tourists and local people on the protection of the environment with an emphasis on the minimization of the impacts of ecotourism over existing resources.

**Methodology**

In order to answer the questions of the study, the researcher adopted the analytical descriptive method by presenting the data and information related to the study, in addition to testing the environmental awareness of a group of individuals who were selected as a sample for research in Ibb province, questionnaire was distributed for 150 respondents 149 were returned and answered correctly. The researcher carried out an environmental awareness scale and the sample is Stratified Sampling, 50 person illiteracy, 50 person secondary students and 50 person holding degree qualifications.

The questionnaire was divided into two sections: the first section 15 questions on environmental information and the second section 15 questions on environmental orientation, One degree was given in the case of the correct answer and zero in the case of the wrong answer.

Statistical analysis

SPSS used for data analysis, the researcher used the arithmetic mean and P value, and the standard deviation.

Data collection

- **Primary data**: questionnaire was designed to measure the environmental awareness of the local community in Ibb province.
- **Secondary data**: Scientific books related to the subject as well as studies and articles and statistical reports will be used.
Ecotourism role in sustainable development

The issue of tourism development in many countries of the world of contemporary issues, as tourism aims to contribute to the increase in per capita income, and thus one of the main streams of national income, As well as the comprehensive cultural development of all natural, human and material components and thus it can be said that tourism is a means of economic, social and environmental development. If we limit ourselves to the role of ecotourism on sustainable development, we can say that eco-tourism contributes directly and indirectly to the achievement of sustainable development goals:

Poverty eradication: Ecotourism as a fast-growing sector can create jobs. Ecotourism encourages sustainable projects that support the most vulnerable groups such as women and the elderly, thereby increasing GDP.

Eliminate hunger: Ecotourism can drive increased agricultural productivity by promoting sustainable agricultural production, and stop the use of pesticides and chemicals that contaminate soil and water, thus, local agricultural products can be consumed in hotels and tourist resorts. In addition, agriculture increases the area of vegetation, which attracts more tourists to enjoy the beautiful scenery.

Raise the efficiency and productivity of work and economic growth: In order to reach sustainable development, sustainable development must be supported by sustained economic growth, Ecotourism Eco-friendly tourism promotes business activity while preserving natural and human resources.

Developing appropriate industries and technology: Ecotourism depends on basic infrastructure and a renewable environment. Ecotourism helps governments to maintain and improve the basic environment to remain sustainable and clean. As a means of attracting tourists and foreign investments, this facilitates the establishment of factories and sustainable production. It will preserve traditional products and raise the culture of society, It also supports the use of environmentally friendly technology Environmentally friendly technology is a product of clean energy such as solar and wind.

Ensure a general framework for sustainable production and consumption: Ecotourism has the ability to adopt effective practices for sustainable consumption and production, thereby achieving effective participation in sustainable development, especially creating new jobs in line with the green economy and environmental protection. Ecotourism also increases the standard of living of the population, thus enabling them to keep abreast of the modern methods of education, and to obtain a good education thus raising their level of awareness. The positive impacts of eco-tourism are intertwined with the goals of sustainable development as they work directly or indirectly in achieving these goals.

Ibb province

Location: Ibb is located south of the capital Sanaa, at a distance of 193 kilometers extending from North Dhamar province, to the west parts of the territory of the governorates of Dhamar. Hodeidah, and south parts of the territory of the provinces of Dali and Taiz, and on the east parts of the territory of the provinces
of Dhamar, white and Dali called the name of the province (green Brigade), because it is of the most beautiful cities of the Republic. Population accounted for 10.8% of the total population of the republic, and is the third largest province in the Republic in terms of population, the number of directorates (20) Directorate.

**Area:** Maintaining an area of approximately 5552 km² distributed in twenty different Directorate areas is wilderness Directorate biggest Directorates conservative in terms of space with an area of 676 km² is also a hair Directorate smaller districts in terms of area of 154 km².

**Terrain:** The topography of the territory of Ibb is very rugged. It is a mountainous heights interspersed with deep valleys take place in the narrow corridors has regressions sharp and long, and most of these valleys are in the Tihama plain to the west, and the valleys to the east of the governorate of Ibb, they pour into the Gulf of Aden, and the divided province Ibb in terms of the surface into two parts:

Climate: Ibb has mild climate throughout the year, and rainfall accompanied by cold. as a result of the monsoon saturated storm water from the south - east and south - west of the province, where the average falling annual rainfall more than (1000 mm) on the western and southern highlands of the province at the height (in 1500 meters above sea level).

Agriculture is the main activity of the population, it is a production of the province of agricultural crops accounted for 5.6% of total production in the Republic, and occupies fourth place after the governorates of Hodeidah, Sana'a and Marib. The most important grain is and vegetable crops includes the territory of the province some minerals such as clay minerals used in thermal cement, brick and metal industry (zeolite) used in the manufacture of detergents and basalt stone used in the construction industry and the metal used in ornamental stones industry. The most important historical landmarks of Ibb city is the capital of Dhofar Ahumairien and capital of Sulayhias.

**The current status of Ecotourism in Ibb province**
The governorate of Ibb is one of the governorates that attract a large number of tourists on an annual basis due to its geography, green areas, hot springs and beautiful waterfalls especially in the summer as a result of its mountainous nature and its location above the sea level, the province is characterized by a very beautiful climate that is not available in the rest of the governorates of the Republic. It is an incentive that encourages visitors and internal tourists to visit the province to escape the summer heat from the southern cities and governorates as well as international tourists from the Gulf States.

Most of the activities undertaken by tourists are the visit of the historic forts and castles, which overlook the green terraces in various areas where tourists take pictures and enjoy the beautiful nature of the province. As the summer rains increase the waterfalls and valleys increase, that makes visitors enjoy a good time in the province. But there are many problems and challenges that have limited the development of tourism in the region, despite the availability of all the elements motivating the visit of nature and a beautiful and calm atmosphere.

**Results and discussion**

Green areas influence the climate by reducing the temperature, absorbing the gases and release Oxygen. The smaller the green areas the more it expels tourism; the main attraction wealth of this province is the greenery which attracts tourists to enjoy nature. Ibb is called the green brigade because of its greenery especially during summer season but in the last ten years the green area started decreasing fast for different reason and the researcher tried to analyze the major challenges which will be discussed.

**Urban crawling**

It’s known that urbanization comes as a result of population growth, according to the latest census of 2004,* the population was 255547 and this is not a small number especially as population growth rates continue to increase. This increase requires an increase in residential services and facilities and therefore the use of large tracts of agricultural land. The increase in rural-urban migration is a burden on green areas, as the city’s overcrowded leads to increasing the demand for expansion and extension of the city towards agricultural land.

**Looting and overgrazing**

Some of the city’s residents relay on lumbering as they sell or use it as an alternative to gas, but because of the lack of awareness in the community they don’t realize the dangers of the gradual decline of green areas.

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<td>793</td>
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Table 1. Grass area in Ibb province

* National Information Center, Yemen
Overgrazing is one of the leading causes of the degradation of a large number of plant communities as a result of continued grazing on daily basis.

**The Waste**

The waste is divided into solid waste, liquid waste, and gas residue. There are many sources of solid waste from the factories sector, the transport and construction sectors, as well as the houses, shops and others.

- **Solid waste** is also disposed of after construction or road construction; where it is thrown on the sides of the roads outside the city that leads to harm soil kill plants as the waste moves to agricultural areas by streams torrents, it reach up to 46096 ton on the year of 2010 (Alraedi,2010).
- **Liquid waste** such as oils and chemicals that are disposed of in soil, in addition the sewage, which has become a widespread phenomenon in the city, it harms the soil this is because lack of awareness of some people who turns the sewage streams into streams flood, and thus contaminate water, whether surface or groundwater which cause pollution of the environment humans, and plants.
- **Gas residue** from burning solid waste and from various means of transport especially motorcycles, buses and old cars, which emit pollution gases to the air and thus the plant’s inability to live. The problem of discharge and management of solid, liquid, and gaseous wastes is one of the major environmental problems in the city.

In the context of population growth with continued low efficiency of waste disposal and thus damage to the green cover.

**Drought**

Ibb depends on two water supply; groundwater and rainfall, rain is the only source of groundwater recharge although the city receives a lot of rain in the summer, which can overcome
the problem of drought throughout the year, but the nature of the mountain city and the lack of barriers and the lack of regulation of floods falls caused the direction of water to the south.

The use of water in the city is not limited to agriculture, but it includes agriculture, manufacture, and drinking...etc, which puts pressure on the underground stock. The increase in the population is one of the most important factors that drain water as the increase in population leads to an increase in consumption.

**Exotic plants species on the local environment**

The entry of non-native plants threatens the life of local plants and is gradually overwhelmed and spread, thus ending local plants; this leads to the end of many rare plants and medicinal and therapeutic herbs.

**Random construction**

Because of the lack of planning for the city, the population and the state facilities deliberately deliberate indiscriminate construction here and there, we notice that there is no planning and elaboration of the city and it is built randomly and there are no ventilators such as parks in each area. Due to these randomities and the absence of proper division of the city there is no database of the number and distribution of buildings, this in turn affects the postal distribution process, and impedes the development movement.

The government has been struggling to develop the city by putting numbers for the houses to facilitate access, but because of poor community awareness, residents are removing these numbers, especially by teenagers and children.

The government also tried to reforest the city by planting the sidewalk in the center of the city, but because of the negative behavior of the majority of the population (uprooting shrubs, and throwing garbage) all this was one of the obstacles that faced the idea of a forestation.

**Lack of environmental awareness**

The individual needs about food, drink and other human need made people do anything to achieve them regardless of the damage that can happen to the environment. The lack of knowledge of the laws and legislations related to protection of the environment leads to unfair use of the environment and its components. The officials and government agencies suffer from a lack of awareness and ignorance of proper planning and regulation of exploitation of land contributes to the destruction of the green cover of the land.

Researcher tried to measure the level of the environmental awareness among the local community, what was shocking is the people knows very well what they are doing is wrong but they don’t care. Their behavior was different that might be because lack of rules and regulation implementation, so they know no punishment, or it might be a habit they grown up with it and following what others do like parents, neighbors, friends..etc

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* Taher, Bardees. The reduction of green areas and its impact on tourism environment, Un published research
The researcher conducted a questionnaire to find out the level of awareness among three groups (Academic, Secondary, and Illiteracy). The researcher needs to answer these questions:

What is the level of environmental awareness among the community?

Is there any statistically significant difference between those with qualifications?

### Table 2. Environmental awareness

<table>
<thead>
<tr>
<th>Number</th>
<th>Total score</th>
<th>Mean</th>
<th>Efficiency Average</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>149</td>
<td>30</td>
<td>24</td>
<td>0.80</td>
<td>0.90</td>
</tr>
</tbody>
</table>

The result generally indicates awareness among the respondents regarding the environment, which is shown in the table where the arithmetic mean is 24. Here also the efficiency average is 0.80 which is more than the efficiency average.

### Table 3. Variance analysis between and within the qualifications

<table>
<thead>
<tr>
<th>Variance</th>
<th>Total squares</th>
<th>Degree of freedom</th>
<th>S.D</th>
<th>P value</th>
<th>Level of significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variance between Qualifications</td>
<td>40.621</td>
<td>2</td>
<td>20.331</td>
<td>11.657</td>
<td>0.000</td>
</tr>
<tr>
<td>Variation within the Qualifications</td>
<td>254.385</td>
<td>146</td>
<td>10.742</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>295.007</td>
<td>148</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

This table shows there is a variance among the respondents based on qualification, when the educational level is high the awareness level is high and the literacy people are not much aware of the environment and its issues. When the level of education is higher that leads to read more and try to get more knowledge about everything around us and that guide to awareness.

### Table 4. Environmental knowledge for the sample

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Number</th>
<th>Total score</th>
<th>Mean</th>
<th>Efficiency Average</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic</td>
<td>50</td>
<td>15</td>
<td>11.42</td>
<td>0.76</td>
<td>2.041</td>
</tr>
<tr>
<td>Secondary school</td>
<td>49</td>
<td>15</td>
<td>11.24</td>
<td>0.75</td>
<td>2.376</td>
</tr>
<tr>
<td>Illiteracy</td>
<td>50</td>
<td>15</td>
<td>8.86</td>
<td>0.60</td>
<td>2.595</td>
</tr>
<tr>
<td>Total</td>
<td>149</td>
<td>15</td>
<td>10.50</td>
<td>0.70</td>
<td>2.611</td>
</tr>
</tbody>
</table>

### Table 5. Environmental orientation for the sample

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Number</th>
<th>Total score</th>
<th>Mean</th>
<th>Efficiency Average</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic</td>
<td>50</td>
<td>15</td>
<td>13.00</td>
<td>0.78</td>
<td>24.42</td>
</tr>
<tr>
<td>Secondary School</td>
<td>49</td>
<td>15</td>
<td>12.12</td>
<td>0.80</td>
<td>23.36</td>
</tr>
<tr>
<td>Illiteracy</td>
<td>50</td>
<td>15</td>
<td>11.76</td>
<td>0.78</td>
<td>20.62</td>
</tr>
<tr>
<td>Total</td>
<td>149</td>
<td>15</td>
<td>12.30</td>
<td>0.82</td>
<td>22.80</td>
</tr>
</tbody>
</table>
The table 4 shows that there are statistically significant differences in the level of environmental awareness between the groups, where the average group of Academic is 11.42, the largest among groups.

There were statistically significant differences in the level of environmental awareness between secondary and illiterate, where the average awareness was 11.24 which is larger than the average 8.86.

There are no statistically significant differences in the level of environmental awareness between the Academic and the secondary level.

This means that the information of the qualified is higher than the illiterate and the researcher attributes this to the continuous reading of the qualified.

**Table 6. Variance analysis to determine the differences between different qualifications and illiterates in their level of awareness of environmental information**

<table>
<thead>
<tr>
<th>Variance</th>
<th>Total squares</th>
<th>Degree of freedom</th>
<th>S.D</th>
<th>P value</th>
<th>Level of significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variance between Qualifications</td>
<td>203.987</td>
<td>2</td>
<td>101.994</td>
<td>18.492</td>
<td>0.000</td>
</tr>
<tr>
<td>Variation within the Qualifications</td>
<td>805.261</td>
<td>146</td>
<td>5.515</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1009.248</td>
<td>148</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The table shows differences of statistical significance at level (0.05) in the level of environmental awareness among the sample members resulting from different qualifications. The researcher believes that these differences are due to the nature of the qualification in the sense that the higher the qualification, the higher her motivation to read. In general the result of the questionnaire shows that:

- The level of environmental awareness is high and it is somewhat low in Illiteracy group that’s due to knowledge about the environment.
- There is a significant difference among the groups of Academic and illiterates at the level (0.05).
- There is no difference among the groups of Academic and secondary school group.

**War and crisis**

Recently the tourism movement has been stopped to the country affecting the tourism to the province due to the civil war which started 2015 till today, and the population has been increased in these years because of the movement of people from other cities seeking safety and peace. That also made a burden for the green areas as the local people started constructing new buildings to face the demand for accommodation with the big number of migration from other cities under the
war, in the other hand the amount of wastage and pollution increased the city has become crowded and the force of consuming water has become double in these last three years, which poses a threat of upcoming disaster in this province if the situation continues this way (Taher, 2018).

Absence of Tourism planning

There are very good strategies and rules have been created to reach tourism development but due to a lack of awareness among the official officers and the corruption there is no one following the rules or apply this strategies. Ibb province suffers from corruption and is considered the first province in corruption. That’s the reason behind the absence of tourism planning.

Conclusion and suggestions

Ecotourism plays a significant role in sustainable development where it works on achieving sustainable development goals; ecotourism can increase the total income of the country and provide more jobs opportunities. It also eliminates hunger by increasing productivity of agriculture. In order to achieve sustainable development objectives, the challenges facing ecotourism must be overcome by raising the level of environmental awareness, applying environmental protection laws, and fighting corruption.

The government should use proper disposal methods for all types of waste, In addition to raising the awareness of the community about the importance of family planning to reduce the fastest population growth, thus the waste and sources consumption will be sustainable.

Government have to focus on protection of trees and pastures from indiscriminate cutting, overgrazing and protection of agricultural land from construction and urban expansion, Dams and water barriers should be constructed to recharge the aquifers and to benefit from rain. Modern and scientific methods of disposal of solid and liquid waste should be used.

Acknowledgment

I would like to express my sincere gratitude to Dr. Rahul Shetty who supported me to write this paper both morally and financially. I would like to thank all people who supported me while collecting the data in fields.

References


Impacts of Transformational Leadership on Effective Implementation of CSR 2.0 – The Case of Croatia

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ABSTRACT

Lack of confidence in businesses, lack of transparency and new demands from various interested and responsible stakeholders calls for the application of new leadership styles that encourage simpler, faster and effective implementation of socially responsible practices in the organization. There are many definitions of leadership as it means different things to different people. Leadership is about setting vision, empowering, inspiring and influencing people and reaching the set goals. Leadership is not a synonym for management. Corporate social responsibility requires finding the appropriate balance of economic, ecological and socio-cultural determinants in any organizational system. It is important to develop and nurture leadership style that leads to healthy implementation of socially responsible practices and promotes positive organizational culture. Poor leadership brings a plethora of negative consequences. Transformational leadership, with more supportive and responsive leaders, boosts the transition towards Corporate Social Responsibility 2.0 or the so-called systematic or radical corporate social responsibility - a concept introduced and investigated by Visser (2012).

This article analyses, evaluates and discusses CSR 2.0 and presents perspectives of senior level managers (hotel managers) on the concept of CSR 2.0. Hotel managers from the biggest Croatian hotel companies were interviewed. Author elaborates the applied leadership style and the interrelatedness of CSR 2.0 with the transformational leadership that can be seen as Leadership 2.0. Author further argues the importance of transformational leadership for the effective implementation of CSR 2.0. A set of required leadership competences for adopting and successfully implementing and/or reaffirming corporate social responsibility 2.0 is presented.

Keywords: Corporate Social Responsibility 2.0, Transformational leadership, tourism, Croatian hotel companies

Introduction

Leaders do not have to be great men or women by being intellectual geniuses or omniscient prophets to succeed, but they do need to have the "right stuff" and this stuff is not equally present in all people.

Kirkpatrick and Locke (1991, p. 59)

Background

New style leaders or transformational leaders are more sensitive to global sustainability challenges. They recognize that poverty must be tackled with innovative strategies that build economic growth but on a sustainable way. They innovate, create, strengthen communities, tackle social problems and climate change and respect the environment. Transformational leaders recognize the importance of implementing socially responsible strategies in their ordinary business practices but overall, integrate
them in their main corporate strategies. They promote large-scale structural and organisational change
for the promotion of high living standards, high quality employment and social progress in general.

Research Objectives

Drawing on the above, the purpose of this paper is to investigate the relatedness between
transformational leadership and CSR 2.0 in tourism. The novelty of this research is in testing the
relationship between main characteristics of transformational leadership and main CSR 2.0 principles -
creativity, scalability, responsiveness, glocality and circularity. (Visser, 2013) Authors further
presented main leadership traits as seen by the interviewed hotel managers and interrelate them with
key dimensions of corporate social responsibility 2.0. A set of required leadership competences for
adopting and successfully implementing and/or reaffirming corporate social responsibility 2.0 is
presented.

Literature Review

Leadership and The Trait Theory

Very many different views and opposite views on leadership and leader’s characteristics are obvious.
There are as many definitions of leadership as there are leaders. (Daskal, n/d) Even today there is no
single leadership theory that can be applied in every case. (Stippler et.al., 2011) Leadership is a
leader’s most significant peculiarity and his developing in leadership contributes most greatly to the
organization. (Gao, 2013) In the work of Bensimon (2009) where she highlighted several definitions
of leadership provided by presidents of different colleges, one shall be pointed. „Leadership is the
totality of the person.” According to Fiedler (2006, p. 371) leadership can be viewed as a problem of
wielding influence and power for the existence of different types of groups. It is leader-member
relations, task structure and position power that construct three important aspects in the total situation
that influence the leader's role. Leadership is the ability to adapt the setting so everyone feels
empowered to contribute creatively to solving the problems. (Smith, n/d) Leadership is the art of
motivating a group of people to act towards achieving a common goal. (Ward, 2018) Leadership is
realized through many small life decisions that leader makes throughout the day. (Catranis, 2017, p.
33.) Leadership is multidimensional in skills and orientation. (Gallos, 2008, p. 3)

There are even different classification of leadership. Gao (2013, p. 79) classifies leadership into: (1)
individual - refers to that of an individual leader holding a certain post in an organization and that is
influenced by a leader’s peculiarity; (2) group - the join force of individual leaders at the same level in
an organization and (3) organizing - the join force of the group leadership at all levels and results from
the interaction among all the individual leadership at the same levels and all the group leadership at
distinguishable levels. Aligned with that Individual leaders shape strategy, execute decision, manage
talent, develop future talent, and act with personal proficiency. (Ulrich, D. and Smallwood, N., 2012)

Kruse (2013), who has written several books on leadership, underlines clearly what leadership is not:
(1) Leadership has nothing to do with seniority or one's position in the hierarchy of a company; (2)
Leadership has nothing to do with titles; (3) Leadership has nothing to do with personal attributes; (4)
Leadership isn’t management. The point number one is a clear opposite opinion from the Gao’s (2013)
view of individual leadership. It cannot be neglected that many leaders do not hold formal positions in
the organisation whilst at the same time we have evidences where authoritative people are not showing
any leadership characteristics. However, the differences in defining leadership have been marked by
Hunt (2004) who arguments that the definition of leadership will depend on one's conception of
leadership that is linked to various factors, including among others the nature of reality and ontological
issues, stakeholder perspectives, and levels-of-analysis issues. Leadership can be identified across
contexts and cultures. (Kohane, 2010, p. 24)

Goleman (2000) outlines six leadership styles that spring from different components of emotional
intelligence: (1) Coercive leaders demand immediate compliance; (2) Authoritative leaders mobilize
people toward a vision; (3) Affiliative leaders create emotional bonds and harmony; (4) Democratic
leaders build consensus through participation; (5) Pacesetting leaders expect excellence and self-direction; (&) Coaching leaders develop people for the future.

Caramela (2017) distinguishes four ways that good leaders achieve success: (1) Bettering their environment; (2) Knowing their team and themselves well; (3) Maintaining a positive attitude and (4) Building a next generation of leaders.

Three main leadership theories (models) can be identified: trait approach, style approach (behavioural that distinguishes task behaviours and relationship behaviours) and contingency approach. (Nordhouse, 2009) The forth approach – contemporary leadership theories has been evolving recently.

One of the oldest theoretical perspectives on leadership is often associated with Thomas Carlyle's and Francis Barton's "Great Man" theory of leadership where the importance of innate attributes (especially by people of the higher class) have been argued. Accordingly, a leader must be born with a certain set of personality attributes for them being impossible to develop. Great Man theories evolved into the trait theories of leadership later. These theories mostly disregarded the point whether traits were inherited or acquired as some could be inherited whilst others could be learnt. The focus was put on how traits influence leadership. Proponents of the trait theory listed five main characteristics of leaders: (Philips, 2009, p. 5) (1) power; (2) intelligence; (3) persuasion; (4) personality and (5) charisma. One of the earliest researches on individual traits was conducted by Bird in 1940 who listed 79 traits that were identified in 20 researches but only 5% of the listed traits were common to four or more researches (Geiger, 1967). It was, even at that time, obvious that the certain list of stable and enduring traits for good leaders is difficult to be strictly defined. Mann (1959) identified six personality traits that distinguish leaders from non-leaders: intelligence, masculinity, adjustment, dominance, extraversion, and conservatism. The universality of leadership traits was questioned.

Many of the early scholars on leadership theories disregarded the importance of situation because of the opinion that the certain traits are easily transferable across very many different situations. Stogdill (1948, 1974) became sceptical on trait theory and supported more the importance of interaction between the individual and the social situation and his studies have shown that both traits and situational variables contribute to leadership.

In his paper published in 1948 he reviewed more than a hundred leadership studies (between 1904 and 1947) in which some attempts have been made to determine the traits and characteristics of leaders across 27 groups of factors. He found 8 traits that distinguish an average individual in leadership role from an average group member: intelligence, alertness, insight, responsibility, initiative, persistence, self-confidence and sociability. In his findings he pointed out that no guarantee exists that an individual possessing the above listed traits will surely become a successful leader. It is different traits relevant to situation that are important. This made him conclude how difficult it is to identify an agreed set of leadership attributes that would guarantee leadership success. However, in his second survey he validated the idea that leader's characteristics make a significant part of leadership. In his second survey he identified 10 traits associated with leadership: achievement, persistence, insight, initiative, self-confidence, responsibility, cooperativeness, tolerance, influence and sociability. (Nordhouse, 2010, p. 17). Kirkpatrick and Locke (1991) list six traits on which leaders differ from non-leaders: (1) drive: achievement, ambition, energy, tenacity, initiative; (2) leadership motivation: personalized vs. socialized; (3) honesty and integrity; (4) self-confidence; (5) cognitive ability; (6) knowledge of the business and (7) other traits: charisma, creativity/originality, flexibility. Kouzes and Posner (2012) identified the top four traits associated with good leadership: being honest, forward-looking, inspiring, and competent.

Nordhouse (2010, p. 18) summarized main studies of leadership traits identified by researchers from the trait approach.
### Table 1: The Summary of Trait Research Studies

<table>
<thead>
<tr>
<th>Study, Year</th>
<th>Traits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stogdill (1948)</td>
<td>Intelligence, Alertness, Responsibility, Initiative, Persistence, Self-confidence, Sociability</td>
</tr>
<tr>
<td>Mann (1959)</td>
<td>Intelligence, Masculinity, Dominance, Extraversion, Conservatism, Adaptability</td>
</tr>
<tr>
<td>Lord, DeVader and Alleger (1986)</td>
<td>Intelligence, Masculinity, Dominance</td>
</tr>
<tr>
<td>Kirkpatric and Locke (1991)</td>
<td>Initiative, Motivation, Integrity, Confidence, Cognitive ability, Task knowledge</td>
</tr>
</tbody>
</table>

Source: Nordhouse, P. G. (2010, p. 18)

Trait approach was again revived with the emphasis put on charismatic and transformational leadership. As Nordhouse (2010) concludes, the trait approach began with an emphasis on identifying the qualities of great persons and the inborn attributes, followed by qualities that could be learnt. Then it shifted to include the impact of situations on leadership, and, currently, has shifted back to reemphasize the critical role of traits in effective leadership.

**Transformational Leadership**

Transformational leadership has been proved as successful in many business settings. It has gained the popularity during 1980s. The concept of transformational and transactional leadership was introduced by Burns (1978) who used the term “transforming leadership” whilst Bass (1985) elaborated further Burns's theory and introduced several modifications particularly in viewing and measuring transformational and transactional leadership as separated concepts. Burns (1978) explained transformational leadership as a process in which "leaders and followers help each other to advance to a higher level of morale and motivation" whilst at the same time the process was characterized as beneficial for the organisational life and the life of people engaged in the organisation. Thomson et. al. (2016) define transformational leadership as a leadership style that promotes effective change management and organizational transformation. Transformational leaders pay attention to individual and personal differences in needs for development and growth and provide necessary resources to help followers to realize their dreams. (Zenab Kazmi and Naaranoja, 2013, p. 74). Bass and Avolio (1995) introduced factor analysis later upgraded through the Multifactor Leadership Questionnaire (MLQ Form 5X) or the most popular survey used in measuring transformational and transactional leadership.

Transformational leaders achieve superior outcomes by using the „4I model“: (Bass, 1985) (1) idealized influence (charisma) - leaders act as role models, are willing to take risk, are consistent, show high levels of integrity and ethics. Charismatic leaders display conviction, take stands, and appeal to followers on an emotional level (Judge and Piccolo, 2004, p. 755) ; (2) individualized consideration – leaders act as coaches or mentors for giving individualized attention to the professional development of each and every follower and offering them tailor made new learning opportunities (Bass et.al., 2003); (3) intellectual stimulations – whilst addressing organizational problems leaders involve followers and require from them creative and innovative solutions to the identified challenge (Bass et.al., 2003) and (4) inspirational motivation - involving followers in the development of a preferred vision for the future, communicating clear expectations, and by demonstrating a clear commitment to the shared goals and vision of the group or team (Wolinski, 2010). Six key behaviours associated with transformational leaders are: (Podsakoff, MacKenzie, Moorman and Richard, 1990, p. 112) (1) identifying and articulating a vision; (2) providing an appropriate model; (3) fostering an acceptance of group goals; (4) high performance expectations; (5) providing individualized support and (&) intellectual stimulation. Transformational leadership is multidimensional and different relationships exists between the dimensions. (Deinert et.al., 2015, p. 13) These researchers directly linked the 5 Big personality traits or the Big 5’s (neuroticism,
extraversion, openness to experience, agreeableness and conscientiousness) with the 4 sub-dimensions of transformational leadership (The Bass’s 4I model) and proved differential relationships between the five personality traits and the four sub-dimensions of transformational leadership. Hence, extroversion, openness, agreeableness, conscientiousness were all positively related to transformational leadership but not all of them were strongly linked with each sub-dimension of transformational leadership as some relationships were more significant. They found non-significant links between neuroticism and transformational leadership and all its sub-dimensions. So, different combinations of the personality traits are differentially related to the transformational leadership behaviours and they suggest a separate examination of transformational leadership sub-dimensions. According to Hyatt (n/d) leadership 2.0: (1) embraces change because of new leaders being on the cutting edge of experimentation; (2) demonstrates transparency for old-style leaders being opaque; (3) celebrates dialogue for new-style leaders listening more than talking; (4) employs collaboration for new-style leaders enjoying teamwork; (5) practices sharing because new-style leaders freely share their contacts, insights, time, energy and money; (6) welcomes engagement for new-style leaders don't care much about hierarchy and (7) builds community because new-style leaders get great satisfaction from working together and building a sustainable community. Accordingly, leadership 2.0 is strongly related to transformational leadership as the above outlined characteristics of leaders go hand in hand with the Basses 4I (Bass, 1985) model and 6-dimensional model as outlined by Podsakoff et. al. (1990).

Varios benefits transformational leadership brings on the organisational but personal level as well – for those closely linked with internal organisational environment (employees). Transformational leadership contributes to higher levels of employee satisfaction. (Mujkić et. al., 2014) A significant relationship between transformational leadership and employee motivation was proved in the research of Ahmad et.al. (2014). Following on that, the empirical results of the research conducted by Al Zefeti (2017) indicate that transformational leadership behaviours (core transformational leadership, providing individualized supports, intellectual stimulation, and setting high performance expectation) have a significant impact on contextual performance whilst core transformational leadership and providing individualized supports have a significant impact on task performance. Judge and Piccolo (2004) found that transformational leadership has positive, nonzero relationships with the following leadership criteria: (a) follower job satisfaction, (b) follower leader satisfaction, (c) follower motivation, (d) leader job performance, (e) group or organization performance, and (f) rated leader effectiveness. The evidence has showed that transformational leadership facilitates knowledge sharing among employees by enhancing followers’ perceived team goal commitment and perceived team identification. (Liu and Li, 2018) Garcia-Morales, Llorèns Montes and Verdú Jover (2008) analysed the direct and indirect influence of knowledge and innovation as mediating variables on the relation between transformational leadership and performance. Their study has demonstrated that transformational leadership affects slack knowledge, absorptive capacity, tacit knowledge, organizational learning and innovation. Stimulating the relations between these intermediate variables permits the creation of positive synergies that improve organizational performance. The relationship between creativity and transformational leadership was in the focus of the research conducted by Zenab Kazmi and Naaranoja (2013, p. 77) whose research has proved that creativity is positively linked with the individual differences through transformational leadership. They provided basis for the implementation of “transformational leadership” as being the attractive management choice amongst the other management choices. Transformational leadership was investigated in the paper of Leithwood (1992) where he argued that transformational leadership contributes to maintaining collaborative culture in settings like educational institution. However, the effectiveness of transformational leadership varies depending on the cultural values of an individual. (Spreitzer, Hopkins Perttula and Xin, 2005)

A Harvard study of S&P 500 and Global 500 firms that evaluated the ability of leaders to strategically reposition the firm found some common characteristics of the most successful transformations: (Scott and Evan, 2017) (1) Transformational CEOs Tend to be “Insider Outsiders”; (2) They Strategically Pursue Two Separate Journeys; (3) They Use Culture Change to Drive Engagement, (4) They Communicate Powerful Narratives About the Future; (5) They Develop a Road Map Before Disruption Takes Hold.
Transformational leadership can inspire workers to embrace change by fostering a company culture of accountability, ownership and workplace autonomy. (White, 2018) In the next section author will investigate further the relationship between transformational leadership and corporate social responsibility as the micro aspect of sustainable development.

**Transformational Leadership and Transformational CSR**

There have been various initiatives in defining corporate social responsibility mostly for the focus they have selected as central, the issues that particular country or organisation wants to highlight and the priorities of key issues within one organisation. In tourism, it was mostly environment seen as the most important dimension of corporate social responsibility as it is, obviously, crucial for the development of tourist product. (Golja, 2008, Krstinić Nižić and Golja, 2009) However, it is becoming more evident that, on the priority list, social and cultural dimension of corporate social responsibility is getting high attention. For instance, Croatian tourism and hotel companies are putting enormous efforts in providing higher standard for their employees, invest in their professional development and in providing them decent quality of life.

Corporate social responsibility has been defined by the European Commission (2011, p. 6) as the responsibility of enterprises for their impact on society. An excellent review of definitions of corporate social responsibility has been provided in the work of Hamidu, Md Haron and Amran (2015, p. 85) where they summarized main dimensions of each definition from different periods and identified 6 core characteristics of CSR (voluntary, internalizing or managing externalities, multiple stakeholder orientation, alignment of social and economic responsibilities practices and values and beyond philanthropy. The main dimensions are as follows: 1) 1950’s – 1960’s - philanthropy (religious & humane philosophies, community development, unregulated philanthropy, poverty alleviation and obligation to the society); (2) 1970’s – 1980’s - regulated CSR (extension of CSR commitments, CSR as symbol of Corporate citizenship, stakeholder relationship management, corporate reputation, socio-economic priorities, bridging governance gap, stakeholders rights and legal & ethical responsibilities); (3) 1990's – 21st century - instrumental/strategic CSR (competitive strategy, environmental protection, sustainability, internationalisation of CSR standards and transparency & accountability).

Velsor (2009) concluded that very little theoretical and empirical research on the leadership aspect of CSR exists. Waldman, Siegel and Javidan (2003, p. 6) believe that transformational leadership theory represents a prominent example of the neo-charismatic paradigm that may provide new possibilities for the upper echelons perspective in general, and the understanding of corporate social responsibility in particular. Several researches pointed the positive link between transformational leadership and CSR. (Du, Swaen, Lindgreen and Sen, 2012) Waldman, Siegel and Javidan (2004) found a positive correlation between transformational leadership and strategic corporate social responsibility. Wabitsch (2014) proved that transformational leadership motivates managers for CSR in meetings, because it enhances trust, understanding and commitment to CSR. The differences between transformational and transactional strategies as reflected in the work of Castello', Lozano and Barbera' (n/d) lay in their main purpose and key role in developing changes in the organisation. They see transformational strategies as those providing innovations, inspirations and morality to managers whilst transactional as those that consolidate the CSR initiative through meeting and responding to stakeholders' reactions to changing expectations. (Castello', Lozano and Barbera', n/d, p. 4, 8)

Transformational leaders are more sensitive to: (UN Global Compact and Accenture, 2013, p. 52): (1) environmental and social issues and bear in mind their importance for the success of their business; (2) climate change issues, water security, growth and employment; (3) philanthropy which is seen only as one little aspect of corporate social responsibility but not its core dimension; (4) engaging investors on sustainability; (5) partnership with different stakeholders in the community (NGOs and others); (6) measuring and rewarding sustainability in employee performance assessments and remuneration.

In the same report (UN Global Compact and Accenture, 2013, p. 16), seven themes enabling leading companies to achieve value creation and impact on global sustainability challenges were detected: (1) realism and context – understanding the scale of the challenge and the opportunity; (2) growth and
differentiation – turning sustainability to advantage and value creation; (3) value and performance; (4) technology and innovation – new models for success; (5) partnership and collaboration – new challenges, new solutions; (6) engagement and dialogue – broadening the conversation; (7) advocacy and leadership – shaping future systems. This is aligned with the Visser's DNA model of CSR 2.0 presented in the table that follows. (Visser, 2013, p. 150)

**Table 2: Visser's model of CSR 2.0**

<table>
<thead>
<tr>
<th>DNA Code</th>
<th>Strategic goals</th>
<th>Key indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value creation</td>
<td>Economic development</td>
<td>Capital investment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Beneficial products</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Inclusive business</td>
</tr>
<tr>
<td>Good governance</td>
<td>Institutional effectiveness</td>
<td>Leadership</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Transparency</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ethical practices</td>
</tr>
<tr>
<td>Societal contribution</td>
<td>Stakeholder orientation</td>
<td>Philanthropy</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fair labour practices</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Supply chain integrity</td>
</tr>
<tr>
<td>Environmental integrity</td>
<td>Sustainable ecosystems</td>
<td>Ecosystem protection</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Renewable resources</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Zero waste production</td>
</tr>
</tbody>
</table>

Visser is one of the strongest critics of traditional corporate social responsibility model and holds opinion that the different kind of CSR is needed if we are to reverse the current direction of the world’s most pressing issues in the social, environmental, ethical and economic ecosystems. (Visser, 2012) Visser (2013, p. 18) distinguished several business ages (greed, philanthropy, marketing, management, responsibility) and associated them with stages of CSR (defensive, charitable, promotional, strategic, systematic), the prevalent modus operandi (ad hoc interventions, donations, public relations, management systems, business models), key enablers (investments, projects, media, codes, products) and stakeholders (shareholders, government & employees, communities, general public, shareholders & NGOs/CSOs and regulators and customers).

**Methodology**

The study provides a combination of theoretical and empirical research. The theoretical framework summarizes main points of the leadership trait theories, underlines and arguments main characteristics of transformational leadership, as well as those connected to CSR 2.0 although scarce (according to authors presumptions) and highlights some of the benefits transformational leadership brings on the level of the organisation and on the personal level.

In the empirical research authors will examine the links between main characteristics of transformational leadership and leadership traits to main principles of CSR 2.0 (Visser, 2013). Authors will present main leadership traits as seen by the interviewed hotel managers and interrelate them with key dimensions of corporate social responsibility 2.0 in order to conclude about the strength of relationship of that particular trait and CSR 2.0 – in general and specific to particular dimension.

Based on the literature review, and the main principles of CSR 2.0 (Visser, 2013) the following hypothesis were tested:

1) Transformational leadership is positively related to corporate social responsibility in general
2) Transformational leadership is positively related with main principle of CSR 2.0 – creativity
3) Transformational leadership is positively related with main principle of CSR 2.0 – scalability
4) Transformational leadership is positively related with main principle of CSR 2.0 – responsiveness
5) Transformational leadership is positively related with main principle of CSR 2.0 – glocality
6) Transformational leadership is positively related with main principle of CSR 2.0 – circularity

The sample consisted of 17 hotel managers from different destinations in Istria: Rabac, Poreč and Rovinj and from three different hotel companies.

Results and Discussion

Following this cue, we set out to examine the relationship between transformational leadership traits and main principles of CSR 2.0 as seen by interview hotel managers from the sample.

In the following scheme we will present the most important leadership traits as seen by the hotel managers from the sample. Hotel managers were asked to rank 13 leadership traits authors singled out as important for CSR 2.0. Authors will comment on their relatedness with main CSR 2.0 principles: creativity, scalability, responsiveness, glocality and circularity. (Visser, 2013, p. 146)

Shema 1: The most important traits of good leaders according to hotel managers’ opinion

<table>
<thead>
<tr>
<th>Integrity</th>
<th>Commitment</th>
<th>Passion and enthusiasm</th>
<th>Responsibility</th>
<th>Creativity and innovations</th>
<th>Ethics</th>
<th>Charisma</th>
<th>Adaptability</th>
<th>Think Global, Act Local</th>
<th>Dynamism</th>
<th>Persistence</th>
<th>The ability to motivate and empower employees</th>
<th>Aspiration to learn and grow</th>
</tr>
</thead>
<tbody>
<tr>
<td>6,88</td>
<td>5,88</td>
<td>10,53</td>
<td>7,65</td>
<td>7,12</td>
<td>7,35</td>
<td>2,82</td>
<td>5,29</td>
<td>7,41</td>
<td>5,29</td>
<td>9,24</td>
<td>7,29</td>
<td></td>
</tr>
</tbody>
</table>

Source: author’s research and analysis

The most important leadership traits for hotel managers are: (1) responsibility, (2) the ability to motivate and empower employees, (3) commitment, (4) ethics and (5) persistence.

Responsibility is strongly related with all of five principles of CSR 2.0: creativity, scalability, responsiveness, glocality and circularity. The ability to motivate and empower employees is strongly related with Creativity – one of the principles of CSR 2.0. We need more creativity to foster positive changes in the social, economic and environmental spheres. Creativity cannot be nurtured by standardization. If companies are accepting various standards and implementing them in their business models, two things can happen – managers go strictly by the book, with no experimentation at all and managers can become creative about how to trick the system (Visser, 2013, p. 164). Creativity means taking risks and recognizing opportunities. In hotel business it can be considered as important trait in leading the innovations in tourism sector that will attract new customers that take care of socially responsible tourism product/experience in a tourist destination. Creative managers foster creativity spirits in their followers and empower them to strengthen their will and ambitions in finding
innovative solutions to current challenges. When it comes to competition, we must recognize the importance of several tourist destinations on the Mediterranean that compete with Croatia for the same source markets. It is Northern African destinations (Tunis and Morocco), Turkey, Greece, Spain, France and Italy.

**Commitment** can also be strongly associated with creativity because leaders should be able to show their commitment to creative and innovative projects that derive from their “Think Global, Act Local” mind-set. In line with mentioned, the principle of glocality comes evident. Leaders need to respect the environment and the society they were they operate and be able to combine international standards, views, latest developments (in technology, general trends in tourism) with local tradition whilst nurturing cultural identity of the tourist destination and its people. Scalability is another CSR 2.0 principle that can be linked to responsibility and commitment. It is scalable projects in tourism that we need in tourism to make stronger positive changes in the environment towards sustainable development. New ideas of sustainable projects in tourism should go to scale. In tourism it means that sustainable and innovative projects need to be implemented in other destinations as well in order to create scalable changes in the society and in the sector. For the case of Croatia, hotel managers and leaders from the sample can replicate their ideas in other destination by firstly, communicating progress to the senior management of the hotel company, proving the success of sustainable innovation and then enthusiastically being open to distribute ideas and aspirations to other hotel managers in different destinations where the hotel company operates (i.e. Northern Croatia, Dalmatia and Dubrovnik). Hotel managers from the sample are highly aware of the importance of knowing the ethical boundaries of the organisation. It is code of ethics and the exemplary behaviour of people at the top that prevent unethical behaviour. Minor ethical lapses can have major impacts, and it is good that hotel managers have recognized it as important. Ethics permeates through every aspect of socially responsible business and it is built in every CSR 2.0 principle.

**Persistence** helps to keep up the work. It helps a leader to confront challenging situations that affect his work. Persistence is the ability to work on solutions and work towards success. Persistence is strongly correlated with creativity, scalability and circularity. Tourism is very much climate-dependent. Although not contributing much to the general emission of carbon-dioxide, out of the 5% of contribution, majority derives from transport. It is tourism managers and leaders that need to foster changes and implementation of sustainable and alternative transport choices – at first amongst its followers. It is leaders that need to be creative and persistent in making positive changes in the environment through improving their business practices and implementing not management systems but innovative solutions in the following areas: a) tourism products/services/experiences, b) process/technology and c) institutional environment. Though countries are increasingly committed to respecting international environmental standards, environmental performance benchmarking assessments show that deforestation, overfishing, and air and water pollution continue to reduce the global natural capital. (World Economic Forum, 2017, p. 6).

When asked to rank the level of importance of different leadership traits using the Likert scale (1 – 7), hotel managers from the sample, see responsibility as extremely important trait for leaders (76,47%). The ability to motivate and empower employees is seen as very important by 47,06% of hotel managers and extremely important by 47,06% of managers. Commitment is very important for 47,06% hotel managers and extremely important for 35,29% hotel managers. Ethics is perceived very important for 47,06% of hotel managers whilst extremely important for 29,41% managers.

Hotel managers were asked to determine the importance of various key dimensions of CSR of the future (CSR 2.0). The results are presented in the scheme that follows.
Based on the obtained responses, hotel managers believe good management to be very important dimension of the CSR 2.0 (58.82%). Two second most important dimensions are contribution to the society and environmental protection and improvement of the quality of ecosystem. When taking into account the scores managers associated to different dimension and the appropriately applied weight (based on the Liker scale), the results are:

1. creation of new values
2. good management
3. contribution to the society
4. environmental protection and improvement of the quality of ecosystem.

The above results are much related to the previously mentioned leadership traits associated with transformational leadership. Creating new values is aligned with the principle of creativity, whilst good management with responsiveness, scalability, circularity, glocality and creativity in its nutshell. Value creation fosters economic development. Good governance targets higher institutional effectiveness. Contribution to the society is mostly linked with the principle of glocality and circularity. It means stronger involvement of different stakeholders in the business thinking process and decision-making process. Environmental protection and improvement of quality of ecosystems is mostly linked with scalability and circularity and it contributes to more sustainable ecosystems.

When asked to characterize their leadership style, 41.18% of hotel managers pointed that they firstly present the problem, get inputs from persons that are not managers and then bring decision. It is obvious that, whilst applying the mentioned leadership style, managers have a slightly higher power and influence than others in the organization that do not hold managerial positions. 35.29% of hotel managers are able to bring decision that will be accepted by other people who are not managers nor hold any managerial position meaning that managers have the complete power and influence to control the decision-making process in the organization. In the context of CSR 2.0, stronger engagement of employees in the decision-making process is more favourable for empowering employees and fostering their overall satisfaction. The complete results are presented in the scheme that follows.
Conclusion and Suggestions

Ever since Croatia got its independence, for almost three decades, tourism has become one of the largest and fastest-growing economic sectors in the country. According to the Croatian Central Bank statistics, tourism currently contributes with 19.6 (preliminary data for 2017). (Ministry of Tourism of The Republic of Croatia, 2018) According to World Travel and Tourism Council (2017) the total contribution of travel and tourism to Croatian GDP was 24.7 in 2016 whilst the direct contribution was 10.7% of GDP and tourism generated 138,000 jobs directly (10% of total employment). Ministry of Tourism of The Republic of Croatia, just recently, has ordered the creation of Tourism Satellite Accounts for Croatia. A Satellite Account is a term developed by the United Nations to measure the size of economic sectors that are not defined as industries in national accounts. For instance, tourism is an amalgam of industries such as transportation, accommodation, food and beverage services, recreation and entertainment and travel agencies. (UNWTO, n/d) With this measurement technique, it will be possible to calculate the exact economic contribution of tourism in terms of revenues, contribution to GDP, to employment etc.

Tourism in Croatia has experienced expansion and diversification (on the supply but demand side as well). Tourism has contributed towards employment and economic growth, as well as to development in rural areas, and even less-developed areas such as Slavonija, Lika and Gorski Kotar (war-hit places). Istria is a great example tourism creating new opportunities and leading transformations of rural and deserted areas. Creative industries, cultural tourism (culture, eno-gastronomy) transformed inland part of Istria and opened the hidden beauty of inland Istria to tourists. It is not mass tourism that is leaving traces in that part of Istria but sustainable and special interest tourism.

A very wide range of interested stakeholders provide service in this, cross-sector industry of experiences and stories. Hotel companies play an important role in shaping the growth and development of tourism in particular Croatian destinations but with multiple of impacts of the
branding of tourism on the national level. Human resources and their level of education play an irreplaceable role in the development of tourism in Croatia. This crucial factor is becoming particularly important in terms of current unfavourable and negative demographic trends Croatia faces as well as the gradual aging of the population in general.

In the table that follows authors will summarize main principles of CSR 2.0, link them with leadership traits associated with transformational leadership and suggest possible applications for more efficient implementation of CSR 2.0 in tourism in Croatia.

<table>
<thead>
<tr>
<th>Principles of CSR 2.0 according to Visser (2016, p- 146)</th>
<th>Explanations of principles of CSR 2.0</th>
<th>Leadership traits contributing to various principles of CSR 2.0</th>
<th>Applications for tourism in Croatia</th>
</tr>
</thead>
</table>
| Creativity                                             | “Business creativity need to be directed to solving the world’s social and environmental problems.” (Visser, 2012, p. 10) | 1. Responsibility  
2. The ability to motivate and empower employees  
3. Commitment  
4. Ethics  
5. Persistence | • Need to foster innovations and creative thinking from the bottom.  
• Innovations on the three level: product/service/experiences, processes and institutions.  
• Need for meaningful investments in human capital by fostering their empowerment, through education, capacity-building for human resources development, system of mentorships – mutual learnings and sharing of experiences, professional orientation and motivation, life-long learning opportunities, developing work-life balance programs for employees in tourism etc.  
• Collaboration with schools and faculties in providing employment service to students and education of parents.  
• Need for the efficient promotion of different professions in tourism in cooperation with local, regional and national government |
| Scalability | “The need of projects that will be scalable (go to scale).” (Visser, 2012, p. 10) | Responsibility Persistence Ethics | • Foster the use of organic and ecological products in the hotels in each and every destination the same hotel company operates.  
• Best CSR practices that can be applied on the wider scale in tourism. Sharing of experiences and accommodating them to different cultural ecosystems and spheres in various destination.  
• Constant education of customers and employees on responsible practices. |
|---|---|---|---|
| Responsiveness | The need for transformative responsiveness that will question whether the industry and the particular business model is part of the solution or part of the problem we face. | Responsibility Ethics | • Creating the culture of leadership.  
• Responding to the serious challenges of sustainability like environmental and ecosystem degradation, land use, saturation, waste generation and other negative effects on the environment that are inherent to the tourism industry.  
• Fostering transparency through communication (corporate social responsibility reports, sustainability reports or integrated reports). |
The sample consisted of 17 hotel managers from different destinations in Istria: Rabac, Poreč and Rovinj and from three different hotel companies. Sample size is the main limitation of this study. For this reason, it is difficult to find significant relationships from the data. This is why authors have not used statistical tests as they normally require a larger sample size to ensure a representative distribution of the population. Authors will further extend this research for few more months in order to obtain more significant data and be able to test it using adequate statistical tests.

On the other side, this is the first study that applied the principles of CSR 2.0 in the context of tourism and the study where the argumentation for application of different leadership traits required by transformative leaders is provided in the context of their relatedness with main principles of CSR 2.0 always within the tourism sector.

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CONCEPTUAL MODEL FOR MUTUAL (HOST-GUEST) AUTHENTICATION OF INTANGIBLE CULTURAL HERITAGE

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ABSTRACT

The intangible cultural heritage (ICH) of indigenous communities is an attraction to many tourists. Authentic ICH experiences rely on the perceptions and actions of both the host community and guests, a topic which has received with limited scholarly attention, particularly in recent research. This paper presents a conceptual model examining how the mutual (host-guest) authentication of ICH (integrating the perceptions of both hosts and guests) can potentially lead to community empowerment. A literature review has identified that the host community’s attitude and motivation towards ICH, their psychological and economic benefit from ICH, and their participation or involvement in the ICH, together influence the authentication of ICH by these communities. Similarly, a guest’s attitude to and motivation for ICH as well as the way the traditional objects, events or environment are experienced, influence the authentication of ICH. The proposed mutual ICH authentication model combines the interaction of such host and guest factors in authentication of ICH, i.e. both the host community and guest should perceive the same elements as authentic ICH through a synthesis of their own unique perspectives. The perceived authenticity of ICH by the host and guest is reflected in their loyalty, satisfaction, and support for tourism. Further, the model suggests that tourism based on authentic ICH has the potential to empower local communities in their economic, social, psychological and political domains. The proposed model may be useful for future research defining power relations in the authentication of ICH and improving community-based ecotourism through community empowerment.

Keywords: intangible cultural heritage, authenticity, mutual authentication, cultural tourism, community empowerment
Introduction

Background

Cultural tourism, a growing sector of the global tourism industry, includes experiencing the authentic culture of indigenous communities, especially the traditional practices, rituals, festivals and lifestyle which form their intangible cultural heritage (ICH) (Cohen, 1988; Moswete & Thapa, 2015; UNESCO, 2011). Historically significant ICH such as festivals and religious events attract many tourists. For instance, the Mekong Naga Fireball ceremony in Thailand (Cohen, 2007), Holy Week on the island of Sardinia (Giudici et al., 2013), and the Rush Mela festival in Bangladesh (Islam et al., 2018) all draw a large number of tourists every year. These centuries-old traditional festivals are associated with the religious beliefs of the local community and have a significant impact on the society, economy and cultural development of the region. These ICH events or experiences have become major tourist attractions, providing not only additional economic benefits to the local community but also revenue to the government (Moswete & Thapa, 2015; UNESCO, 2011). However, the growing trend of cultural tourism in developing countries has raised concerns about unsustainable tourism practices and the commodification of ICH (Fiorello & Bo, 2012; Zhou et al., 2015). The commodification process potentially destroys the essential meaning and significance of the ICH to the local community and diminishes its authenticity (Zhou et al., 2015).

The authenticity of ICH remains a critical issue in cultural tourism, as the ICH’s ownership is being contested in the face of commodification by its commercialization. Clearly defining the authenticity of ICH, an authentication process embedded in ICH’s relation to community empowerment would help to preserve ICH and reduce its commodification. Generally, a host community creates, maintains and transmits ICH over generations (UNESCO, 2011) and is, therefore, the primary stakeholder in its authentication. However, guests’ perceptions and the role of institutions in such authentication are also vital for preserving ICH and developing tourism (Cohen & Cohen, 2012; Mkono, 2013).

The recent literature discusses several models for the authentication of ICH from either the host’s (Zhou et al., 2015) or the guest’s perspectives (Cho, 2012; Kolar & Zabkar, 2010; Zhou et al., 2013). These models present a partial view of the authenticity of ICH, ignoring the importance of simultaneously taking into account both the host’s and the guest’s perception for the authentication process. There is little discussion of the mutual (host-guest) authentication of ICH and its relation to community empowerment, although community empowerment is considered essential for safeguarding ICH (Alexander, 2009; Cole, 2007).

Research Objectives

This paper presents a critical review of the existing models of authenticating ICH and proposes a conceptual model for mutual (host-guest) authentication of ICH (integrating host and guest’s perceptions) that can potentially lead to community empowerment. The proposed model would help to understand the relation between the mutual authentication of ICH and community empowerment, which could offer support for preventing the commodification of ICH and for enhancing the local community’s role in ICH-based tourism.

Methodology

A review of literature was conducted to examine extant knowledge on four related key areas: the authenticity of ICH, existing models for the authentication of ICH from host or guest perspectives, the factors influencing the authenticity of ICH and ICH’s relation to community empowerment. The review began with a keyword-based search (Louanski & Louanski, 2011) in Google Scholar, Science Direct, ProQuest, and Sage databases using the terms: authenticity, intangible cultural heritage, ICH tourism,
host(s) and guest(s), authenticity model, and community empowerment. From the initial pool of about 200 relevant articles, 50 articles were identified as most relevant to the topic of this research. An in-depth manual review of these articles was carried out, focusing on the existing models of authenticating ICH from host and guest perspectives, factors influencing the authenticity of ICH and its linkage with tourism and community empowerment.

**Review of existing authentication models**

The authenticity of traditional objects and cultural practices has been crucial for providing an authentic experience in cultural tourism. In early decades of 19th century, the authenticity of objects, which was conceptualized as objective authenticity – meaning the originality of the objects and that these have significance to the society from a historical point of view (Trilling, 1972; Wang, 1999) – were considered important for cultural tourism. In the second half of the 20th century, with the advent of easily accessible destinations through mass transportation by air, tourism to cultures different from the guests’ own culture grew exponentially. Unsurprisingly, therefore, in the 1970s, the intangible cultural heritage of traditional communities (e.g. cultural practices, festivals) has attracted scholarly attention as issues surrounding the commodification of culture were identified to have the potential to destroy the meaning of the local ICH and inadvertently detract from the tourist experience (Greenwood, 1977). During the 1990s, researchers shifted focus to the existence of authentic ICH, which was conceptualized as existential authenticity, and its verification, acknowledging the need to preserve the value of traditional ICH (Casey, 1993).

Various authentication processes have been theorized in the literature to define the authenticity of objects and traditional cultural practices. A “cool” authentication process is associated with an external expert’s (or institution’s) power to authenticate an object or event. Such an authentication process mainly focuses on the tourists’ quest for authenticity. Whereas, a “hot” authentication process relies on the host community’s beliefs about the authenticity of the festival or practice in which they engage, rather than on any scientific evidence of authenticity or on authentication by an expert outside the community (Cohen & Cohen, 2012). Traditional ICH experiences (e.g. festivals) demonstrate hot authenticity, as the community authenticates it by having participated in and practiced it over generations. The tourists (or guests) participating in tourism related to those ICH events can have an authentic experience of the community’s ICH. As such, the guests participate in the hot authentication process through the interaction between the hosts and guests in ICH tourism.

While ICH tourism leads to a close interaction of this type, the recent development of both hot and cool authentication processes fails to adequately incorporate the interaction between host and guest in the authentication process, which raises the issue of a mutual authentication process for ICH (Cohen & Cohen, 2012). Moreover, as the community directly interacts with the guests, host-guest power relations are important for the hot authenticity of ICH. Hot authentication allows guests to have an empathic understanding of the rights of hosts in their traditional ICH. This understanding develops trust between the host and guest and such trust also increases the empowerment of the community (Gnotha & Wang, 2015). Hosts also should understand that tourists from another society want an authentic experience of traditional objects and culture (Cho, 2012). As such, mutual interaction between the host and guest is necessary for the hot authentication of ICH. This can satisfy the tourist as well as empower the community.

In the quest of theorizing the authentication process, several quite distinct authentication models have been developed. What unites them is that they have all been based either on hosts’ or on guests’ perceptions of authenticity (Cho, 2012; Kolar & Zabkar, 2010; Zhou et al., 2013). Kolar and Zabkar (2010) proposed a consumer-based model of authentication (Figure 1) which suggested that the cultural motivation of the tourists was an important factor for both object-based and existential authenticity. Such cultural motivation influenced tourist loyalty to tourist attractions. Further development of the Kolar and Zabkar (2010) model by Zhou et al. (2013) (Figure 2) suggested that the ‘attitude’ of the tourist should be included in the authentication process along with the ‘motivation’ factor. Interestingly. Zhou et al. (2013)
found that this attitude, conceptualized as individual beliefs, interests, and understanding of tourism activities, has no effect on the motivation for visiting the ICH attractions and does not influence loyalty directly. These researchers also emphasized that the tourism industry’s ignorance of traditional culture led the tourists to give importance to the aesthetics and form of the cultural objects or materials, rather than focusing on the experience of traditional culture. An alternative conceptual model of authenticity was developed by Cho (2012) to examine the relationship between tourists’ motivation, their perceptions of authenticity and their satisfaction. The model suggests that tourists’ motivation affects both objective and existential authenticity, which, in turn, both influence tourist satisfaction (Cho, 2012). While Kolar and Zabkar’s (2010) and Cho’s (2012) models found that both forms of authenticity were related to motivation, Zhou et al. (2013) argued that motivation has an insignificant effect on existential authenticity.

In addition to the consumer-based (tourists’) authentication model, a few recent studies have focused on the authentication of tourist attractions by the host community. For example, Zhou et al. (2015) found that the hosts’ attitude towards traditional cultural practices, together with their personal emotional and economic benefits from cultural tourism influence the process of host authentication as these factors affect both objective and existential authenticity. The hosts’ attitude is directly influenced by the personal emotional benefits, whereas the personal economic benefits are indirect and hidden from any obvious position in the hosts’ support of tourism. As such, the hosts’ personal emotional benefits from practicing and sharing the culture with the guest through tourism enhance the cohesion and identity of the hosts’ culture, which leads to a psychological empowerment of the host community. The economic benefits to the hosts from tourism lead to an economic empowerment of the community (Zhou et al., 2015). A similar observation was made by Boley et al. (2014) who concluded that personal economic benefits and psychological empowerment have direct and positive effects on the hosts’ support for tourism. However, both Boley et al. (2014) and Zhou et al. (2015) did not consider the social and political dimensions of community empowerment in relation to ICH’s objective and existential authenticity as well as the implications of these dimensions for the hosts’ support for tourism.

The above-discussed authentication models have mainly focused on tourists’ behavior and partially on community empowerment (in terms of psychological and economic empowerment, two of the four identified dimensions of community empowerment (Di Castri, 2004; Scheyvens, 1999)) to verify the authenticity of cultural experiences according to the views of either hosts or guests (Cho, 2012; Kolar & Zabkar, 2010; Zhou et al., 2013; Zhou et al., 2015). However, these studies are limited by the use of quantitative approaches with structural equation modeling used to assess authenticity. This quantitative modeling approach is helpful for examining relationships between variables. However, perhaps, each
concept embedded within these models should be investigated thoroughly using inductive qualitative
methods (Kolar & Zabkar, 2010; Zhou et al., 2013; Zhou et al., 2015).

Further, the current models of ICH authentication consider the guest (tourist) and host (community) perspectives separately, which can provide only a partial view. These ICH authentication processes do not directly take into account the linkages between the host and guest, nor the understandings common to both groups and the connection of this to community empowerment. A lack of adequate interaction between hosts and tourists can lessen the authentic experience for the tourist as well as curb benefits to the host community and impact host empowerment (Cho, 2012; Zhou et al., 2015). Therefore, direct interaction between hosts and guests can improve the mutual authentication of tourist attractions as well as develop trust between hosts and guests in order to enhance host empowerment (Moyle et al., 2010; Zhu, 2012). For ICH authentication, a mutual (host-guest) authentication model would be necessary to examine the linkages between host and guest and their influence on community empowerment.

**Conceptual model for mutual (host-guest) authentication of ICH**

**Overview of the mutual (host-guest) authentication model**

Considering the limitations of the current authentication models, a new model is conceptualized for the mutual (host-guest) authentication of ICH which incorporates both hosts’ and guests’ perspectives of authenticity (Fig. 4). This model also shows the linkage of authentication to satisfaction, loyalty and support for tourism development as well as the linkage to enhance community empowerment. The model takes into account both objective and existential authenticity. Objective authenticity is covered by the authentication of the objects that are culturally significant to the community such as architectural structures, artifacts or similar physical elements used for performing cultural practices. The physical objects used in performing the cultural events or in the daily lifestyle of the community are the elements that determine the objective authenticity of the community’s ICH (Asplet & Cooper, 2000). The existential authenticity of ICH is covered by the authentication of the existence of cultural traditional practices such as festivals and religious rituals performed by the community. The traditional cultural practices, religious and social customs, and the way the community perform the events which define its community’s unique identity, together determine the existential authenticity of the ICH (Zhou et al., 2015). Perceptions of both the hosts (i.e., the local community) and the guests (i.e., tourists) would be considered for the mutual authentication of ICH.

This model comprises several factors related to the perceptions of hosts and guests that can influence ICH authenticity. The hosts’ factors include their attitude and motivation towards ICH, economic and psychological benefits, and participation in cultural practices, individually and through institutions. The guests’ factors include their attitude towards ICH, motivation to experience ICH, and finding authentic objects or experiences of events. The mutual (host-guest) authentication of ICH would ultimately reinforce the loyalty, satisfaction and support for ICH tourism as well as enhancing community empowerment. The host and guest factors influencing the authenticity of ICH and linkages to tourism development and community empowerment are further illustrated in the following sections.
Figure 4: A model for mutual (host-guest) authentication of ICH

**Host community factors influencing the authenticity of ICH**

**Hosts’ attitude:** Attitudes are important for explaining and predicting perceptions and behavior. Generally, attitudes are a type of social knowledge consisting of experiences, beliefs, and feelings (Zanna and Rempel, 2008). As an enduring predisposition towards a particular aspect of one’s environment, attitudes consist of either a two or three component response to an object or event: cognitive (beliefs, knowledge, perceptions); affective (likes and dislikes); and behavioral (the instinct to act) (Subramaniam and Silverman, 2007). One’s attitude can be inferred directly from one’s behavior; living a traditional lifestyle indicates the attitude of a willingness to do so. In the context of this authentication model, such an attitude comprises one’s level of understanding of traditional culture and the degree of preference for it.

Hosts’ attitudes towards traditional culture include their emotion, cognition, and behavior concerning traditional life, the local religion, and modern civilization. Hosts’ attitude towards traditional culture plays a role in the ICH authentication process because their attitude to the objects of cultural significance and to the traditional cultural practices reflect how they define both the objective and existential authenticity of ICH. Earlier models of host authentication (e.g. Zhou et al., 2015) did not explicitly include the host’s attitude as a variable, whereas authenticity models based on tourist perceptions (e.g. Kolar & Zabkar, 2010) include tourists’ attitude as one of the prime factors.

In the proposed mutual authentication model, we consider the hosts’ attitude to their ICH should be an essential determinant of the authenticity of this instance of ICH, and we compare this with the guests’ attitude to the same ICH phenomena. Hosts’ attitude to the ICH could be measured by ascertaining their belief and willingness to carry forward the traditional ICH elements to future generations. Thus, hosts’ positive attitude would show their feeling towards traditional ownership of the ICH and reflect its authenticity.

**Hosts’ motivation:** Hosts’ motivation to practice traditional culture is important to determine their perception of ICH. Hosts’ motivation for ICH can be classified into two categories: general motivation and intentional motivation. The general motivation of the host community to perform their cultural...
practices could be to follow the tradition of the community they live in (Yoon & Uysal, 2005). The intentional motivation of the host’s community could be linked to religious belief, economic benefit, and socio-political benefits from practicing the cultural traditions (McIntosh & Prentice, 1999). For instance, hosts can be motivated to participate in a traditional festival to perform religious rituals. The motivation of some hosts may be to sell products at the festival. Therefore, the motivation of the hosts’ community is an important determinant of the authenticity of ICH from the hosts’ perspective. A strong positive motivation of the host community would tend to reflect a strong perception of the ICH’s authenticity. Although earlier consumer-based authenticity models (e.g. Kolar & Zabkar, 2010) considered the motivation of the guests as a crucial factor influencing ICH authenticity, host-based authenticity models (e.g. Zhou et al., 2015) have not included the hosts’ motivation as a factor in authentication. The hosts’ motivation is included as a factor in the mutual authentication model to reflect the influence of the hosts’ motivation as being as valuable as the guests’ motivation.

Hosts’ economic benefit from ICH: Hosts’ economic activities related to traditional ICH events festivals may include selling handicrafts, foods, and other –tourism experiences which provide economic benefits to them. Traditional cultural events or festivals organized regularly for many years can give seasonal livelihood opportunities to some group or groups within the host community. Regular economic activities surrounding the ICH can increase hosts’ attachment to the ICH event and to ICH itself. Zhou et al. (2015) found that economic benefit does not directly affect the objective and existential authenticity while emotional benefit does. Economic benefits from ICH affect hosts’ attitude and emotional benefits; therefore, economic benefits indirectly affect both objective and existential authenticity. When hosts are dissatisfied with the economic benefits of an ICH experience, they vent with negative emotions and evaluate its authenticity by belittling it. By contrast, their positive moods and emotions lead to overestimating authenticity to be higher than the objective level. Although sometimes hosts do not explicitly express it, they are very concerned about the promotion of local culture for local economic development and to increase their income (Chhabra, 2010). To some extent, to escape poverty or become wealthy, they unconsciously accept a certain degree of sacrifice of the authenticity of local culture. It is unrealistic to talk about protecting and inheriting tradition if economic benefits cannot be guaranteed (Yang et al., 2013). In view of the above contexts, hosts’ economic benefit from ICH is taken into account in the mutual ICH authentication model.

Psychological benefit: The host community can have psychological or emotional benefit by performing traditional cultural expressions (Besculides et al., 2002). For example, hosts can have mental peace and satisfaction by engaging in rituals in a traditional religious festival or meeting friends and families at the cultural event or enjoying the cultural programmes. They can also feel proud or satisfied by showcasing their traditional culture to tourists (Besculides et al., 2002). Cole (2007) found that locals are proud that their villages are considered part of the national heritage and that they like tourists because tourism provides entertainment, friends from the outside world and outside information. ICH-based tourism brings the villagers confidence and dignity in their beliefs. Thus, personal emotional benefit is the crucial factor for the authentication of ICH by the hosts.

Individual participation: The individual participation of a host in traditional cultural practices shows his/her devotion to being attached to their own community and culture. According to Teodori and Luloff (1998), community involvement, including support for a festival, is an important factor in predicting the strength of a person’s attachment to a community or place. Studies have shown that recognizing people’s attachment to a place influences their sense of stewardship and perception of authenticity in a destination (Greene, 1996). Individuals’ affective relationship with the landscape or material environment may express their perception of the existential authenticity of ICH (Tuan, 1974). An emotional attachment to the natural landscape and the built environment and shared memories of communal heritage allow individuals to come together for formal or spontaneous interactions like festivals and community and
cultural events. The individual perception of authenticity ensures the collective identity of the ICH. Therefore, hosts’ individual participation in practicing their ICH is taken as an important factor that influences its authenticity.

**Institutional participation:** ICH can act as the heart of a community (Wheatley and Kellner-Rogers, 1998, p.14) as its intrinsic nature provides residents with conditions of freedom and connectedness rather than a fixation on the community’s forms and structure. Community institutions managing the ICH can provide a sense of its importance to the community. A formal community organization structure based on the common interest of the community provides an opportunity to nurture traditional culture over generations and preserve it for the future. The community institutions can even promote the cultural events to the larger society, involving political power and recognition by the state (del Barrio, Devesa and Herrero, 2012). Hosts’ participation in the community institutions for managing ICH would show how the host recognizes the ICH’s value of and how the host perceives the authenticity of this ICH. Thus, this host factor is included in the mutual authentication model.

**Guest/tourist factors influencing the authenticity of ICH**

**Guests’ attitude:** The guests’ attitude towards the traditional culture, expressed by authentic objects or the existence of genuine cultural events, can contribute to the authenticity of the ICH. Attitude is generally evaluated on the long-term activities including cognitive, affective and behavioral responses. Attitudes predispose a person to act or perform in a certain manner based on his/her cognitive and affective evaluation while engaging in ICH activities. Thus, the attitude to ICH is particularly demonstrated by the degree of attention to particular objects or experiences and a deeper level of understanding of the ICH, including the historical and cultural background. Tourists are influenced by their emotions which stimulate their perception through interaction with the host. This is particularly evident in the case of a festival when the tourist perceives high existential authenticity, for example in a worshipping ceremony. When a tourist feels affection for the host community they feel more enthusiastic to acquire more knowledge of the historical and cultural background of the place to fulfill their need for authentic experience. The tourist who has a positive cognition tends to perceive existential authenticity more profoundly. As such, like the earlier consumer-based authenticity models (e.g. Zhou et al., 2013), guests’ attitude is considered in the mutual authentication model.

**Guests’ motivation:** Motivation is an important psychological factor that influences tourist perceptions of the objective and existential authenticity of ICH, which, in turn, affects tourists’ expectations (Gnoth, 1997). Tourist motivation is the primary driver to interpret tourist behavior in participating in ICH activities. The motivation to visit ICH locations has been grouped into several aspects, of which some are quite similar to each other: mental relaxation, engagement with a calm atmosphere, discovering new places and things, gaining knowledge, having a good time with friends, having a religious motivation, visiting cultural and historical attractions and having an interest in history (Lee, 2009). Tourists perceive high objective and existential authenticity when they undertake ICH experiences which have a long history and many historical attractions including a deep cultural connotation. This is because tourists’ historical and cultural motives are usually linked to perceptions of highly authentic value. The perception of the authenticity of ICH influences tourist loyalty to revisit the location or event. In the previous consumer-based authenticity models (e.g. Kolar & Zabkar, 2010; Zhou et al., 2013), motivation was considered a major factor influencing the objective and existential authenticity of tourist attractions. Likewise, we view guests’ motivation to be a significant factor in the mutual authentication model.

**Finding authentic objects:** While guests’ attitude and motivation are important to making themselves participate in ICH tourism, guests’ perceptions about the objects they see and the cultural events they enjoy during the visit are important as well. The objects associated with the cultural events (e.g. special
design of the statues used for worship in religious festivals, the taste and quality of local foods, the design and making of local crafts) represent the identity of the particular ICH (UNESCO, 2011). Tourists, being outsiders, can perceive the uniqueness of the objects based on their knowledge of objects and products from other areas and information from other sources (Oh, 2005). When visiting ICH sites, they want to experience the local food and purchase locally made craft. This is particularly evident in a traditional festival when they get closer to the host, for instance, when the guests eat local food together with the community. Tourists also want to buy the local costumes which can simulate an authentic experience of this object by wearing them. If the tourists find any unique object during their ICH experience, this would influence their perception of its authenticity (Chhabra et al., 2003). Through finding authentic objects, guests can deeply connect to the hosts who are involved with making or providing these objects. This reinforces their belief in the objective authenticity of this ICH. Therefore, this guest factor is included in the mutual authentication model.

Finding authentic experiences or events: During ICH tourism, tourists find unique psychological and spiritual attachment and feeling when participating in cultural practices (Richards, 2018). At a destination which has both cultural and natural attributes (Eshehani and Albrecht, 2018), the experience of ICH can be presented in a special arrangement of events like cultural programs, celebrations, connections with the cultural history and natural features and unique religious and spiritual experiences in a calm and peaceful atmosphere. If the tourists find any unique cultural and natural experiences or events that satisfy them as authentic, then that experience would influence their perception of authenticity of its ICH. This guest factor is included in the mutual authentication model because it would help to determine tourists’ perception of the existential authenticity of ICH.

Mutual authentication of ICH and its relation to tourism development and community empowerment

In the mutual authentication process, the common perceptions of the hosts and guests about the authenticity of ICH would be determined through the influence of host and guest factors. While there might be some differences between hosts’ and guests’ attitude and motivation concerning the community’s ICH, the close interaction of hosts and guests through tourism would fill the gaps. Host communities can showcase historical objects or sell unique traditional crafts to the tourists, labeling these as authentic. As well, a guest can identify some of those objects or products as authentic, based on their own knowledge and experience. Similarly, the cultural events practiced by the hosts or enjoyed by the guests can be distinguished as unique by both hosts and guests. The objects and cultural practices recognized by hosts and guest as unique and representative of the local community would be defined as authentic ICH.

Since hosts and guests participate in the mutual authentication process while interacting through ICH tourism, authentication of ICH by the hosts or the guests will influence their support for tourism or their satisfaction and loyalty to tourism, respectively. Hosts’ strong belief in their ICH’s authenticity would encourage them to provide support for tourism through personal or institutional involvement (Zhou et al., 2015). Likewise, the guests would have a high level of satisfaction when experiencing authentic ICH and loyalty to the ICH attractions, showing a willingness to revisit the destination and recommend it to others (Kolar & Zabkar, 2010; Zhou et al., 2013).

The mutual authentication of ICH will ultimately impact community empowerment through tourism. Economic benefit from ICH-based tourism (selling traditional crafts, food, and accommodation for tourists) will enhance the economic empowerment of the community. The guests also make a major economic contribution to valuing the traditional authentic objects and events, in compensation for satisfying their touristic consumption of the ICH. Similarly, the psychological empowerment of the community will be enhanced by owning the authentic ICH (objects and traditional practices) and positioning themselves as a unique community in the global society. Participating in the authentic traditional cultural practices individually or as a group can increase social cohesion and shared feelings,
enhancing the social empowerment of the community. Everyone in the community can recognize their own identity with respect to their authentic ICH. Further, local institutions and leadership can be developed for managing ICH (e.g. organizing traditional cultural events, managing historical objects), which ensures the political empowerment of the community.

Conclusion and recommendations

The authenticity of ICH has been a major concern in ICH-based tourism development to preserve and sustain it in the face of commodification due to the influence of modern socio-economic changes. In the search for an appropriate authentication approach, various models have been proposed in the recent literature for evaluating the authenticity of tourist attractions including ICH based on host and guest perspectives, for instance, the consumer-based authentication model (Cho, 2012; Kolar & Zabkar, 2010; Zhou et al., 2013) and the host authentication model (Zhou et al., 2013). These models consider hosts’ and guests’ perspectives separately without showing the influence of their mutual perceptions on the authentication of ICH. Nor do these models take into account how the authenticity of ICH is linked to community empowerment.

This study proposes a conceptual model of mutual (host-guest) authentication of ICH, which can integrate both hosts’ and guests’ perspectives in the authentication process and can be related to community empowerment. The model includes several factors: hosts’ attitude and motivation towards ICH, their psychological and economic benefit from ICH, and their participation or involvement in the ICH, which can influence its authentication by host communities. Also, the guests’ attitude and motivation concerning ICH as well as the hosts’ experience of the traditional objects, events and/or environment are considered as factors that influence the authentication of ICH by the guests.

The conceptual model emphasizes power relationships between host and guest and combines their perspectives in the authentication process. The model suggests that tourism based on authentic ICH influences community empowerment across the political, social, psychological and economic domains. This model may be useful for understanding power relations in the authentication of ICH and improving sustainable tourism through community empowerment. Further investigation is required to confirm the application of the conceptual model in various contexts of ICH-based tourism and other tourist attractions. The model can be further developed incorporating other stakeholders, including government and tour operators, to ensure the sustainable management of ICH, tourism development and community empowerment.

Reference


The Quality And Role Of Homestay As Part Of Product Development Of Kemiren Tourism Village, Banyuwangi

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ABSTRACT
As part of community-based tourism, government of Indonesia encourages to developing homestay and tourism village across Indonesia. Some of the destinations already have established and long history in homestay, but many other destinations are still in the early stage of developing homestay as part of their tourism products. This study aims to identify and analyse the quality of homestay in Kemiren Tourism Village, Banyuwangi within ASEAN Homestay Standard and their roles in product development of tourism village. The research uses descriptive qualitative method, and gain the data through observation, in depth interview and FGD with local tourism stakeholders. The finding suggests that homestay quality in Kemiren already meet the requirement of host, accommodation, activities, location and sustainability principles aspects from ASEAN Standard, whilst for the other four aspects still need to be improve. For homestay roles in tourism village development, Community Capital Framework is used to analyse the role of homestay in community development. The result show that homestay in Kemiren play significant role in the aspects of financial capital, political capital, built capital and cultural capital. Those finding in the quality and role of homestay in Kemiren also suggest that Kemiren village have such a wide opportunity to be a better prominent tourism village in Banyuwangi.

Keywords: Homestay, Tourism Village, Community Development, Community Capital Framework

Introduction
Background
Indonesian tourism has been developed rapidly since 2014. However, while the growth of foreign tourist increased by 10,3%, the number of accommodations only increased by 8%. In 2019, the number of accommodations is predicted to be stagnant while the growth of foreign tourist is predicted to increased by 17,6%. This condition might result in the lack of accommodation services to meet the demand for foreign tourist visiting Indonesia. The government responds and encourages ‘homestay’ as the priority program for the Ministry of Tourism besides connectivity and digitalization. Homestay is chosen as the priority program of the Ministry of Tourism because of its benefits, such as: short time needed for the development, not costly, rural location with traditional house, useful for local community, low or zero leakages, and owned by local community (Wiarti, L.Y. 2018).
Homestay is one of the tourism businesses managed by the local community in tourism destination especially in tourism villages. Besides renting rooms to tourists, homestay also offers the interaction between the host and the guests. Homestay also provides benefits to local community such as a participation for tourism development in villages, employment opportunities for improving the community’s welfare (Tourism Ministry, 2017 in Mahadewi, N.M.E, 2018).

Homestay offers a unique and interesting experience, which is the social interaction within the local community and local environment. When the tourists stay in homestay, they can get the opportunity to spend time with the host’s family and enjoy the local customs, values, cultures and the life style of rural communities (Devkota, 2010 in Mahadewi, N.M.E., 2018). The daily routines, such as local languages and custom habits, are interesting for tourists. Those interactions are added value for the homestay. As part of rural tourism development, homestay is a part of tourism amenities which combines affordable accommodation and authentic local culture as its attraction and preserves local traditional architectures. With international standard management, homestay as a part of tourism amenity becomes a safe and comfortable accommodation for tourists (Aryasih, P.A. & Aryanata, N.T., 2018).

An example of homestay location in Indonesia is Banyuwangi Kemiren Tourism Village. In this tourism village, we can find Kemiren Village which has been designated as a tourist village and Osing village which is also used as a cultural heritage village to preserve the Osing tribe. Tourism villages are usually rural areas which have some special feasible characteristics. In this region, the population still has a tradition and culture that is relatively original. Besides that, some factors such as special food, farming systems and social systems also contribute to make this tourist village area exists. Beyond these factors, natural resources and the pristine and preserved natural environment are also important factors of a tourist village area (Soemarno, 2010).

Kemiren Tourism Village has a homestay managed by local Pokdarwis. Not only the availability, but a homestay must fulfill the quality based on the standard of accommodation. The role of the homestay for the development of tourism villages needs to be studied carefully so that the challenges and opportunities of the village development can be identified.

**Research Objectives**

This study aims to identify the availability of Homestay in Kemiren Village, to analyze the quality of homestay in the Kemiren Village based on ASEAN homestay Standard, and to analyze the role of homestay so that the challenges and opportunities in product development of the Kemiren Village in Glagah District, Banyuwangi Regency, can be identified.
Literature Review

A. Homestay

ASEAN Homestay Standard (2016) states that homestay is an alternative tourism where tourists will live with the host family in the same house and will feel the daily life of the family and the local community.

ASEAN Homestay Standard as a criterion for homestay development in the CBT environment:

1. Host

The Village and Community

- There shall be a minimum number of 5 registered homestay providers within the village to reflect community involvement and cohesion.
- The homestay shall be located close to nature-based and cultural tourism attractions in the surrounding areas.
- Priority shall be given to villages with a proven track record in organisation and beautification such as past winners of best village and best landscaping competitions.
- There shall be a community centre/area to be used as a base for the homestay operation and activities such as for welcoming ceremony, cultural performance, etc.

Homestay Provider

- The homestay provider shall be free of criminal record.
- The homestay provider shall be in good general health and not inflicted with communicable diseases.
- A basic homestay course shall be formulated, attended and completed by each and every registered homestay provider.

2. Accommodation

The House

- The structure of the house shall be in good, stable and safe condition such as roof, walls, doors, floor, etc.
- The design and building materials shall reflect the vernacular architecture and local identity.
- The homestay provider shall provide a guest bedroom(s) that is separated from the other bedrooms in the house.
- There shall be a minimum of one (1) bathroom/toilet for the guest either inside the guest room or inside the house.
- It is recommended that the house shall have electricity supply.
- The house shall have adequate and clean water supply made available at all times inside the house.
The Bedroom
- Provide basic amenities and furnishing in the guest bedroom(s) such as fan, desk, mini cupboard, mirror, electric socket, mosquito net or coil etc.
- A maximum of four of the total number of bedrooms in the house, which are not being used by any member of the homestay provider/host shall be allocated to homestay guests
- Provide standard and appropriate type of beds such as single beds and double beds with comfortable mattresses and pillows.
- If necessary, windows should be fitted with a mesh frame to keep out mosquitoes and other insects.
- Bed linen shall be changed as needed; and following the departure of each guest, a fresh set of clean bed linen shall be provided to the next guest.

The Toilet/Bathroom
- Provide either sitting or squatting type of toilet inside or outside close to the house.
- Provide basic toilet and bathroom facilities including doors with locks in all toilets and bathrooms
- Adequate and clean water shall be provided at all times

3. Activities

Village and Community Based Activities
- The village and community based activities shall optimise and showcase the local resources such as the following: local culture and heritage, local enterprises (Micro enterprises, farms, local industries, handicrafts), natural resources (forests, rivers, caves, lakes, etc.)
- The design and implementation of the activities shall encourage the interactive participation between local community and guests.

Surrounding Activities
- Visits to popular tourist attractions in the surrounding areas shall be integrated into the homestay package/itinerary with the homestay functioning as a base.
- Collaborate with other villages in the adjacent/surrounding areas to add variation to the activities as well as create multiplier effects.

Authenticity
- The homestay community shall retain its identity, values, and culture, to portray a distinct and authentic experience.
- Preserve and involve guests in communal activities to showcase the community spirit and social cohesion.
- Preserve local handcrafts and showcase local performing arts by establishing cultural groups and associations.
4. Management
   Leadership
   • The homestay organisation shall be led by a local champion with strong leadership qualities and respected by the local community e.g. head of village.
   Organisation
   • The homestay organisation shall have a systematic structure with clear roles, responsibilities and line of communication.
   • The organisation shall facilitate the empowerment of the local women and youths.
   • The village management shall give the blessing for the setting up of a homestay organisation that is operated in a commercial manner but answerable to the former.

5. Location
   Accessibility
   • The location of the homestay is accessible to any mode of transportation.
   • Clear signage shall be provided to guide guests to the homestay.

6. Hygiene and Cleanliness
   House (Kitchen, Bedroom, and Toilet)
   • All rooms, kitchen and toilets shall be kept clean and free of malodour, dirt, dust, cobwebs etc.
   • The kitchen floor shall be regularly mopped and kept free from stains and spills.
   • Toilet(s), shower tray(s), bath tub(s), well and sinks shall be regularly cleaned and kept free from dirt, stains and malodour.
   • Disinfectants shall be used to keep toilets clean and free from germs.
   • Soap, shampoo, toilet tissue and clean towel shall be provided by the homestay provider.
   Surrounding Compound
   • The surrounding compound shall be litter free.
   • Eradicate breeding ground for mosquitoes (especially Aedes mosquitoes) such as clogged drains, discarded tins, etc.
   • It is recommended that the homestay provider and other residents to carry out village beautification and landscaping using local plants that are maintained on a regular basis.
   Food Preparation
   • Kitchen shall be in good, clean condition and well ventilated
   • Kitchen utensils shall be in good condition, clean, and kept in a dry place.
   • Chipped plates, glasses and mugs, etc. shall not be used to serve meals for guests.
   • Family members involved in food preparation shall have good personal hygiene and be properly attired.
Meat, chicken, fish and other ingredients used in food preparation shall be fresh and preferably sourced from the local market/suppliers.

Served food shall be properly covered.

Guests shall only be served safe drinking water.

7. Safety & Security

Safety Training

Safety personnel shall undergo basic training in first aid and emergency rescue.

Safety Features for Facilities Activities

At least 2 safety personnel shall accompany guests and ensure safety and security during homestay activities.

Any water-based activity (such as river cruise, white water rafting etc.) shall provide guests with appropriate and sufficient safety attire/equipment recognised by the relevant authorities.

Any physical facility such as jetties shall have safety features such as railings, slip proof flooring, etc.

Trails and trekking routes shall be well marked and signposted.

Briefing on Safety Aspects

Guests shall be briefed on safety aspects prior to taking part in any homestay activity.

Provide leaflets on safety guidelines and tips for guests.

Guests participating in eco-adventure activities shall be required to register their name and contact number for record/monitoring purposes.

Formulate a manual for safety procedures and guidelines to be used as a Standard Operating Procedure (SOP).

8. Marketing and Promotion

Promotion Activities

Identify and approach target markets and design itineraries/packages to suit their needs and expectations.

Identify the Unique Selling Proposition (USP) of the village to differentiate it from other homestays.

Create promotional materials e.g. brochure, interpretative boards, panels to relay information about the homestay programme and community.

Cooperate with local government and tour operators for marketing.

Partnership with Tour Operators

It is recommended to organize familiarisation trips and invite tour operators and tourism companies to sample the homestay experience.
• It is recommended to work closely with prominent tour operators, possibility of them becoming advisors for the homestay organisation.

Web Marketing
• It is recommended to develop website and utilise social media network to promote the homestay and handle online booking.
• It is recommended to engage the village youth to maintain and update the online promotional mediums.

9. Sustainability Principles

Economic Sustainability
Employment
• The homestay organisation shall recruit and employ staff from the local community.
  It is recommended to allocate the provision of incentives and bonuses linked to good performance and/or service levels to motivate staff.
• It is recommended to provide micro finance to deserving locals for them to participate in business activities related to the homestay programme.
• It is recommended that the homestay organisation buy materials and products from the local micro enterprises.
• It is recommended to request guests to buy locally made goods and set up craft sales area within the homestay centre/common areas to showcase the local products.

Purchasing
• It is recommended that the homestay organisation buy materials and products from the local micro enterprises.
• It is recommended to request guests to buy locally made goods and set up craft sales area within the homestay centre/common areas to showcase the local products.

Local Product/ Attraction
• Promote local festivals and visits to nearby markets.
• Offer guests traditional handicraft, food and organise cultural events and performances.

Environmental Sustainability
• Limit and mitigate the physical impact of tourists particularly on sensitive natural and cultural environments.
• Discourage the participation of guests in activities, which could exploit local flora and fauna.
• Adopt nearby beach, forest or river and organise litter clean ups with guests.
• Develop a code of conduct (or dos and don’ts) for interaction with wildlife and disseminate it to guests.
• Ensure the local community is educated about the importance of conserving biodiversity.
• Ensure that the design and construction of tourism facilities and services are environmentally friendly.

Sociocultural Sustainability
• Set up information corners and cultural displays at the homestay centre and common areas.
• Inform guests about the need to respect local customs and the appropriate behaviour.
• Ensure the local community is educated about the importance of preserving their culture.
• Actively ban the participation or endorsement of commercial sexual activities or illegal drug use.

B. The seven Community Capital

Community Development can also be defined as a group of people in locality initiating a social action process through planned intervention to improve their seven capitals situation. The seven community capitals are natural, cultural, human, social, political, financial, and built (Flora, Flora & Gasteyers, 2015).

Natural Capital includes all-natural aspects of community. Assets of clean water, clean air, wildlife, parks, lakes, good soil, landscape—all are example of natural capital.

Cultural Capital assets may include local beliefs, value, history, food, festivals, cultural heritage, art, etc.

Human Capital investments are those investments that add to the health, education, and well-being and self-esteem of people.

Social Capital is an area of investment that impacts how people, groups, and organizations in community get along. Example include leadership, working together, mutual trust, and sense of a shared future.

Political Capital is a measure of social engagement. Communities should allow all groups to have opportunities for leadership and engagement, and to have a voice in public issues.

Financial Capital includes forms of money used to increase capacity of the unit that accesses it. These include: savings, debt capital, investment capital, tax revenue, tax abatement and grants. Other examples of financial capital are investments, fair wages, internal and external sources of income.

Built Capital includes all human-constructed infrastructure such as sewers, water systems, machinery, roads, electronic communication, buildings, and housing.
This study uses a qualitative descriptive approach. According to Nana Syaodih Sukmadinata (2011: 73), qualitative descriptive research aims to describe and illustrate existing phenomena, both natural and manmade, which focus onto the characteristics, quality, and interrelationships between activities. In addition, descriptive research does not provide treatment, manipulation or alteration of the variables studied, but rather, it describes the real condition. The only treatment given is the research itself, which is carried out through observation, interviews and documentation.

The data used in this study are classified into two types:
1. Primary data; obtained through field surveys or direct observation to Kemiren Tourism Village, interviews with homestay managers, and Focus Group Discussions (FGD) with the Kemiren Village homestay owners, community leaders and customary leaders of Kemiren Village, Tourism Awareness Group (Pokdarwis), Kemiren Village Heads, Dancers, PKK, and NGOs.
2. Secondary data; obtained from relevant institutions, related documents and literature studies. Secondary data was obtained by collecting materials from the Banyuwangi Regency Culture and Tourism Office, studying or reading text books, and websites. Secondary data is intended to support the primary data which are undetected.

Table 1.1 List of Interview Questions with Homestay Owners and Pokdarwis about the Homestay Quality at Kemiren Tourism Village.

<table>
<thead>
<tr>
<th>No</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Is the Kemiren Village Homestay a private property of the local community?</td>
</tr>
<tr>
<td>2</td>
<td>Is the Homestay in Kemerin Village managed by the local community?</td>
</tr>
<tr>
<td>3</td>
<td>Does Kemiren Village have an art and cultural hall or a welcoming place for tourists staying at Kemiren Village Homestay?</td>
</tr>
<tr>
<td>4</td>
<td>Are Kemiren villagers as homestay providers physically - mentally healthy and free from criminal records?</td>
</tr>
<tr>
<td>5</td>
<td>Is the homestay in Kemiren village reflecting the culture of the Osing tribal house?</td>
</tr>
<tr>
<td>6</td>
<td>Has the Kemiren Village Homestay fulfilled all the homestay facilities needed by tourists such as bedrooms and bathrooms?</td>
</tr>
<tr>
<td>7</td>
<td>Does the homestay in Kemiren village include tourists who are staying in the daily routine activities of the community?</td>
</tr>
<tr>
<td>8</td>
<td>How is the managing organizations of the Kemiren Village?</td>
</tr>
<tr>
<td>9</td>
<td>Are the local women and youth included in the homestay activities in Kemiren Village?</td>
</tr>
<tr>
<td>10</td>
<td>Does the homestay activities have a clear database and SOP?</td>
</tr>
<tr>
<td>11</td>
<td>Does the homestay have a program for Personal Development Training, have a collaboration with the stakeholders both inside and outside the village and local and central government?</td>
</tr>
<tr>
<td>12</td>
<td>Is the homestay in Kemiren Village accessible and does it have clear location instruction?</td>
</tr>
<tr>
<td>13</td>
<td>How is the hygiene and cleanliness in Kemiren Village homestay?</td>
</tr>
<tr>
<td>14</td>
<td>Do the homestay owners in Kemiren Village participate in First Aid Training and learn about safeguarding, security and safety SOP especially for the dangerous activities conducted in homestay?</td>
</tr>
<tr>
<td>15</td>
<td>Do the homestay in Kemiren Village do promotional activities and cooperate with tour or web operator?</td>
</tr>
<tr>
<td>16</td>
<td>How is the aspect of Economy Sustainability, Environmental Sustainability, and Sociocultural Sustainability at the homestay of Kemiren Village?</td>
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</table>
Table 1.2 List of Questions about the homestay roles of Kemiren Tourism Village.

<table>
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<td>Does the existence of a homestay disturb the village conditions?</td>
</tr>
<tr>
<td>2</td>
<td>Does the existence of a homestay encourage the development of cultural aspects in Kemiren Village?</td>
</tr>
<tr>
<td>3</td>
<td>Does the existence of a homestay increase the human resource capacity in Kemiren Village?</td>
</tr>
<tr>
<td>4</td>
<td>Does the existence of a homestay encourage and strengthen the social relationship among the Kemiren villagers?</td>
</tr>
<tr>
<td>5</td>
<td>Can the homestay accelerate the access of Kemiren village with the government officials in Banyuwangi District?</td>
</tr>
<tr>
<td>6</td>
<td>Can the homestay accelerate the development of the infrastructure in Kemiren Village?</td>
</tr>
<tr>
<td>7</td>
<td>Does the existence of homestay increase the income for Kemiren villagers?</td>
</tr>
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**Result and Discussion**

A. Homestay Availability in Kemiren Tourism Village, Banyuwangi District

- Homestay Availability in Kemiren Tourism Village, Banyuwangi District

Picture 1: Kemiren Tourism Village and Tourism Map for Kemiren Village.

Photo Source: Author
Table 1.3 Homestay Availability Data in Kemiren Tourism Village, Banyuwangi District

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<th>RW</th>
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</table>

Data Source: Kemiren Tourism Village, Banyuwangi District

B. Homestay Quality in Kemiren Village Banyuwangi and the Criteria of ASEAN Homestay Standards

![Picture 2: Homestay at Kemiren Village](Photo Source: Author)
**Host Criteria.** According to ASEAN’s homestay standard from the aspect of Village and Community, Kemiren Village has 55 homestays which are owned by local villagers and managed by Tourism Awareness Group (Pokdarwis), so the activities in the homestays reflect the participation of local villagers directly. The homestay is located close to nature and cultural tourism site and has community area which is used for welcoming guests who are staying in the homestay. The community area is used for the welcoming ceremony and cultural performances which are the attraction for the tourists who are visiting and staying in Kemiren Village. In addition, based on the aspect of Homestay Provider, the homestay providers in Kemiren Village are local villagers who are physically and mentally healthy and free from criminal records, so the villagers of Kemiren Village are considered ready to accept tourists who will stay at their homestays.

As the homestay owners, local villagers of Kemiren Village are considered ready because the readiness in preparing the room, bathroom, typical food and beverage (uyah asem, pecel pitik, sego tempong, etc) for the tourists. The attitude and behavior of the villagers are polite and in accordance to grooming standard in welcoming the guests. When welcoming the guest, the hosts pick up the guests by themselves because the homestay concept in Kemiren Village is that the tourists will stay with the host so the tourists will interact directly with the host.

![Homestay Owners of Kemiren Village](image)

**Accommodation Criteria.** According to ASEAN Homestay Standard from Housing Aspect, the housing structure is in good condition; stable and safe. The design of the homestays reflects the culture of Osing traditional houses eventhough the buildings are made of concrete. The roof’s structure is based on Osing custom and the furnitures (tables, chairs, and cupboards) are antiques from the ancestors. The hosts provide separated room with bathroom, sufficient electrical supply and clean water for the guests. From the Bedroom Aspect, Kemiren Village also provides furnitures in the bedroom, such as small cabinets, mirrors, electrical outlets, television, fans, and clocks. A standard bed is available with comfortable single or double bed, along with the pillows. The beds colors in Kemiren village are red and black. The colors have the philosophical meaning in the village culture. Red means brave (brave to start a
family/get married) and black means permanence. Usually the bed is given or passed on by the parents to their newly married daughter. Meanwhile from the Toilet/Bathroom aspect, there are clean bathrooms, sitting/squatting toilets, and clean water are provided.

![Image of the homestay, bedroom, and bathroom at Kemiren Village](Photo Source: Pokdarwis Desa Kemiren & Peneliti)

At the homestay in Kemiren Village, there are also living rooms so that tourists can interact directly with the host or homestay owner. Since the accommodation criteria have been fulfilled by the hosts of Kemiren Village homestay, the homestays are worth to try for the tourists.

![Image of Homestay Living Room](Photo Source: Author & Pokdarwis Kemiren Village)
**Activities Criteria.** According to ASEAN Homestay Standard from Village and Community Based Activities, the hosts of the homestays have involved the guests to participate in daily routines, such as inviting the guests to see the process of coffee making in Kemiren Village, to get around the village, to see the making process of Banyuwangi specialty food, to see the cultures and traditional dance of Kemiren, and to get around the rice fields. Besides that, from the Authenticity Advice, Kemiren village strongly maintains its identity, value, and culture, so that the guests who stay in the homestay can have different and authentic experience. For example, the guests will be asked to visit the Osing’s ancestor grave as a sign of permission to visit Kemiren Village.

Picture 6: Homestay Owners interact with the guests.
Photo Source: Author

Picture 7: Activities in coffee making and traditional dance/ cultural performances in Kemiren Village.
Photo Source: Author

**Management Criteria.** According to ASEAN Homestay Standard, the management criteria involve five aspects; Leadership, Organization, Database, Capacity Building & Training, and Collaboration. From the Leadership aspect, Kemiren Village is led by the village head who organized everything for the tourism development. For organization aspect, Kemiren Village has Tourism Awareness Group (Pokdarwis) which has essential role in improving human resource to manage the homestays and to promote the homestays in social media. Pokdarwis also regulates the distribution of 55 homestays in Kemiren Village so the income for the homestays are evenly distributed and can help the local economy. In managing the homestay, Kemiren Village has included women and youths in the village because most of the homestay owners are women. The youths are assigned in Pokdarwis whose role is as tour guide for the tourists who visit Kemiren Village. From the Database aspect, every homestay has a guest book to record the tourist
who stay in it. In Collaboration aspect, there are trainings about managing homestays organized by the local government. However, this program is not optimized yet because only a few attended the training.

Picture 8: Guest Book for Homestay in Kemiren Village
Photo Source: Author

Picture 9: Youth Involvement in developing Kemiren Tourism Village
Photo Source: Author

**Location Criteria.** According to ASEAN Homestay Standard, the homestay location criteria can be accessed by any mode of transportation. There are also clear directions and instructions to go to each homestay location.

Picture 10: Homestay Map at Kemiren Tourism Village
Photo Source: Author
Access to homestay location in Kemiren village is very easy. When the guests arrive in Kemiren, there is a clear map that shows the location of Kemiren homestays. Every homestay also has signboard that makes it easy for guests to find the home.

**Hygiene and Cleanliness Criteria.** According to ASEAN Homestay Standard, the hygiene and cleanliness aspect can be identified from the Housing Aspect (Kitchen, Bedroom, and Toilet). The homestays in Kemiren Village have clean rooms, clean kitchens, and clean toilets. They are free from bad odors, dirt, dust, cobwebs, and many more.

Soap, shampoo, toilet tissue and clean towels have not been provided by the homestay owners, so the guests still need to bring their own bathing needs. For the Surrounding Compound aspect, it can be seen from the houses, the surrounding environment and the preparation of food and drinks. So far, the village has been far from dangerous disease or contagious ones. The environment around the homestay is very clean and well-maintained. It can be seen from the existence of trash cans in every house to maintain the cleanliness of the village. In the Food Preparation aspect, it can be seen from the kitchen. The kitchen area in the homestays are in good condition; clean and well ventilated. The kitchen equipment used is in a good and clean condition. They are also stored in a dry place.
Safety and Security Criteria. According to ASEAN Homestay Standard in Safety Training aspect, Kemiren tourism village do not have safety personnel in first aid for tourists who are visiting the village. Kemiren Village has not met the criteria in Safety and Security, especially for homestays, the safety and security SOP guidelines for activities that are considered dangerous do not exist. If there are tourists who experience illness, there is a clinic for first aid. Safety and Security Criteria needs to be improved and in particular, it must have a safety and security SOP for activities that are considered hazardous, accident insurance, emergency procedures and evaluation for guests / tourists staying at the homestay.

Marketing and Promotion Criteria. According to ASEAN Homestay Standard, Marketing and Promotion Criteria cover three aspects; Promotion Activities, Partnership with Tour Operators, and Web Marketing. In Promotion Activities aspect, Kemiren Village has already had tour packages, such as the Kemiren Village Cultural Tourism Package, Kemiren Village Cultural Education Package, and Kemiren Village Specialty Culinary Package. Meanwhile, in Web Marketing aspect, the homestay marketing is also carried out through social media such as Instagram and through the website of Kemenpar Indonesian travel. For Partnership aspects with Tour Operators, Kemiren village has been working with tour operators such as Traveloka and booking.com. There is also cooperation through programs from universities that have subscribed or conducted comparative studies in the village. The results of the marketing & promotion criteria have not been maximized because those staying at the homestay are still mostly from groups of students and domestic tourists. It is expected that foreign tourists can come and stay at the Kemiren village homestay so the village will continue to develop.

Sustainability Principle Criteria. According to ASEAN Homestay Standard, these criteria cover three aspects; Economic Sustainability, Environmental Sustainability, and Sociocultural Sustainability. From the aspect of Economic Sustainability, those who work in the Pokdarwis are local villagers, so the income from Homestay is useful for the village. In addition, tourists who stay at the homestay might buy the
products produced by the villagers, such as Kemiren village's specialty coffee, wooden key chains, T-shirts, batik cloth, traditional head gears, scarf, and others. From this transaction, not only the homestay owners, but the villagers can also receive the financial impact from the homestay. From the Environment Sustainability aspect, Kemiren villagers are very protective with the environment around the village so they encourage the tourists who stay at the homestay protect the environment in Kemiren village, too. In Sociocultural Sustainability aspect, the local community plays a role in preserving local culture, for example by holding a Tumpeng Sewu festival. The festival is in an effort to preserve the culture of the Kemiren Village and can attract foreign tourists and visitors to visit Kemiren tourism village.

C. The Roles of Homestay in Kemiren Village

The roles of homestay towards the community can be identified in seven aspects. Flora, Flora & Gasteyers, 2015 have grouped the role factors that contribute to the growth of a region or community, and call it the seven types of community capital. The seven capitals or the seven roles are natural capital, cultural capital, human capital, social capital, political capital, built capital and financial capital.

Based on the FGD result and observation of the role of homestay in the development of the Kemiren Banyuwangi tourism village, the roles of homestay can be explained as follows:

**Natural capital:** the existence of a homestay does not interfere with the village’s environmental conditions. The existence of homestays plays a role in fostering citizens' awareness to preserve the village environment and handle the waste effectively. With the growth of homestays in the village of Kemiren, the village assets like clean water, clean air, beautiful sceneries and parks are expected to be well maintained because they are the basic capital for the development of Kemiren tourism villages and homestays.

**Cultural capital:** The rapid growth of homestays in Kemiren village has reached the total of 55 homestays this year. The homestays encourage the development in cultural aspects, especially the
indigenous culture of the Osing tribe in Kemiren. Customary traditions are celebrated more lively, cultural arts groups also grow and get the opportunities to perform in front of tourists.

**Human capital:** The homestays also contribute in increasing the capacity of human resources. This is reflected in villagers’ ability in managing their homestays, organizing and making tour packages, creating and promoting Kemiren's specialty cuisine, coffee, and other souvenirs.

**Social capital:** The homestays are able to encourage social relations among the villagers, especially in welcoming guests / tourists visiting Kemiren Village. Nevertheless, the homestays may have potential of conflicts or frictions among villagers regarding the income shares.

**Political capital:** The homestays and tourist village has strengthened as well as closer access between Kemiren Village and government officials in Banyuwangi Regency. Not only tourism officials or other institutions, even the *Bupati* gave special attention to the conditions and development of Kemiren village. The proposals and input from the citizens are noted and accepted by district officials. The central government also gives more attention, for example by giving training and providing necessities for homestays such as bed linen and bed covers, wooden cabinets, trash bins, and homestay maps.

**Built capital:** As a result of strong political capital, the development of infrastructure in Kemiren village is prioritized. Within three years of the existence of the homestays, a lot of infrastructure has been built, for example village gates, highways and renovation of village halls.

**Financial capital:** The most prominent role of the homestays in Kemiren Village is the financial capital aspect. Villagers get additional income through homestay services, arts, culinary, souvenir craft and guides. Financial benefits are fairly distributed to all villagers according to the role of villagers in welcoming guests/ tourists.

**D. Challenge and Opportunities in Developing Homestays as Tourism Product at Kemiren Village, Glagah District, Banyuwangi Regency**

Challenges in developing homestays in Kemiren Village, Banyuwangi

The first challenge is from the Marketing and Promotion criteria. The homestay facilities don’t have the same concept. There are still various concepts and some toilets are not even standardized, but the price is the same. The homestay manager needs to make a special concept for the homestay facilities in Kemiren Village so the village development and the promotion can be conducted optimally.
The second challenge is from the Management criteria. The village has 55 homestays but the location is separated so it is quite difficult to coordinate the homestays. It may result in bad quality service for the staying guest. The homestays also cannot handle the walk-in guests. The guests might prefer to stay in different location who can handle the walk-in check-in. Human resources are not enough to handle 55 homestays so the participation and support from the local community for the village development and management are much needed.

The third challenge is the Hygiene and Cleanliness criteria. There is no hygiene standard in the village, so the cleanliness of the homestay is relatively unclean. Kemiren Village requires the standard for Hygiene and Cleanliness to be applied in their homestays. It is expected that 55 homestays in Kemiren village will have the same standards in terms of homestays’ hygiene and cleanliness.

The fourth challenge is the Safety & Security criteria. The homestays don’t have a safety and security standards, especially for activities that are considered dangerous. Eventhough there are no dangerous activities yet in the village, but if there are tourists who have illness, the village only have a clinic for first aid. The safety and security criteria need to be designed and applied. The village must have a safety and security SOP for activities that are considered hazardous, accident insurance, and emergency procedures and evaluation for guests / tourists staying at the homestay.

Opportunities in developing homestays at Kemiren Village, Banyuwangi:

The first opportunity of the homestays is its strategic location. The location of Kemiren Village is close to the airport and the city center, Banyuwangi. it is also close to tourist attraction, Kawah Ijen (Ijen Crater) which is the icon of Banyuwangi. The second opportunity is the Kemiren traditional customs and cultures. Kemiren village has Osing tribe which is the original tribe of Banyuwangi. This unique customs and cultures can encourage tourists to come and stay at Kemiren Village. The third opportunity is the the various and diverse tourism products of Kemiren Village. The products include natural tourism, culinary tourism, batik crafts, the tradition of Osing tribe.

Conclusion

There are 55 homestays available in Kemiren Village for foreign and domestic tourists. Each homestay has 2 rooms for 4 people and 1 room for 2 people. The quality of the homestays is adjusted to ASEAN Homestay Standard, based on the criteria of Host, Accommodation, Acticities, Location, and Sustainability Principles. Some criteria need to be improved are the criteria of Management, Hygiene and Cleanliness, Safety and Security, marketing and Promotion. The role of Homestay is identified in 7
Community Capital aspect. The role of the homestays and the Tourism Village to the tourism development is more prominent to the aspect of financial capital, political capital, built capital and cultural capital. Meanwhile the role in Sosial Capital, Human and Natural Capital are not as much as the other capitals.

The challenges in developing homestay in Kemiren Village Banyuwangi can be identified from the homestay’s facilities which are not standardized but have similar rate, the locations of the homestays are separated, the unavailability in handling walk-in guests, the lack of human resource, the lack in handling hygiene and cleanliness, the lack of standardization in toilets, and the lack of management from Pokdarwis to handle 55 homestays altogether. For the opportunities in developing the homestays can be identified by its strategic location (near airport, Banyuwangi, and Ijen Crater) so hopefully this reason can attract tourists to visit and stay at the homestays in Kemiren Village.

References


VISITOR SATISFACTION ATTENDING FESTIVAL IN BALI: 
CASE OF SANUR VILLAGE FESTIVAL 2018

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ABSTRACT
Festivals or special events have been one of the fastest developing tourism attractions in many countries. Bali as tourism destination have many activities on tourism event such as festivals or special events to attract more tourists to come every year. Sanur Village Festival (SVF) declared by the government as one of the top ten national tourism event in Indonesia. SVF is an annual event since 2006. Its community event founded by Sanur Development Foundation (YPS) which is a combination of several large-scale activities involving food festival, creative economy exhibition, various contests and competitions, art and cultural attractions, music as well as various types of environmentally-friendly activities. Quality of activities and service on an event is dynamic conditions that relate to fulfill the visitors expectation. In tourism event, quality of activities and service becomes success parameter as indication of satisfaction. The aim of these research is to know the visitors satisfaction attending festival in Bali, case study of SVF 2018. Sample of the research is visitors satisfaction attending festival in Bali, case study of SVF 2018 during period 22-26 August 2018 with total 135 respondents. The method of this research is quantitative method with analysis factor confirmatory using SPSS. Using theory from Crompton (2003) there are six factors and twenty six variables that were observed. The factors and variables are convenience value (F1) through five variables, service value (F2) through six variables, perceived price (F3) through four variables, aesthetic value (F4) through four variables, playful value (F5) through four variables and social value (F6) through three variables. Finding in this research about visitors satisfaction attending festival in Bali, case of SVF 2018 is in good condition according to the guest overall comments. The leading factor and variable are playful value (F5) and X21 (enjoyable). The strategic implication that should be done by management of SVF or Sanur Development Foundation to the result of research is to maintain what has been good and improve which one is unfavourable by make evaluation and standardization of work for all vendors/ suppliers that supported the festival.

Keywords : Visitor, Festival, Special Event, Satisfaction.

Introduction

Background
Bali is a province in Indonesia. Bali is also one of the islands in the Nusa Tenggara Islands. At the beginning of Indonesia's independence, the island was included in the Lesser Sunda Province with thousands of cities in Singaraja, and is now divided into 3 provinces, namely Bali, West Nusa Tenggara, and East Nusa Tenggara. In addition to consist of Bali Island, Bali Province region also consists of smaller islands in the vicinity, namely Nusa Penida Island, Nusa Lembongan Island, Nusa Ceningan Island, Serangan Island, and Menjangan Island. Geographically, Bali is located between Java and Lombok. The majority of the population of Bali is the leader of Hinduism. In the world, Bali is well-known as a tourism destination with the uniqueness of various arts and crafts. Bali is also known as the Island of the Gods and the Thousand Islands.

According to the Bali Provincial Statistics Agency (BPS:2018) data on foreign tourist arrivals to Bali Province for the January-June 2018 period has reached 2,893,005 people. If this figure is compared with the January-June 2017 period of 2,811,289 people visiting foreign tourists, there is an increase of 2.91%. Distribution of foreign tourist arrivals to Bali through the airport is 2,856,728 people and through the port is 36,277 people. Judging from the nationality, the highest figure achieved by China was 677,212 people, followed by Australia at 544,877 people, then India amounting to 194,634 people, the rest from England, the United States, Japan,
Malaysia, Europe, Singapore and others. The target of tourist visits to Bali in 2018 is for foreign tourists amounting to 6,000,000 people and for Indonesian tourists as big as 15,000,000 people.

The city of Denpasar is the provincial capital of Bali. Denpasar City has 36 tourist destinations. Tourist destinations in Denpasar city consist of 3 museums, 4 parks, 1 cultural village, 11 temples, 4 markets, 1 monument, 8 beaches, 1 river, 1 monument, 1 subak, and 1 statue. One of the famous beaches in the city of Denpasar is Sanur Beach which is located in the village of Sanur, District of South Denpasar, Denpasar City. This beach is located in the East and South of Sanur Village, which is the edge of the Indonesian Ocean south of Bali Island. Sanur Beach is also known as Sunrise Beach. Because of its location in the east of the island of Bali, Sanur beach is the right location to enjoy the sunrise or sunrise. This makes this tourist spot even more interesting, there is even a segment on Sanur Beach called Mahari Terbit Beach because the scenery at the rising sun is very beautiful when viewed from there. Some of these coastal areas have exotic white sand. This natural beauty makes Sanur beach become a beach or natural tourist attraction that is so exotic and famous on the island of Bali.

Festival / event is an effective way to promote a tourism area / destination which will ultimately lead to improving the welfare of the community as well as increasing tourist visits. A festival or event has multiple direct and indirect benefits, including: 1). Introducing destinations, through high media values and high news values, especially now through social media; 2). As an icon to bring tourists directly by attending the event; 3). Motivate local people to develop creativity and be directly involved in tourism (Yoeti: 2000).

Sanur as one of the famous tourism areas in Bali has tried to position culture, security, beauty and community and community base, through an event, namely the Sanur Village Festival (SVF). This annual activity was initiated by the Sanur community under the Sanur Development Foundation (YPS). This activity is coordinated with Indonesian tourism promotion activities, SVF 2018 supports Denpasar Sightseeing program 2018 and Wonderful Indonesia 2018. SVF was born after the Bali bombing tragedy in 2005, held for three days starting from 25-27 August 2006 at Maisonnette Inna Grand Bali Beach Sanur, Bali. SVF was conceived as a community-based activity, to raise the potential of tourism, art and culture and develop for the wider welfare of citizens. In the Opening of the 2018 SVF Ceremony, the Gowes application will also be launched, namely a bicycle service application from Boost, a digital economic platform owned by PT Axiata Digital Service Indonesia (YPS: 2018).

The 2018 SVF is one of the events included in the 2018 Top Ten Calendar of Events in Indonesia (Kemenpar: 2018). SVF 2018 is the 13th event with the sub theme of the activity, "Mandala Giri" which has inspired the journey of "The New Spirit of Heritage" which has been consistently since 2006 as SVF's fixed tagline. Mandala Giri which literally means circle and mountain. For Balinese people, the mountain represents the head, oriented to spirit and culture. The aim of SVF 2018 is 1). Re-branding Sanur as the main tourism area in Bali, 2). Improve the economy in Sanur based on tourism and creative economy, 3). Prepare a place for young people to display cultural creativity, art, music, etc., 4). Alternative tourism attractions during a visit to Bali, 5). Position Sanur in the world event calendar (YPS:2018).

In the development of a well-known destination with principle 3A namely attraction, accessibility, and amenities. 3A for SVF 2018, in terms of attractions, SFV activities have environment-based activities, Balinese arts and cultural performances, festivals and exhibitions, various culinary and competitions, tourism discussions. Viewed from the aspect of accessibility or ease of reaching tourist destinations Sanur Beach can use the choice of airplane, can choose the destination of the flight to Ngurah Rai International Airport, Bali followed by a land trip to Sanur for around 40 minutes from the airport. And in terms of its amenability in Sanur destinations there are many star and non star hotels including lodging or tourist huts (YPS:2018).
SVF 2018 activity programs are 1). Environmental activities are beach cleaning, coral reef planting, release of hatchlings, planting rare trees, 2). Festivals and exhibitions are traditional music and art performances, ornamental plant bazaars 3). Culinary namely Bali food festival, Heritage food, 4). Photography is a photo exhibition, photo competition, 5). Painting that is Painting on the spot, Body Painting, 6). Fun & Sport activities are Bali International Triathlon, International Sanur Kite Festival, Fun Games, Sanur Golf Tournament, Jukung Race, Kids Zone, Village Cycling Tour (SVF:2018)

The target of visits for SVF since 2009-2017 as shown on table 1.2, has generally increased except in 2010, which decreased slightly from the previous year. SVF implementation dates from year to year around August, September or November with the location of Mertasari beach, Cottage Bali Beach, Maisonette Bali Beach and in 2018 located on Matarhari Terbit Beach, Sanur Village. According to data from the Sanur Development Foundation (YPS: 2018) as the SVF committee, the target of tourist visits for the 2018 SVF is 155,400 tourists or an increase of 5% from the total visits in 2017 of 148,000.

Table 1.2
Event Sanur Village Festival
Year 2009-2017

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<td>Mertasari Terbit</td>
<td>Maisonette Bali Beach</td>
<td>Maisonette Bali Beach</td>
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<td>80,000</td>
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<td>142,000</td>
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<td>5,400,000,000</td>
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Source: YPS, 2018

SVF as one of the major festivals in Bali, plays a role in preserving cultural and culinary arts attractions in the Municipality of Denpasar, especially in Sanur Village. In addition, SVF also contributes in promoting tourism objects with various booths in which there are culinary and creative SMEs. The 2018 SVF also plays a role in attracting tourists to Denpasar City, especially the Sanur area, which can be seen from foreign and domestic tourists visiting before and after the event. With the various empirical studies above, the 2018 SVF event will further enhance the image of Indonesian tourism as a quality tourism destination, thus attracting tourists from both foreign and domestic tourists and the SVF is expected to be able to show more interesting attractions and creativity in the future.

Research Objectives

The purpose of this study was to determine the level of visitor satisfaction attending the Festival in Bali, a case study on SVF 2018. While the specific objectives of this study were: to determine the factors and variables that most influence determining visitor satisfaction attending SVF 2018. Data analysis techniques in this study using quantitative methods with parametric statistical analysis namely confirmatory factor analysis. Measurement of visitor satisfaction level in this study uses Crompton's (2003) theory model with 6 elements of satisfaction, namely Convenience Value, Service Value, Preceived Price, Aesthetic Value, Playful Value, Social Value. The total variables analyzed are 26 variables. The completion of this factor analysis was carried out with the help of the SPSS 17.00 program. The sequence of analysis was tested for validity and reliability, then followed by a feasibility study of factor formation consisting of
KMO and Bartlett's Test, Communalities, Total Variance Explained, Component Matrix, Component Score Coefficient Matrix.

**Literature Review**

Shi and Zhang (2008) examined Festival Experience: An Analysis of Value Dimensions, Perceived Value and Satisfaction. The research presented in this article focuses on customer perceived value and satisfaction in festival experiences, analyzing what dimensions that customer value have and how value dimensions influence perceived value and visitor satisfaction. The study offers festival organizations increased sight into how to create customer values and how to select right value dimensions to form or maintain visitor satisfaction. Chatzinakos, G. (2016) also examine Exploring Potentials for Culinary Tourism through a Food Festival: The Case of Thessaloniki Food Festival in United Kingdom. This research seeks to conceptualize the way Thessaloniki promote culinary tourism, whilst supporting and building upon local networks, engaging and co-creating an urban experience with its citizens and visitors. The findings indicate that there is a lack of active participation by the locals and not enough communication among various assets that are associated with the culinary identity of the city.

Smith, S. (2007) Analysis of Tourist Attending a Culinary Event: Motivations, Satisfaction and Behavioral Outcomes. The study constructs a causal model of culinary tourist behavior from the theoretical framework of push and pull motivations and related concepts with regard to satisfaction and behavioral intentions. This research makes unique contributions to the area of customer research in culinary tourism from both theoretical and empirical perspectives. It is believed that results of the present study will be useful to organizers of culinary events and/or destination managers. Mason and Paggiaro (2012) Investigating the role of Festivalscape in culinary tourism: The case of food and wine events. This article analyzes the importance of festivalscapes in determining emotions, satisfaction and future behavior of participants at food and wine events. The effects of the festivalscape on visitors’ behavior are only indirect and mediated by satisfaction. In order to enhance their visitors’ behavioral intentions, festival organizers should monitor emotions and satisfaction deriving from the subjective perception of exogenous characteristics as food and wine quality, comfort and entertainment.

Yoon and Uysal (2003) researched an examination of the effects of motivation and satisfaction on destination loyalty: a structural model. This study offers an integrated approach to understanding tourist motivation and attempts to extend the theoretical and empirical evidence on the causal relationship among the push and pull motivations, satisfaction and destination loyalty. The research model investigates the relevant relationships among the constructs by using a structural equation modelling approach. Consequently, destination manager should establish a higher tourist satisfaction level to create positive post-purchase tourist behavior, in order to improve and sustain destination competitiveness. Getz (2008) reviewed event tourism yaitu definition, evaluation, and research. This article reviews event tourism as both professional practice and a field of academic study. The origins and evaluation of research on event tourism are pinpointed through both chronological and thematic reviews. A conceptual model of the core phenomenon and key themes in event tourism studies is provided as a framework for spurring theoretical advancement, identifying management and tourism, and implications are drawn for advancing theory in event tourism.

**Methodology**
This research is a quantitative research, because it uses statistical analysis namely factor analysis using the Statistical Package for Social Science (SPSS) 17.0 for Windows program. This study uses a confirmatory factor analysis model based on the theoretical concept of Crumpton (2003). There are 6 factors and 26 variables in this study namely Convenience Value (5 variables), Service Value (6 variables), Preceived Price (4 variables), Aesthetic Value (4 variables), Playful Value (4 variables), Social Value (3 variables). Based on this theory, factor analysis will find its role in determining visitor satisfaction in attending SVF 2018. Then the factor analysis used in this study will be supported by qualitative descriptive analysis. The approach used is a quantitative and qualitative approach. This approach is expected to help researchers to examine the variables of the phenomenon under empirical study.

The location of this research was conducted at the SVF 2018 location, namely the Sunrise Beach, and other locations in Sanur Village, Denpasar-Bali. There were 5 locations selected for distributing the research questionnaire for 3 days, on 22nd, 24th, 26th September 2018 namely Matahari Terbit Beach, Griya Santrian Art Gallery, Segara Beach, Retro Resto Sanur, Jalan Bali Hyatt in Sanur Village. Respondents in this study were visitors to the 2018 SVF with a total of 135 people. The sampling technique used in this study is non-probability sampling with the accidental sampling method. Kusmayadi and Sugiarto (2000) explained that sampling using non-probability sampling made it impossible for someone to become a respondent. Accidental sampling technique is used without careful planning. Respondents asked for information were actually obtained by chance without any particular consideration. By using this method respondents who respond are determined by chance. For the purposes of data analysis using factor analysis, Sugiyono (2003) suggests that the sample size (n) in factor analysis is at least four or five times the number of variables.

There are two types of data in this study, qualitative data and quantitative data. Qualitative data was obtained based on various information from interviews and the results of filling in questionnaires by SVF 2018 visitors. Quantitative data are data in the form of numbers such as the number of visits to SVF, data on respondents' characteristics during the study, and other data related to the research. While the data sources used in this study are primary data, namely, in the form of data obtained directly through the research process, the results of visitor questionnaires, as well as data obtained from several related parties such as the opinions of experts. And secondary data, which is sourced from the Bali Provincial Statistics Agency (BPS), satisfaction and festival journals, as well as some literature relating to research titles.

Results and Discussion

The Data has a very important role for a study because the data is a description of the variables studied and functions as a tool to prove the hypothesis. Therefore, data in a study can be collected with an instrument. The instrument used in collecting data must fulfill two important requirements, namely the validity and reliability that must be tested. Validity test can be carried out extensively by test retest or by testing the same instrument in several respondents. If the value of Ri is > 0.3, then the instrument can be declared valid and can be used in future research (Antara: 2017). The test results of the validity of the questions used in this study. This validity test used 33 respondents studied (N = 33). 33 of these people are considered to have been normally distributed. And validity test results in this study indicate an interval of 0.323 to 0.662, which means that the research instrument has fulfilled the validity requirements with the item-total correlation coefficient value each greater than 0.3 (Ri > 0.3). Thus a valid or valid research instrument is used as a data collector. While the reliability test results indicate the extent to which
a measuring instrument can be trusted or can be relied upon to retrieve data. Reliability test was carried out by alpha-Cronbach variance test. If the alpha-Cronbach value is > 0.6; then the instrument is declared valid and can be used in research. The results of the instrument reliability test in this study, the alpha coefficient is 0.802. With an alpha-cronbach value of 0.802 > 0.6, this research instrument can be trusted, reliable and accurate as a data collector.

Respondents Characteristic

This study uses the opinions of SVF 2018 visitors with a total of 135 sheets of questionnaires during the study period. A description of the characteristics of the respondent in this case are group of nationality, gender, age, and position. Based on nationality, the largest number of participants came from Indonesia (75 peoples/55.56%), while the smallest number came from the continent of Africa (4 peoples/3.70%). Other countries include: Australia, England, France, Germany, Italy, Spain, Japan, Malaysia, Thailand, Singapore, Japan, Korea and India. The majority of Indonesian nationalities come from Jakarta and Surabaya. According to the sex group most of them are (85 peoples/62.96%) while the rest are women (50 peoples/37.3%). Based on the age group, the highest number of participants were at the age of 20-30 years (47 peoples/34.81%), followed by 30-40 years old (40 peoples/29.63%), aged 5-20 years (21 peoples/15.56%), aged 40 to 50 years (15 people/11.11%), and the age of 50 years (5 peoples/3.70%). These results illustrate that the majority of SVF 2018 visitors are young people who have the desire and motivation to enjoy a pleasant experience during the Festival. From the respondents selected based on their position, it shows that the highest number of respondents is employee (66 peoples/48.89%), students (40 peoples/29.63%), entrepreuners (14 peoples/10.37%), lecturer (8 peoples/5.92%), and manager (7 peoples/5.18%). Uneven distribution in these five locations is due to very limited conditions and time

Factor Analysis

In this study partial factor analysis was conducted in which each analysis used confirmatory factor analysis of the constituent items of each factor as many as six factors. Then the six factors were coded, namely F1 for Convenience Value factor, F2 for Service Value factor, F3 for Perceived Price factor, F4 for Aesthetic Value factor, F5 for Playful Value factor and F5 for Social Value factor.

F1. Convenience Value Factor

The result of analysis the Convenience Value (F1) factor is the result of a combined analysis of five variables, namely X1 (transportation and parking facilities); X2 (food and beverage choices); X3 (shopping and other facilities); X4 (signage of venue); and X5 (information received). After processing the data for F1 factor, the KMO value of 0.697 is obtained which means KMO> 0.5 and with a value of Sig <0.000. It means that all observed variables are worthy of factoring (Tenaya, 2002). Percentage of the role of each constituent variable in the factor forming F1 factor which can be explained by the factors formed, such as variable X1 is 70.4%; variable X2 is 65.9%; variable X3 is 73.4%; variable X4 is 65.4%; and the variable X5 is 60.8%. The highest role in the formation of factor F1 lies in the variable X3 and the smallest role is variables X5. The eigenvalue and the factor F1 matrix component state that F1 factor can represent its constituent component of 33.878% of the total variance, which means that a factor is formed representing five variables X1 to X5 with initial eigenvalues of 2.710 greater than 1, 00. Then the results of the matrix component analysis show the closeness of the relationship or correlation of each variable of X1 to X5 that composes the F1 factor. The higher
the value of the matrix component of each variable, the stronger the variable relationship or the greater the role in the formation of factors, and vice versa. The result is the X3 variable has the strongest relationship to F1 factor with a correlation coefficient of 0.728 and the weakest relationship is variable X5 with a correlation coefficient of 0.200.

**F2. Service Value Factor**

The result of analysis of the Service Value (F2) factor is the result of a combined analysis of six variables, namely X6 (reliable and consistent of service), X7 (neat and clean), X8 (willing to help visitor), X9 (timely service), X10 (courteous and polite) and X11 (security of venue). After processing the data obtained the KMO value is 0.500 (the terms KMO value is equal to or > 0.05) and the significance value (Sig.) Is 0.000 which means that all observed variables are worthy of factoring. The percentage of the role of each constituent variable in the factor forming F2 factor can be explained by the factors formed, such as variable X6 is 58.0%; variable X7 is 60.7%, variable X8 is 51.8%, variable X9 is 55.0%, variable X10 is 56.4% and variable X11 is 57.3%. From these results X7 has the highest role in the formation of F2 factors that and the smallest role is X8. The Eigenvalue and the factor matrix components F2 state that F2 factor can represent its constituent component of 29.451% of the total variance, which means that a factor representing six variables is X6 to X11, with an initial eigenvalues of 1.178 greater than 1.00. The results of the matrix component analysis indicate the closeness of the relationship or correlation of each variable from X6 to X11 that composes the F2 factor. From the results of this analysis, it can be seen that the variable X7 has the strongest relationship to F2 factor with a correlation coefficient of 0.612 and the weakest relationship is the variable X8 with a correlation coefficient of 0.303.

**F3. Perceived Price Factor**

The result analysis of the Perceived Price (F3) factor is the result of a combined analysis of four observed variables, namely X12 (price for entry); X13 (food and beverage charge); X14 (transportation charge); and X15 (price for good). After processing the data obtained KMO value of 0.513 means KMO> 0.5 and with a value of Sig <0.000, which means that all observed variables are worthy of factoring. Percentage of the role of each constituent variable factor in forming F3 factor which can be explained by the factors formed, such as variable X12 is 66.2%; variable X13 is 59.2%; X14 variable is 36.3%; and the X15 variable is 47.7%. Variables X12 have the highest role in the formation of F3 factor and the smallest role is X15. Eigenvalue values and Factor Matrix Components F3 state that F3 factor can represent its constituent component by 31.613% of total variance, which means that a factor is formed representing four variables X12 to X16, with initial eigenvalues of 1.265 greater than 1.00. The results of the matrix component analysis show the closeness of the relationship or correlation of each variable of the X12 to X16 that composes the F3 factor. The result is the variable X12 has the strongest relationship to the F3 factor with a correlation coefficient of 0.760, and the weakest relationship is the variable X15 with a correlation coefficient of 0.180.

**F4. Aesthetic Value Factor**

The result analysis of Aesthetic Value (F4) Factor is the result of a combined analysis of four variables, namely X16 (festival ambience), X17 (beautiful scenery), X18 (elegant stage arrangement), and X19 (fine festival program). After processing the data obtained KMO value of 0.547 means KMO> 0.5 and with a value of Sig <0.000 means that all observed variables are
worthy of factoring. Percentage of the role of each constituent variable factor in forming F4 factor which can be explained by the factors formed, such as the variable X16 is 46.1%; variable X17 is 61.4%, variable X18 is 48.7% and variable X19 is 55.6%. From these results the variable X17 has the highest role in the formation of F4 factor and the smallest role is X19. Eigenvalue and Factor Matrix Components F4 state that F4 factor can represent its constituent component by 31.225% of total variance, which means that a factor is formed representing four variables X16 to X19, with initial eigenvalues of 1.249 greater than 1.00. The results of the matrix component analysis show the closeness of the relationship or correlation of each variable of X16 to X19 that composes the F4 factor. The result is the variable X17 has the strongest relationship to F4 factor with a correlation coefficient of 0.682 and the weakest relationship is the variable X19 with a correlation coefficient of 0.095.

F5. Playful Value Factor

The result analysis of the Playful Value (F5) factor is the result of a combined analysis of four variables, namely X20 (pleasure of the journey); X21 (enjoyable); X22 (relaxing); and X23 (excited). After processing the data obtained KMO value of 0.502 means KMO> 0.5 and with a value of Sig <0.000, which means that all observed variables are worthy of factoring. The percentage of the role of each constituent variable in the factor forming F5 factor can be explained by the factors formed, such as the variable X20 is 76.9%; variable X21 is 94.6%; X22 variable is 37.4%; and the X23 variable is 62.3%. It turns out that the X20 variable has the highest role in the formation of F5 factors, and the smallest role is X22. Eigenvalue values and F5 Matrix Components state that F5 factor can represent its constituent component by 33,337% of total variance, which means that a factor is formed representing four variables X20 to X23, with initial eigenvalues of 1.333 greater than 1, 00. The results of the matrix component analysis, which shows the closeness of the relationship or correlation of each variable of X20 to X23 that composes the F5 factor. The variable X20 has the strongest relationship to F5 factor with a correlation coefficient of 0.761, and the weakest relationship is the X22 variable with a correlation coefficient of 0.420.

F6. Faktor Social Value Factor

The result of the analysis of Social Value (F6) factor is the result of a combined analysis of three variables, namely X24 (other’s interesting); X25 (enriching knowledge) and X26 (making friends). After processing the data obtained KMO value of 0.502 means KMO> 0.5 and with a value of Sig <0.000, which means that all observed variables are worthy of factoring. The percentage of the role of each of the constituent variables in the factor forming F6 factor can be explained by the factors formed, such as the variable X24 is 76.9%; variable X25 is 61.4% and variable X26 is 37.4%. It turns out that the X25 variable has the highest role in the formation of F6 factor, and the smallest role is X24. The Eigenvalue and F6 Matrix Components state that factor F6 can represent its constituent component by 33,337% of the total variance, meaning that a factor is formed representing 3 variables X24 to X26, with initial eigenvalues of 1.333 greater than 1, 00. The results of the matrix component analysis, which shows the closeness of the relationship or correlation of each variable of X24 to X26 that composes the F6 factor. The X25 variable has the strongest relationship to F6 factor with a correlation coefficient of 0.761, and the weakest relationship is the variable X24 with a correlation coefficient of 0.420.
The results of this study indicate: the analysis of the role of variables on the forming factors obtained by the variable X21 (enjoyable) has the highest role and the variable X 14 (transportation charge) has the lowest role. Recapitulation of factor analysis obtained the results of playfull value (F5) has the highest role and perceived price factor (F3) has the lowest role of the overall factor value. The SVF 2018 committee, the Sanur Development Foundation (YPS) already has standards in carrying out SVF activities from the first to the 13th in 2018. Many parties are involved in supporting this festival and are very important in implementing the standards that have been made. With the recognition of the most important factors and variables that determine visitor satisfaction during the SVF 2018, the implication of the strategy as an operational form that can be carried out by the SVF 2018 committee is to further improve the standard types of products offered, in accordance with the characteristics of Balinese culture-oriented areas such as: standard facilities, services, procedures, fees, provisions for employees who work and skills qualifications for all parties who support the SVF event. Increasing the standard of Festival products and the ability of human resources who work in them can always be done before the event takes place, making visitors more sensitive when SVF can be improved. The role of the central and regional governments is also very helpful in supporting tourism activities. This program is a lot of programs to achieve quality human resources in fields that can be carried out well and in future activities.

Conclusions and suggestions

The results of the factor analysis and visitor comments attending the 2018 SVF festival show that the overall dimensions of satisfaction are Convenience Value, Service Value, Perceived Price, Aesthetic Value, Playful Value, and Social Values play a real role in visitor satisfaction attending a festival in Bali, a case study on SVF 2018. Judging from the dimensions that most influence SVF 2018 visitor satisfaction is a playful value factor formed by four variables. While the variable that has the most role in determining SVF 2018 visitor satisfaction is the X21 (enjoyable) variable. In general, visitor satisfaction attending the 2018 SVF has been very good. This is indicated by the opinion that most visitors strongly agree / are very satisfied, and only a small percentage stated that they agreed enough / were satisfied with the indicators of dimensions of visitor satisfaction attending SVF 2018 during the study period.

Acknowledgement

Special thanks to Ministry of Tourism Republik of Indonesia, to Sanur Development Fondation (YPS) and Bali Tourism Institute (BTI) to give support and assistance in the form of facilities and finance in this research. Special thanks also to the students and my colleague on BTI that have supported collecting the data and the writing process during research period.

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Kemenpar. 2018.


SHARING TRAVEL EXPERIENCE ONLINE: MOTIVATION AND ENGAGEMENT

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ABSTRACT

The advancement of technology makes it possible for everyone to share almost every aspect of their lives with the world. Social networks is one of the tools that is widely used by millennial to show their existence in virtual world. In tourism, the role of social networks is twofold; first, it serves as source of information for both tourism suppliers and tourist; and second it creates stimulation in the form of storytelling, reviews and pictures for others to visit a certain destination. There were many studies conducted to investigate the motivation of social network use in tourism, however few of them related motivation with engagement based. This research was aimed to investigate motivation in sharing their experience through SNs and how it affects mobile engagement behavior. The approach of this method was quantitative, the technique of analysis was multiple linear regression. Data was collected though distribution of questionnaire to 300 respondents and then analyzed with the help of SPSS 20. Result of the study showed that both intrinsic and intrinsic motivation simultaneously had significant influence on engagement to social media,

Keywords: motivation, tourism, social media, engagement, experience

Introduction

Background

Social media or social networking sites (SNS) are now part of our routine. People wake up and open their accounts to follow their news, friends and family life or to create content (Perrenault & Mosconi 2018). Although social media is not the only communication channel, they become more relevant for sharing of tourism experience (Munar & Jacobsen, 2014), which includes not only knowledge-related aspects such as facts about holiday attributes (e.g. prices, weather conditions, beaches and other attractions) but may additionally include communicating emotions, imaginations and fantasies about features of a holiday, for example through photographs, emoticons and other linguistic markers in online communication (Baym, 2010). Social media have played a major role as a platform for personal travel story reviews, warnings, advice/tips, and recommendations which influence trip decisions and even create pretrip destination impressions (Kang & Schuett, 2013). Past visitors’ positive experiences and stories are genuine third party contributions which may encourage others to visit. It is a free of charge marketing tool for all tourism businesses (Fotis et al. 2012).

Crofton and Parker (2012) provided evidence that adopting social media as marketing tools may have significantly contributed to tourism in Atlantic Canada by increasing local tourist numbers and consumption. In other words, although not immediately, social media most likely contribute to increasing destination visitation and to brand building of tourist destination in the long run (Zeng & Gerritsen, 2014).

The users of social media can share travel-related information, stories and experiences uploading text contents, images, audios, and videos without any special technical skills as well as their travel-related comments, opinions, reviews and ratings, and recommendations (Xiang & Gretzel, 2010), which is termed user-generated content (UGC). Also regarded as electronic word-of-mouth, UGC is increasingly becoming a major source of travel information for many travelers, with a number of studies acknowledging its growing influence on travel decision making (Ayeh et al, 2013). Supporting this notion, Brown (2008) claims that user-generated travel reviews are
useful for travelers when deciding where to go (destination), where to stay (accommodation) and what to do at the destination (activities).

Despite the increased popularity of social media platforms, critical perspectives show that not everybody is a writer or enthusiastic information sharer (Munar et al, 2014). Nonnecke and Preece (1999) show that lurkers (or passive users) make up 90% of many online communities. Studies on motivation of social media participation have employed a combination of various theories such as ‘social influence’, ‘uses and gratification’, ‘social presence’ (Oliveira et al, 2015).

The notion of engagement in social media is often related with consumption or participation of social media brand or company social media; but not from the perspective of the content generator himself, as Murphy, Gil & Schegg (2010) state that young travelers would be more inclined to publish their UGC on their own social media than on a commercial supplier/intermediary websites. When sharing about travel experience, users will post photos related to everything about the destination; the food they enjoy, the uniqueness of the attraction, the ambience of the surrounding and so on. In order to transform the posts into something regarded as a strong and intense EWOM, the poster needs to have an engagement, which is signified by certain matrix or measurements suggested by previous studies (Perreault & Mosconi, 2018).

Research Objectives

The objective of this research is twofold; first it aims to address the gap in the existing literature about user engagement on social media by highlighting on the behaviour content generator; and second it examines the relationship between travel experience sharing motivation with behavioural engagement.

Literature Review

Social Media

Kaplan and Haenlein (2010) defined social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user-generated content (videos, photos, texts etc.), while according to Chung and Koo (2010:219) social media is “a group of Internet-based applications that exist on the Web 2.0 platform and enable Internet users from all over the world to share ideas, thoughts, experiences, perspectives, information, and forge relationship”. Social media have common features that enable engagement through ‘two-way’ audience interaction (Peet, 2016) and allows one to broadcast, reach and influence people widely (Wells, 2011). Social media includes social networking sites, consumer review sites, content community sites, wikis, Internet forums and location based social media (Zeng & Gerritsen, 2014:28). Similarly, Fotis et al., (2012) referred to social media as social software, social web sites, consumer-generated media, user-generated media, user-generated content websites, or even Web 2.0. Snapchat, Facebook, and Instagram have been identified as the most frequently used social network sites among college students (Ugur, et al, 2016: 75), exhibiting high level of user engagement since most of the users access them on a daily basis (Duggan, 2013). For the purpose of this study, social media is defined as “any kind of platform that exists on Web 2.0 that allows traveler to share and exchange their ideas, thoughts, information, perspective and experience in the form of writing, picture, photos, audio, and video”.

Sharing Motivation

Motivation is defined as “reasons that underlie behavior that is characterized by willingness and volition” (Lai, 2011:2). Travel-experience sharing on social media can be regarded as “behaviors or activities occurring when an individual disseminates travel-related experiences to other members through social media” (Kang & Schuett, 2017:2) which may be done during or after the trip takes place. The Uses and Gratification Theory (UGT) has been
widely adopted and used to explain the motivational factors of using media, it’s main premise is that people choose certain media to satisfy their needs, and differences in needs result in different ways and reasons for consuming (Lau, 2016). McKay-Peet & Quan-Haase (2016:204) presents several studies on motivation of using social media based on U&G theory and recognize among others social interaction, relaxation, information seeking, entertainment, and self-expression. Another perspective to investigate motivation of travel experience sharing on social media comes is Self-Determination Theory (SDT) (Decy & Ryan, 1987), which claimed that to understand human motivation, innate psychological needs for wellbeing and satisfaction should be taken into consideration. This theory categorizes motivation into two major groups; intrinsic and extrinsic (Wu &Lu, 2013). Intrinsic motivation means engaging in behavior that is inherently satisfying or enjoyable, while extrinsic motivation pertains that a behavior is performed to attain some other outcome (Legault, 2016:1). Numerous studies suggest that intrinsic motivation plays a greater role in knowledge sharing activities, while in terms of travel experience Wang et al (2016) and Munar &Jacobson (2014) proved that both intrinsic and extrinsic dimension motivate sharing behavior on social media.

Engagement

The term engagement is often related with customer engagement, brand engagement, consumer brand engagement, academic engagement, employee engagement, and community engagement. Engagement has been studied in the field of psychology, education, management, and recently in marketing (Dolan, et al: 2015) and defined in many ways. Among definitions of engagement exist in the literature, Hollebeek (2011) agrees that engagement is a multidimensional concept that includes behavioral, cognitive, and emotional aspects.

The Technology Acceptance Model (TAM) is considered the most influential and widely applied theory for explaining individuals’ acceptance and use of information systems (Lee, Kozar, & Larsen, 2003). With the advent of technology, particularly the Internet, the term user engagement was coined to describe relationship with internet users. There is no consensus about what constitutes engagement in social media or how to measure it (Perreault & Moscini, 2018:3569); therefore engagement may be seen as the extent of immersion into social media activity by sharing personal or social information with close actors in social network (Alt, 2015) or simply individual’s interaction with media in the form of participation and consumption (Khan, 2017). A low level of engagement refers to consuming (viewing & reading), while the highest level of engagement is generating content (production) (Shao, 2009)

A number of research measured behavioral social media engagement using various indicators or metrics. Kang (2017) stated that engagement on YouTube is manifested through actions such as liking, disliking, commenting, sharing and uploading videos, and while on Facebook engagement is indicated by liking, commenting and sharing. On Instagram, the main behaviors of engagement are liking and commenting (Erkan, 2015, Coelho et al., 2016). Another research by Chwialkowska (2017) evaluate engagement on company content in social media by reading and watching (passive), liking, commenting, tagging and sharing (active). Howard et al (2016) used posting to page, commenting post and replying comment to measure engagement. Rapp et al (2013) applied metrics consist of number of like, number of comment, number of followers, length of post; while according to Dolan et al (2015), co-creation, positive contribution, consumption, dormancy, detachment, negative contribution, and co-destruction constitute engagement. DiGangi & Wasko (2016) measured user engagement from a psychological perspective using individual involvement and personal meaning. Individual involvement referred to the intensity with which a user perceive his/her role in a social media, while personal meaning is the degree to which a user perceives the fulfillment of his/her interest (Di Gangi & Wasko, 2016:4)

This study employed four metrics of engagement that is suitable to measure interaction with social media used to share travel experience-related posts ie. number of posts, reply to comment (Howard, et al 2016), length of posts (Rapp et al, 2013) and dormancy (Dolan et al, 2015). Dormancy means the potential for an inactive, neutral state of engagement (termed dormancy) from the social media platform (Brodie et al., 2013; Dolan et al, 2015), in this case it reflects the commitment of the content creator to being responsive to his/her own posts.
Methodology

Data was collected through distribution of questionnaire to 300 undergraduate students from Universitas Pendidikan Indonesia. The respondents were between 18 to 24 years old and above, as suggested by Li and Bernoff (2008) that the most suitable age group to examine social media usage behaviour is between 18 and 27, since they are the largest group on social media (Ugur, 2018:70) and have very high dependence on social network sites (Perrin, 2015). To be qualified to participate in the study, one had to be an active user of social media and shared their travel experience on at least one of the platforms. According to www.wearesocial.com, the most used social media platforms in Indonesia are YouTube, Facebook, Instagram, Twitter, Whatsapp, Google+, FB Messenger, Line, LinkedIn, BBM, Pinterest and Wechat.

The questionnaire was divided into three parts; the first part was aimed to investigate respondents’ demographic profile (eg. gender and age) and social media use behaviour (eg time spent to access social media), while the second part was intended to measure sharing motivation and engagement in social media. Using a Likert scale of five-point from strongly disagree (1) to strongly agree (5), respondents were asked to Motivation was distinguished between intrinsic and extrinsic motivation (Ryan & Deci, 2000; Deci & Ryan, 1985) and measured using a modification of Ryan and Deci (2000), Munar & Jacobsen (2014) and Wang et al (2014). Engagement in social media after sharing the experience is measured using constructs from several related literatures (Perreault & Moscini, 2018; Dolan et al, 2015).

<table>
<thead>
<tr>
<th>Construct</th>
<th>Item</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intrinsic Motivation (IM)</td>
<td>1. I like to share my impression through social media</td>
<td>Wang et al, 2014; Ryan &amp; Deci, 2000</td>
</tr>
<tr>
<td></td>
<td>2. I want to make others to feel what I experience</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. I am glad to be able to share my travel knowledge and experience</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. I want to feel more satisfied by sharing my experience</td>
<td></td>
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<tr>
<td></td>
<td>5. I feel my experience has more value when it’s shared</td>
<td></td>
</tr>
<tr>
<td>External Motivation</td>
<td>1. I want to be recognized as an avid traveller</td>
<td>Ryan &amp; Deci, 2000; Munar &amp; Jacobsen, 2014</td>
</tr>
<tr>
<td></td>
<td>2. I want to get reward (like, complement)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. I want to contribute something by sharing my experience</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. I want to share something that may be important to others</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. I want others to gain knowledge from what I share</td>
<td></td>
</tr>
<tr>
<td>Engagement</td>
<td>1. I make a lot of posts related with my travel experience</td>
<td>Schivinski et al, 2016; Rapp et al, 2013; Howard et al, 2016; Dolan et al, 2015</td>
</tr>
<tr>
<td></td>
<td>2. I made a long post to share my experience</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. I always reply to the comments made to my posts on my travel experience</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. I try my best to stay active to give a quick response to my travel experience post</td>
<td></td>
</tr>
</tbody>
</table>

Collected data was then analysed to find out about the influence of the predictors using multiple linear regression with SPSS ver 20.
Results and Discussion

Demographic and behaviour

Table 2 Sample Demographic and Behaviour (n=300)

<table>
<thead>
<tr>
<th>Item</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sex</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>142</td>
<td>47.3</td>
</tr>
<tr>
<td>Female</td>
<td>158</td>
<td>52.7</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-20</td>
<td>163</td>
<td>54.3</td>
</tr>
<tr>
<td>21-23</td>
<td>130</td>
<td>43.3</td>
</tr>
<tr>
<td>&gt;24</td>
<td>7</td>
<td>2.3</td>
</tr>
<tr>
<td>Period of social media use</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt;1 year</td>
<td>13</td>
<td>4.3</td>
</tr>
<tr>
<td>1-2 years</td>
<td>105</td>
<td>35.0</td>
</tr>
<tr>
<td>3-4 years</td>
<td>142</td>
<td>47.3</td>
</tr>
<tr>
<td>&gt;4 years</td>
<td>40</td>
<td>13.3</td>
</tr>
<tr>
<td>Number of social media installed on mobile phone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-2</td>
<td>13</td>
<td>4.3</td>
</tr>
<tr>
<td>3-4</td>
<td>105</td>
<td>35.0</td>
</tr>
<tr>
<td>5-6</td>
<td>142</td>
<td>47.3</td>
</tr>
<tr>
<td>&gt;6</td>
<td>40</td>
<td>13.3</td>
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<tr>
<td>Duration of social media use (per day)</td>
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<tr>
<td>&lt; 1 hour</td>
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<td>1.0</td>
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<tr>
<td>1-2 hours</td>
<td>87</td>
<td>29.0</td>
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<tr>
<td>3-4 hours</td>
<td>69</td>
<td>23.0</td>
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<td>&gt;4 hours</td>
<td>141</td>
<td>47.0</td>
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<tr>
<td>Tool to access social media</td>
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<td></td>
</tr>
<tr>
<td>Mobile phone</td>
<td>296</td>
<td>98.7</td>
</tr>
<tr>
<td>Laptop</td>
<td>3</td>
<td>1.0</td>
</tr>
<tr>
<td>Tablet</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>PC</td>
<td>1</td>
<td>0.3</td>
</tr>
<tr>
<td>Ways of sharing travel experience</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Writing on a personal blog</td>
<td>7</td>
<td>2.3</td>
</tr>
<tr>
<td>Writing a review on a travel web</td>
<td>7</td>
<td>2.3</td>
</tr>
<tr>
<td>Posting photos and caption on Instagram</td>
<td>267</td>
<td>89.0</td>
</tr>
<tr>
<td>Writing and posting photos on Facebook</td>
<td>5</td>
<td>1.7</td>
</tr>
<tr>
<td>Tweeting</td>
<td>8</td>
<td>2.7</td>
</tr>
<tr>
<td>Posting videos on Youtube/vlogging</td>
<td>6</td>
<td>2.0</td>
</tr>
</tbody>
</table>

The sample was composed of 47.3% male and 52.7% female, and a half of them were between 18-20 years old (54.3%). The majority of the respondent have been using social media for three to four years (47.3%) and only 4.3% of them used it less than one year. Almost half of the respondents stated that they installed five to six social media platforms on their mobile phone (47.3%) while the other 35% installed three to four. It was interesting to learn that almost half of this young people (47%) spent more than four hours on social media use per day and almost all of them (98.7%) relied on mobile phone to do that. When being asked about how they share their travel experience, 87% of them preferred to post photos and caption on their Instagram account.

Result of analysis

The items in intrinsic motivation that obtained the highest score were feeling glad to be able to share one’s travel knowledge and experience and being keen on sharing travel impression, as claimed by Yoo & Gretze (2011) that tourist-generated content were mostly motivated by altruistic and hedonic benefit. In contrast, intention to feel increased satisfaction resulted from experience
sharing was perceived the lowest although Ryu & Feick (2007) found that sharing positive experience could intensify post-evaluation satisfaction. Table 3 illustrates the responses to intrinsic motivation.

### Table 3. Responses to Intrinsic Motivation

<table>
<thead>
<tr>
<th>Question Item</th>
<th>Total Score</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1 1</td>
<td>1181</td>
<td>20.41</td>
</tr>
<tr>
<td>X1 2</td>
<td>1149</td>
<td>19.85</td>
</tr>
<tr>
<td>X1 3</td>
<td>1183</td>
<td>20.44</td>
</tr>
<tr>
<td>X1 4</td>
<td>1134</td>
<td>19.59</td>
</tr>
<tr>
<td>X1 5</td>
<td>1139</td>
<td>19.68</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5786</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

The highest score in external motivation came from the intention to make others get knowledge from what being shared and to share something that may be important, which was a part of community-related motivation (Hsu, et al, 2007). It was interesting to notice that making contribution by means of experience sharing got the lowest response, probably due to the uncertainty whether sharing travel experience could be accounted as a contribution at all. The presentation of responses to external motivation can be seen from Table 4

### Table 4. Responses to Extrinsic Motivation

<table>
<thead>
<tr>
<th>Question Item</th>
<th>Total Score</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>X2 1</td>
<td>1055</td>
<td>18.54</td>
</tr>
<tr>
<td>X2 2</td>
<td>1056</td>
<td>18.56</td>
</tr>
<tr>
<td>X2 3</td>
<td>1142</td>
<td>10.07</td>
</tr>
<tr>
<td>X2 4</td>
<td>1212</td>
<td>21.30</td>
</tr>
<tr>
<td>X2 5</td>
<td>1224</td>
<td>21.51</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5689</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From the total responses given to intrinsic and extrinsic motivation to share experience on social media, it could be seen that intrinsic motivation was slightly higher than extrinsic motivation. This supported similar finding from Ghaisani et al (2017) who stated that Indonesian social media users shared information with intrinsic motivation. Total response on motivation is shown on Table 5.

### Table 5 Total Response

<table>
<thead>
<tr>
<th>No.</th>
<th>Indicator</th>
<th>Item No</th>
<th>Total Score</th>
<th>Average Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>X1</td>
<td>5</td>
<td>5786</td>
<td>1.157,2</td>
</tr>
<tr>
<td>2</td>
<td>X2</td>
<td>5</td>
<td>5689</td>
<td>1.137,8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>10</strong></td>
<td><strong>11.475</strong></td>
<td><strong>2.295</strong></td>
<td><strong>2.295</strong></td>
</tr>
</tbody>
</table>

The engagement behaviour in social media after sharing travel experience was mostly trying to stay active in order to be able to give quick response to the post. This might be because they felt a sense of belonging to a social media group by continuous interaction and participation (Kang & Schuett, 2013). On the other hand, the respondents were not really interested in making long posts to share their experience, instead they preferred to post photos with caption, as connoted by Munar & Jacobsen (2014) that while sharing visual content is popular, narrative story-telling is limited. Table 6 illustrates response on engagement.
Table 6 Total Response on Engagement

<table>
<thead>
<tr>
<th>Question Item</th>
<th>Total Score</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y 1</td>
<td>1102</td>
<td>24.84</td>
</tr>
<tr>
<td>Y 2</td>
<td>1056</td>
<td>23.81</td>
</tr>
<tr>
<td>Y 3</td>
<td>1130</td>
<td>25.47</td>
</tr>
<tr>
<td>Y 4</td>
<td>1147</td>
<td>25.86</td>
</tr>
<tr>
<td>Total</td>
<td>4435</td>
<td>100</td>
</tr>
</tbody>
</table>

Multiple regression analysis was conducted to examine the two factors of motivation to share as predictor variables and engagement as the outcome variable. The result on Table 7 shows that both intrinsic and extrinsic motivations were strongly correlated with engagement (R= .735). The coefficient of determination (adjusted R^2) of .536 implied that 53.6% of the total variance in engagement was explained by the two factors. The result of ANOVA test revealed that the regression model was a good fit for the data and that independent variables statistically significantly predicted the dependent variable, F(297, 299) = 174.0005, p=.005. It can also be stated that external motivation had a higher impact than internal motivation by comparing the standardized coefficients (beta=.459 versus beta = .323).

Table 7 Regression Analysis of Motivation and Engagement

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>-.002</td>
<td>.807</td>
<td>-.003</td>
<td>.998</td>
</tr>
<tr>
<td></td>
<td>totalx1</td>
<td>.309</td>
<td>.058</td>
<td>.323</td>
<td>5.364</td>
</tr>
<tr>
<td></td>
<td>totalx2</td>
<td>.466</td>
<td>.061</td>
<td>.459</td>
<td>7.607</td>
</tr>
</tbody>
</table>

Notes: R^2= .540; F= 174.0005; p=0.05

The result of this research supported previous research by Chwialkowska (2017) who proved that motivation had effect towards company social media engagement on Facebook (like/react, comment, tag, share). Oliveira et al (2015) also studied motivation among Brazilian youth to engage on Facebook (like, comment, share) and produced similar result. Khan (2017) did a research investigating what motivated engagement on YouTube and found that use and gratification (U&G) theory had significant effect on YouTube engagement (like, share, comment, upload).

Conclusion

This study confirmed another studies on the influence of motivation towards behavioural use of social media in terms of experience sharing. It can be seen that external motivation had stronger impact on engagement (post, reply and staying active), which indicated that the greater driver for engagement comes from external factors, other than simply to experience fun, joy, happiness or entertained. Users with strong external motivation and high engagement can be help tourism destination to create E-wom that will lead to increase in visitation and brand building.

References


Assessing of Mangrove Biodiversity for Ecotourism Area Development in West Sulawesi

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ABSTRACT

The biodiversity plays important role in performance and tourist attraction of mangrove ecotourism area. However, the threat to mangrove biodiversity such as mangrove wood cutting for fuelwood and conversion into aquaculture ponds has still occurred. Here, we investigated the mangrove composition, structure, and diversity in West Sulawesi. The mangroves of Bebanga village, Kalukku sub-District, West Sulawesi represent an ecotourism area that has not been subject to severe studies about the mangrove biodiversity for ecotourism area development. This mangrove area provides ecotourism activities such as mangrove tracking, mangrove learning and rehabilitation, fishing, and culinary for tourists. We implemented a line transect method covering five study sites for mangrove vegetation survey and used vegetation analysis equations to calculate mangrove density, frequency, coverage and Important Value Index (IVI). In addition, we used the Shannon-Wiener index for assessing the mangrove diversity. Seven species were found (Avicennia marina, Bruguiera gymnorrhiza, Rhizophora mucronata, Rhizophora stylosa, Sonneratia alba, Sonneratia caseolaris, and Xylocarpus granatum). However, mangrove area was dominated by Rhizophora mucronata and most mangroves in seedling growth level. In addition, relative density, frequency and coverage of mangroves at all regeneration were below 56% and found at moderate diversity. This evidence demonstrates the biodiversity of mangrove in degradation status. Therefore, improving mangroves conserve and restore should be considered. In addition, selection of woodcutting in mangrove use and aquaculture revitalization to halt the expansion of new ponds becomes a great policy for maintaining and improving the mangrove biodiversity for supporting the ecotourism area development.

Keywords: Ecotourism, mangrove, biodiversity, West Sulawesi.

1. Introduction

Ecotourism is a responsible travel to natural areas that have potentials in the conservation of the environment, supporting and enhancing education, and improving the welfare of the local people and alleviating poverty (Wood, 2002). Ecotourism is truly interesting by the tourists in the recent decades due to they can learn about the environment, culture, and contribute to conservation and preserving biodiversity, and economic development goals in destination regions, rather than just having a good time (Mondino and Beery, 2018). Furthermore, it can support for the realization of the United Nations Millenium Development Goals (UN-MDGs) (Saarinen and Rogersson, 2013).

The biodiversity is important to human welfare due to it have provides the goods and services (around 40% of the global economy is based on the biological products and process). However, the loss of biodiversity become increasingly rate than that of natural extinction due to
anthropogenic activities such as unsustainable harvesting of natural resources, land conversion development and the introduction of invasive species (Christ et al. 2003).

Mangroves are one of the important coastal ecosystems that provide variety ecotourism services (MA, 2005; Malik et al. 2015a, Malik et al. 2015b). Mangrove ecotourism areas have grown and contributed to the tourism industry in Indonesia and other Southeast Asian countries (Ly and Bauer, 2014). However, the high pressure on mangrove forests in ecotourism area for many purposes such as woodcutting and aquaculture development has been caused degraded and deforested and has serious consequences to biodiversity loss (Malik et al. 2015b; Carugati et al. 2018)

In West Sulawesi, mangroves use as an ecotourism area has been going since 2013 in Bebanga village Kalukku sub-district Mamuju district. It was pioneered by Mr. Munajib assisted by other local people (Ditpolair Polda Sulbar, 2017). This ecotourism area has been visited by tourists who want to enjoy the beauty of the mangrove and the beach (Zain, 2014). However, the mangrove woodcutting for consumption, house materials and expansion of aquaculture pond activities are still happening and caused mangrove degradation and deforestation and subsequently threat to biodiversity (Malik et al. 2018). Malik et al. (2015b) demonstrated mangrove degradation and deforestation often change the composition, structure, and diversity of mangrove forest species in Sulawesi.

The relationships between biodiversity and ecosystem services such as ecotourism are often positive (Harrison et al. 2014; Cardinale et al. 2006). The biodiversity plays an important role as a tourist attraction, resources for consumption goods, natural component to support environmental survival and aesthetics (Hakim, 2017). In addition, Hakim (2017) revealed the conservation and managing the biodiversity to increase destination performance of ecotourism area is important, especially in terms of destination sustainability and competitiveness. In the meanwhile, the there is a need for assessment of mangrove biodiversity in tourism studies that rarely used in decision-making by policymakers related to the sustainability and competitiveness of tourism destinations in Indonesia and Southeast Asian countries (Hakim, 2017). It is therefore important to accurately assessing the loss of mangrove biodiversity. Here we investigate species of mangrove composition, structure, and diversity for continued development of mangrove ecotourism area in West Sulawesi.

2. Study Area

This study was conducted in mangrove ecotourism area of Bebanga Village, Kalukku Sub-District, Mamuju District, West Sulawesi Province. The study area is located at latitude 2°35'7.88" - 2°44'8.62" and longitude 118°58'32.04" - 119° 3'15.74" (Figure 1). The location is about 23 km from the capital of West Sulawesi, Mamuju.

The village covers 88.42 km2 and consists of 17 sub-villages. The area borders Makassar Strait to the north, Mamuju sub-district to the south and west, and Sinyonyoi village to the south and east. The population was 8,174 people in 2016 with a population density of 92 people per km2 (BPS Kabupaten Mamuju, 2017). Most of the population are living in this coastal area and working as fishermen and farmers (BPS Kabupaten Mamuju, 2017).

In this study, five sampling sites were selected (Figure 1). The sampling sites were chosen due to an appropriate case study as it contains a potential area for mangrove ecotourism, that remains unwell manage and develop, and also under considerable threat to degradation and deforestation.
3. **Methodology**

3.1. **Data collection**

Data on mangrove structure and diversity were collected in July 2018 using a line-transect method from the seaward edge to the landward margin with transect length depending on the thickness of the mangrove patch (English et al. 1997; Malik et al. 2015b). Transect measurements were conducted at five sites (Figure 1). For each transect, we established 3 terraced plots of 10 m x 10 m for tree level, 5 m x 5 m for sapling level, and 2 m x 2 m for seedling level using measuring tape and plastic ropes and marked the position using Global Positioning System (GPS) (English et al. 1997; Malik et al. 2015b). The distance between plots was around 30 m depending on the specific vegetation characteristics and the landscape (Malik et al, 2015b). In addition, we recorded the species name with reference to book for identifying mangrove species and individual number of mangrove trees, saplings and seedlings inside each plot using a tally counter and measured all trees with stem diameter >5 cm and recorded diameter at breast height.
(DBH) 1.3 m above soil surface or 30 cm above the highest prop root for Rhizophora spp. (Malik et al. 2015b).

3.2. Data analysis

The Density of species (D), Relative density of species (RD), Frequency of species (F), Relative frequency of species (FR), and coverage of species (C) and Relative coverage of (RC) was calculated by the formula 1 - 7: (Malik et al. 2015b)

\[
D_i = \frac{n_i}{A} \quad (1), \quad \text{and} \quad RD_i = \frac{n_i}{\sum n} \times 100 \% \quad (2)
\]

where:
- \(D_i\) : density of species \(i\) (individual/m\(^2\))
- \(RD_i\) : relative density of species \(i\) (%)
- \(n_i\) : number of counts per species \(i\)
- \(\Sigma n\) : total number of counts for all species
- \(A\) : total area of the sample observed (m\(^2\))

\[
F_i = \frac{p_i}{\sum p} \quad (3), \quad \text{and} \quad FR_i = \frac{p_i}{\sum F} \times 100 \% \quad (4)
\]

where:
- \(F_i\) : frequency of species \(i\)
- \(FR_i\) : relative frequency of species \(i\) (%)
- \(p_i\) : number of the plots where species \(i\) occurs
- \(\Sigma F\) : total number of occurrences for all species
- \(\Sigma p\) : total number of plots observed

\[
C_i = \frac{BA}{A} \quad (5), \quad \text{and} \quad RC_i = \frac{C_i}{\sum C} \times 100 \% \quad (6)
\]

where:
- \(C_i\) : areal coverage for species \(i\)
- \(BA\) : \(\pi \times DBH^2 / 4\), where \(BA = \) Basal Area (cm) and \(DBH = \) Diameter at Breast Height (cm)
- \(A\) : total area of the plot (m\(^2\))
- \(\Sigma C\) : total area coverage for all species
- \(RC_i\) : relative coverage of species \(i\) (%)

To express the dominance level of individual mangrove species, the Importance Value Index (IVI) was calculated by the sum of Relative Density, Relative Frequency, and Relative Coverage (formula 7): (Malik et al. 2015b)

\[
IVI = RD + RF + RC \quad (7); \quad \text{the range of} \quad IVI = 0 - 300
\]

The diversity of mangrove species (\(H'\)) was calculated using formula 9 with reference to the Index of Shannon-Wiener: (Malik et al. 2015b)

\[
H = - \sum Pi \ln (Pi) ; \quad Pi = (n_i/N) \quad (8)
\]

The range of \(H = 0 - >3\) (< 1 = low diversity; 1 < \(H'\) ≤ 3 = moderate diversity; \(H' > 3\) = high diversity), where \(n_i\) is number of individual species \(i\) and \(N\) is total number of species.
4. Results

4.1. Mangrove Composition and Structure

A total of 2750 standing live mangrove trees recorded at the five sites, containing mature trees 851, saplings 747 and seedlings 1152 (Table 2). Seven species were identified, including Avicennia marina (Am), Bruguiera gymnorrhiza (Bg), Rhizophora mucronata (Rm), Rhizophora stylosa (Rs), Sonneratia alba (Sa), Sonneratia caseolaris (Sc), and Xylocarpus granatum (Xg). These species belongs to four families, including Avicenniaceae, Rhizophoraceae, Sonneratiaceae, and Meliaceae. In each site, the number of species between four and five, but Bruguiera gymnorrhiza, Rhizophora mucronata, and Rhizophora stylosa were found at all sites (Table 1).

Table 1. List of mangrove species identified

<table>
<thead>
<tr>
<th>Family name</th>
<th>Species name</th>
<th>Local name</th>
<th>Sampling Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avicenniaceae</td>
<td>Avicennia marina</td>
<td>Pajapi</td>
<td>√</td>
</tr>
<tr>
<td>Rhizophoraceae</td>
<td>Bruguiera gymnorrhiza</td>
<td>Tanjjang</td>
<td>√</td>
</tr>
<tr>
<td>Rhizophoraceae</td>
<td>Rhizophora mucronata</td>
<td>Pangkang</td>
<td>√</td>
</tr>
<tr>
<td>Rhizophoraceae</td>
<td>Rhizophora stylosa</td>
<td>Pangkang</td>
<td>√</td>
</tr>
<tr>
<td>Sonneratiaceae</td>
<td>Sonneratia alba</td>
<td>Padada</td>
<td>√</td>
</tr>
<tr>
<td>Sonneratiaceae</td>
<td>Sonneratia caseolaris</td>
<td>Padada</td>
<td>-</td>
</tr>
<tr>
<td>Meliaceae</td>
<td>Xylocarpus granatum</td>
<td>Buli cella</td>
<td>-</td>
</tr>
</tbody>
</table>

Number of Species: 5 4 5 5 4

✓ Present, - Not present
Source: Research observation, 2018

The density of Rhizophora mucronata was the highest at all growth levels of mangrove, followed by Sonneratia alba for mature trees, whereas saplings and seedlings, Rhizophora stylosa was the highest. The frequency of mangrove was dominated by Rhizophora mucronata and Rhizophora stylosa at all growth stages, followed by Bruguiera gymnorrhiza and Sonneratia alba. The coverage of mangrove was dominated by Bruguiera gymnorrhiza, followed by Rhizophora mucronata. Furthermore, the Important Value Index (IVI) shown Rhizophora mucronata was the dominant species at all growth levels, followed by Sonneratia alba for mature species, and Rhizophora stylosa for saplings and seedlings (Table 2).

Table 2. Important Value Index (IVI) of mangrove species

<table>
<thead>
<tr>
<th>Growth level</th>
<th>Species</th>
<th>ni</th>
<th>D</th>
<th>RD</th>
<th>F</th>
<th>RF</th>
<th>C</th>
<th>RC</th>
<th>IVI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mature tree</td>
<td>Am</td>
<td>36</td>
<td>0.02</td>
<td>4</td>
<td>3</td>
<td>13</td>
<td>3.52</td>
<td>8</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>Bg</td>
<td>53</td>
<td>0.04</td>
<td>6</td>
<td>4</td>
<td>17</td>
<td>8.75</td>
<td>21</td>
<td>44</td>
</tr>
<tr>
<td></td>
<td>Rm</td>
<td>480</td>
<td>0.32</td>
<td>56</td>
<td>5</td>
<td>22</td>
<td>6.53</td>
<td>15</td>
<td>94</td>
</tr>
<tr>
<td></td>
<td>Rs</td>
<td>102</td>
<td>0.07</td>
<td>12</td>
<td>5</td>
<td>22</td>
<td>2.35</td>
<td>6</td>
<td>39</td>
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<tr>
<td></td>
<td>Sa</td>
<td>118</td>
<td>0.08</td>
<td>14</td>
<td>4</td>
<td>17</td>
<td>8</td>
<td>19</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Sc</td>
<td>52</td>
<td>0.03</td>
<td>6</td>
<td>1</td>
<td>4</td>
<td>7.97</td>
<td>19</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>Xg</td>
<td>10</td>
<td>0.01</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>5.06</td>
<td>12</td>
<td>18</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>851</td>
<td>0.57</td>
<td>100</td>
<td>23</td>
<td>100</td>
<td>42</td>
<td>100</td>
<td>300</td>
</tr>
<tr>
<td>Sapling</td>
<td>Am</td>
<td>47</td>
<td>0.03</td>
<td>6</td>
<td>3</td>
<td>13</td>
<td>-</td>
<td>-</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>Bg</td>
<td>83</td>
<td>0.06</td>
<td>11</td>
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<td>17</td>
<td>-</td>
<td>-</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>Rm</td>
<td>313</td>
<td>0.21</td>
<td>42</td>
<td>5</td>
<td>22</td>
<td>-</td>
<td>-</td>
<td>64</td>
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<td>---</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Rs</td>
<td>162</td>
<td>0.11</td>
<td>22</td>
<td>5</td>
<td>22</td>
<td>-</td>
<td>-</td>
<td>43</td>
<td></td>
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<td>100</td>
<td>-</td>
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</table>


Source: Primary data analyzed, 2018

### 4.2. Mangrove Diversity

The highest index value of mangrove diversity was found at sapling level (1.62), followed by seedling (1.56) (Figure 2). The mangrove diversity at all growth levels was moderate category.

![Figure 2. Diversity index (H') of mangrove](image)

### 5. Discussion

This study presents an assessment of mangrove biodiversity from mangrove ecotourism area of Bebanga Village, West Sulawesi including composition, structure, and diversity. We found that the composition of true mangrove species contained 26% and 16% of the total mangrove species in Sulawesi Island (27 species) and Indonesia (43 species) (Kusmana, 1993). In early 1990s Nurdin (1994) recorded that the western coast of South Sulawesi contained 12 true mangrove species (In 1994 coast of Mamuju District was included in the administrative area of South Sulawesi province, but since 2005 was included in West Sulawesi). It is demonstrating that
there have been declines in the mangrove species number over the last two decades. The species composition reduction corresponds to similar studies in South Sulawesi as reported by Malik et al. (2015b) and Nurkin (1994).

In addition, the disturbance of this forest has been causing instability of the ecosystem where one of the species (Rhizophora mucronata) in all level regeneration become dominant, almost 70% of mangrove composition dominated by sapling and seedling (Table 2), and diversity of mangrove in moderate category (Figure 2). Furthermore, relative density, frequency, and coverage of mangroves no more than 56%, representing there are many areas of mangrove in degradation status (Table 2).

Overcutting for timber and fuelwood and clearing of mangrove for aquaculture ponds has become the driving force behind degradation and deforestation of mangrove in this area. From 2013-2018, mangroves decreased from 95 ha to 82 ha, whereas aquaculture ponds increased from 205 ha to 212 ha and have taken places along the coast of this area (Malik et al. 2018). When mangrove vegetation is removed, it has a consequence to biodiversity loss and subsequently impacts to performances (such as loss of mangrove panorama and associated fauna) and tourist attractions (such as watching and hearing birds chirping) in a mangrove ecotourism area. Since ecotourism depend on biodiversity, the loss of biodiversity can suffers not only to the communities who have high dependent on this industry, but also tourism industry, as well as on other the ecotourism-related businesses such as transportation, hotels and accommodations, food and restaurants, banking, and various leisure and entertainments services (Habibullah et al. 2016).

Thus, in order to reduce the loss of biodiversity for the continued development of the ecotourism industry, the preservation of intact mangrove and restoration of disturbed mangrove are important actions. Malik et al. (2015a) report that in Sulawesi Island, aquaculture businesses frequently abandon ponds as soon as revenue decreases (often after only 5 years). Therefore, the restoration of abandoned ponds by re-planting mangrove with a variety of species should be considered as a viable option for improving mangrove biodiversity and development of ecotourism area. Brown et al (2014) demonstrated that mangrove restoration project for 43 ha of abandoned ponds have been successful to increase level of mangrove biodiversity in Tanakeke Island of South Sulawesi (averaging 2171 plants/ha and 3 species within 32 months after restoration in 2010) that have consequence to the community livelihoods and mangrove ecosystem services. In addition, conserving biodiversity cannot be separated from major social and economic development issues. Therefore, a balance between mangrove consumption and capacity of mangrove resources through selection cutting on mangrove harvesting, and aquaculture revitalization program to prevent expansion of new ponds by clearing mangrove area should be considered.

6. Conclusion

The results presented in this study demonstrate the assessment of mangrove biodiversity for ecotourism development in West Sulawesi, Indonesia. Mangrove use for wood cutting and aquaculture development become the driver of mangrove biodiversity decreased and impact to performance and tourist attraction of ecotourism area. More attention from stakeholders and decision-makers is needed to conserve and restore mangrove areas lost to over-exploitation in this area. It is of high priority to maintain and possibly increase the mangrove biodiversity and the ecotourism development strategy.
Acknowledgment

We would like to thank the Ministry of Research, Technology and Higher Education of the Republic of Indonesia for their financial support through Penelitian Unggulan Terapan Perguruan Tinggi (PTUPT) scheme (Project contract number: 127/UN36.9/PL/2018). We also thank the Research Institute and Department of Geography Universitas Negeri Makassar, and the Governments of West Sulawesi and Mamuju District for their support of this research.

References


EXPLORING TOURISTS’ EXPERIENCE IN BULELENG BALI DIVE FESTIVAL (BBDF): A CASE STUDY OF MEMORABLE EVENT IN BALI

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ABSTRACT

Events are an important motivator of tourism, and figure prominently in the development and marketing plans of most destinations, and increasingly importance for destination competitiveness. Event-based tourism is now one of the most rapidly growing niche areas of tourism (Getz 2008). Buleleng Bali Dive Festival (BBDF) is one of annual events’ held in Pemuteran Village which is situated on the north-western part of Bali Island. Pemuteran lies on the maritime area as Bali Golden Triangle Coral Reef line and belong to the west Buleleng water conservation area in Buleleng Regency, Bali. This event is connected to Sport and Marine Tourism in Pemuteran and dedicated to show the local culture for tourist. The aim of this paper is to explore the memorable tourist experience in BBDF event. Survey on 100 samples of tourists who were randomly assigned during BBDF event was done and analysed by factor analysis. The result show that memorable experience of tourist about BBDF categorized into 5 groups: Novelty and Hedonism (16,108%), Local Culture (15,812 %), Knowledge and Involvement (15,658 %), Refreshment and Revitalization (11,833%) and Meaningfulness (9,804%).

Keywords: Event Tourism, Memorable Tourist Experience, Festival, Buleleng Bali Dive Festival

Introduction

Buleleng Regency is one part of the golden triangle of Bali Island in terms of marine tourism potency. From year to year, the number of tourist’ arrival to Buleleng is increasing. Recently Buleleng is developing marine tourism in Buleleng Water Conservation Area is divided into three blocks. The first block called the West Buleleng Aquatic Park is the Pemuteran Village. The Central Buleleng Aquatic Park encompasses Lovina and surrounding waters. Last is The East Buleleng Aquatic Park which covers Bondalem, Tejakula, Penuktukan, Sambirenteng and Les Village.

Pemuteran Village is also growing marine tourism quite rapidly. The level of tourist arrivals in the district of Gerogkak, especially in Pemuteran Village, has got the highest number of tourist visits in 2016, especially foreign tourists (23,774 tourists) compared to other villages in Gerogkak sub-district the north-western part of Bali: Sumber Klampok (818 tourists), Pejarakan (14,103 tourists), Sumber Kima (1,065 tourists), Banyupoh (752 tourists), Celukan Bawang (1855 tourists). It was a dry area with a damage natural condition and waters are very alarming. Poverty has pushed the inhabitants continue destroying the natural surroundings. But now Pemuteran is no longer being a second tourist destination, but successfully evolved into one marine tourism destination that promises beauty (http://www.mongabay.co.id). Therefore, the District Government of Buleleng together with relevant stakeholders held Buleleng Bali Dive Festival started on 23-26 October 2015 in Pemuteran. The festival aims to 1) Promote and Creating Image for Buleleng Regency as one of the best dive sites in the world, 2) Introduce local art and culture to the world and 3) Stimulate global awareness related to coral reef conservation.

Events are becoming increasingly important elements of tourist destination offer and a basis of experience economy (Lesic, 2017). This will push the event organizer enable attendees to have as intense as possible experiences. In conclusion that new demand for unique and memorable experiences requires destination to develop value for products and services which is
consistent and high level of functional quality (Pine and Gilmore, 1998). The quality experiences provided to customers, which are indeed memorable, directly determine a business’s ability to generate revenue (Pine and Gilmore 1999). Unique and memorable experiences are an important part of consumers’ lives and arguably the best way for suppliers to gain competitive advantage. As a relative new event, it is important to search further related to memorable tourist experiences in Buleleng Bali Dive Festival (BBDF) to capture some feed backs for the event sustainability.

**Literature Review**

‘Event tourism’ became established in both the tourism industry and in the research community, so the growth of this sector can only be described as spectacular (Getz, 2007). More cities, towns and regions can boast with being a destination region today, because of the unique nature and advancement of event tourism in their domain. A festival implies a special use of space for both the organizer and the visitor. Festivals and special events are increasingly used as part of strategies to regenerate or reposition urban areas or coastal resorts. Events attract additional visitors, creating economic benefits for retail, leisure and other businesses.

The word “experience” is derived from two conjoined Latin words “experientia” and “experiri” meaning “knowledge gained by repeated trials” and “to try, test” respectively (Gelter, 2006). A Memorable Tourism Experience refers to a tourism experience that is positively remembered and recalled after the event has occurred (Kim et al, 2012)

<table>
<thead>
<tr>
<th>Table 1. Potential Constructs of the Memorable Tourism Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construct Domains</td>
</tr>
<tr>
<td>--------------------</td>
</tr>
<tr>
<td>Hedonism</td>
</tr>
<tr>
<td>Relaxation</td>
</tr>
<tr>
<td>Stimulation</td>
</tr>
<tr>
<td>Refreshment</td>
</tr>
<tr>
<td>Adverse feelings</td>
</tr>
<tr>
<td>Social interaction</td>
</tr>
<tr>
<td>Happiness</td>
</tr>
<tr>
<td>Component</td>
</tr>
<tr>
<td>--------------------</td>
</tr>
<tr>
<td>Meaningfullness</td>
</tr>
<tr>
<td>Knowledge</td>
</tr>
<tr>
<td>Challenge</td>
</tr>
<tr>
<td>Assessment of value</td>
</tr>
<tr>
<td>Assessment of services</td>
</tr>
<tr>
<td>Unexpected happenings</td>
</tr>
<tr>
<td>Personal relevance</td>
</tr>
<tr>
<td>Novelty</td>
</tr>
<tr>
<td>Participation</td>
</tr>
</tbody>
</table>

Source: Kim, et al, 2010

**Methodology**

The aims of the study is to explore the memorable tourist experience about *Buleleng Bali Dive Festival* (BBDF). The survey using questionnaires as primary data source distributed to 100 tourists who visited BBDF randomly during the event. It used the Likert scale to reveal the memorable tourist experience: Strongly agree (5) Agree (4) Neutral (3) Disagree (2) Strongly disagree (1). Afterward, data analyzed quantitatively using exploratory factor analysis or principal component analysis (PCA = principle component analysis).

**Results and Discussion**

**Profile of Respondents**

From 100 sample, a total of 53 out of 100 respondents were male while 47 respondents were women. They are dominated by European Tourists. Most of them are Professionals in the range of
age: a total of 12 respondents were 18-25 years old, 36 respondents were 26-35 years old, 16 respondents were 36-45, 21 respondents 46-55 years old, 12 respondents 56-65 years old, and the rest 3 respondents were more than 65 years old.

Their main purpose of visit mostly for holiday. There are 72 people first timer, 14 people have been present two times, 4 people have come in the third time, and the remaining 10 peoples for more than 3 times visit to Pemuteran Bali. This indicates the enthusiasm of respondents on the implementation of BBDF.

BBDF 2016 is of course known by all citizens of Buleleng, as an annual event that has been running for two years. It published in print media, electronic media, social media and even special websites. However, 16% of respondents obtained information about Buleleng Bali Dive Festival from friends, 53% were informed through the BBDF 2016 website, while 7 people obtained information through social media Buleleng Bali Dive Festival such as Facebook and twitter, 15 people know through Trip advisor, 4 people know from book and 1 person choose other options.

It can be concluded that the most effective media for the dissemination of information is through internet, followed by friend, trip advisor, and social media. It can not be denied in the era of technology, recently the information will easily spread through social media in a very short time.

Memorable Tourist Experience about BBDF

The technique used to test the validity is Pearson Correlation, where the accuracy of questionnaire’ question items are valid if the Pearson Correlation produces significance <0.05 (α = 5%). The result of the validity test illustrates that all the indicators have a significance value <0.05, means that the question items that measure the tourist memorable experience are valid and can be continued to the next analysis. From the validity test there are 2 indicators are not valid (I am frustrated with BBDF and I am feel angered in BBDF because it has the value under 0.05. These 2 indicators afterward are deleted for next analysis.

Based on the technique used to test the reliability of the question in this research conditioning that the Cronbach’s Alpha value 0.799, can be concluded that indicators of Memorable Tourist Experience is reliable (>0.5) so that all indicators can be continued to test by factor analysis. Factor analysis used in this research is exploratory factor analysis or principal component analysis (PCA = principle component analysis) where the exploratory factor of the formed factors or new latent variable is random. Factor analysis was performed using SPSS 21.0 program with 18 indicators (hereinafter referred to as variable). Before factor analysis, it has been tested first to see the correlation of the 18 indicators by Kaiser-Mayer - Olkin Measure of Sampling Adequacy (KMO). The result of value of sig. 0.000 (<0.05) , means that there is a strong correlation between 18 indicators, so that analysis can be proceed. KMO value result is 0.775 (> 0.5) which means that 77.50% of respondents used as samples are sufficient so that factor analysis can be proceed.

Based on the result of the factor analysis, it was found that there are 5 main components which have the eigenvalue greater than 1, it can be seen that from 18 indicators left, there are 5 new factors formed and the five factors can explain 69.216% of its diversity. All the indicators have the value of communalities >0.5, means it is worth entering into new factor. It can be seen in table 2 as follows.
Table 2. New Factors of Memorable Tourist Experience of BBDF (N=100)

<table>
<thead>
<tr>
<th>Code / Indicators</th>
<th>Loading Factor (h)</th>
<th>New Factors</th>
<th>Eigen Values</th>
<th>Variance(%)</th>
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<tbody>
<tr>
<td>A3 / I had a unique experience</td>
<td>0.851</td>
<td>Novelty and Hedonism</td>
<td>6.065</td>
<td>16.108</td>
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<tr>
<td>A4 / I had experienced different kind of experience</td>
<td>0.740</td>
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<tr>
<td>A2 / I had once in a lifetime experience</td>
<td>0.728</td>
<td></td>
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<tr>
<td>A1 / I had an exciting experience</td>
<td>0.667</td>
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<tr>
<td>A5 / I had a good impression about the local culture around the venue</td>
<td>0.878</td>
<td>Local Culture</td>
<td>2.363</td>
<td>15.812</td>
</tr>
<tr>
<td>A6 / I had a chance to closely experienced the local culture</td>
<td>0.750</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A7 / The local people were friendly to me</td>
<td>0.742</td>
<td></td>
<td></td>
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<tr>
<td>A10 / I enjoyed doing the activities that I want to do</td>
<td>0.617</td>
<td></td>
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</tr>
<tr>
<td>A12 / I experienced a situation which was unforgettable</td>
<td>0.761</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>A9 / I visited place that I really wanted to go</td>
<td>0.689</td>
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<tr>
<td>A13 / I experienced the thing which was unexpected</td>
<td>0.674</td>
<td>Knowledge and Involvement</td>
<td>1.596</td>
<td>15.658</td>
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<td>A8 / I gained a lot of information from this trip</td>
<td>0.657</td>
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<tr>
<td>A11 / I was interested with the main activities offered to me</td>
<td>0.553</td>
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<tr>
<td>A19 / I felt aroused after this trip</td>
<td>0.870</td>
<td>Refreshment and revitalization</td>
<td>1.337</td>
<td>11.833</td>
</tr>
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<td>A20 / It was an invigorating experience</td>
<td>0.791</td>
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<tr>
<td>A18 / I felt that I have gained valuable experience from this trip</td>
<td>0.600</td>
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<tr>
<td>A16 / I felt I did something meaningful in Buleleng Bali Dive Festival</td>
<td>0.873</td>
<td>Meaningfulness</td>
<td>1.097</td>
<td>9.804</td>
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<tr>
<td>A17 / I felt that I did something important in Buleleng Bali Dive Festival</td>
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<tr>
<td>Total</td>
<td></td>
<td></td>
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<td>69.216</td>
</tr>
</tbody>
</table>

Source: Research Analysis (2016)

There are 5 memorable experiences that perceived by tourists about *Buleleng* Bali Dive Festival (BBDF)

1. Novelty and Hedonism
The result of the factor analysis show that BBDF gives a Novelty and Hedonism experience for tourists with the eigenvalue value of 6.065 and can explain the data diversity of 16.108%. It can be concluded that the event brings memorable experience for tourist which gives them something unique, different, once in a lifetime that makes them very exciting.
2. Local Culture
The tourist also confirmed that they perceived local culture Experience from BBDF (Eigenvalue 2.363 and 15.812% of total variance). They have a good impression about local culture, have a chance to closely experienced it, local people are very friendly to them and they enjoyed doing activities that they want to do.

3. Knowledge and Involvement
BBDF also brings memorable experience to the tourists in regard of knowledge and involvement with eigenvalue 1.596 and can explain the diversity of the indicators about 15.658%. The tourists confirmed that they perceived unforgettable situation in BBDF. They also confirm that they visited the place that they really want to go, unexpectedly found a unique event, there are a lot of information they got from BBDF, and they are enjoying the activities offered by BBDF. It can be concluded that BBDF also makes Buleleng more unique and special.

4. Refreshment and revitalization
In addition to memorable experience by the tourist, BBDF bring some refreshment and revitalization. It is confirmed by the factors analysis with the eigenvalue 1.337 and 11.833% of total variance. BBDF gives the tourist aroused feeling, feel an invigorating experience and gained valuable experience.

5. Meaningfulness
Positively felt by the tourist that BBDF gives them meaningfulness. It is showed by the result of factor analysis with eigenvalue greater than 1.00 (1.097) and can explain about 9.804% of the indicator used. BBDF confirmed by the tourist brings something meaningful and important for them.

Conclusion and suggestion
Buleleng Bali Dive Festival (BBDF) is a memorable event that give some memorable experience to their customers. There are 5 memorable experiences perceived by tourist in BBDF: 1) Novelty and Hedonism 2) Local Culture 3) Knowledge and Involvement 4) Refreshment and revitalization 5) Meaningfulness. This present study only examines the memorable tourist experience in BBDF at a single point in time. However, in order to know further about the benefit of these memorable experience, it is recommended to conduct a longitudinal research that explore some elements of memorable tourist experience over a period of time and its relation to their revisit intention to event and Destination.

Acknowledgement
We are grateful to all respondents for the willingness to fill in the questionnaire and share the perceived experience. Thanks for all fieldworkers who help us to collect the data.
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CORRELATION BETWEEN MOTIVATIONS OF VISIT TANAH LOT TOWARD INTEREST WITH AN AGRO FARM VISIT IN TABANAN BALI

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ABSTRACT

Tanah Lot Tourism Attraction is located on the South Coast of Bali Island precisely in the area of Beraban Village, Kediri District, Tabanan Bali. This research is quantitative descriptive method which sample is chosen based on purpose sampling technique, foreign and also domestic tourists who visit at time total 410 respondents. The statistical analyzed indicated that predominant respondent is woman, aging group between 21 till 30 years, and most of them are staff, from graduate education level. They are dominant from Indonesia, Taiwan, South Korea, and Australia. The nature of beauty is the most factors that attract respondent visit Tanah Lot. Visitor’s opinion that the have Tanah Lot beautiful sunset, and also a sacred place, but too many people there. Mostly of them use transportation by rented car with driver and personal vehicles (motor bike). They stay around between one till two hours, and they visit at afternoon for sunset. Respondents who have opinion’s that Tanah Lot has sunset is beautiful and a sacred place prefer interested to visit an agro farm in Tabanan Bali with a significant effect. Respondents who have purposes visit Tanah Lot attracted by nature of beauty, and to know the farm production process prefer interested to visit an agro farm in Tabanan Bali with a significant effect. Respondents who from South Korea and Indonesia prefer interested to visit an agro farm in Tabanan Bali with a significant effect.

Keywords: tourism attraction, visitor profile, visitor motivation, tanah lot, agro farm

Themes: Agrotourism, Ecotourism, Consumer Behavior in Tourism

Introduction

Background

Tabanan has popular tourism attractions and have been listed in Bali tourism attractionss such as Tanah Lot Temple, Alas Kedaton Forest, Bedugul Resort, Beratan Lake and Bali Botanical Garden. The average arrival tourist is visited by more than 500,000 visitors each year. Hotel and lodging facilities are also quite developed at nearby these attractions. The existence of these attractions and supporting facilities affect the local revenue. Hotel, restaurant, entertainment, billboards, recreational and sports retribution fees account for more than 40 percent of Tabanan's total revenue since the last five years and show an ever-increasing growth (Disparda, 2017).

Currently, Tanah Lot Temple is the main attraction for Tanah Lot Tourism Attraction, besides that Tanah Lot has sunset attraction (SunSet), and the activity of religious ceremony on certain days (Utama & Mahadewi, 2013). Since July 1, 2000, the management of Tanah Lot Tourism Attraction is handled by Desa Beratan (Traditional Village) by forming Tanah Lot Tourism Management Board (BPOWTL). The management of Tanah Lot Temple as a Heritage has undergone a change or commodification of meaningful function. Physically, the existence of Tanah Lot Temple as a tourist attraction has been able to move the physical development of the village of Beraban as a whole but the change of society behavior which is expected as conserver
has become Consumer in this case, they manage Tanah Lot Temple as commodity attractions to gain the maximum economic benefits.

Tanah Lot Tourism Attraction has significant strength because it has the appeal of the never-ending natural resources of sunset sunset, the scenery of the waves are charming, and the activities of religious ceremonies that are loyal done by the people of Bali will continue until now. The other strengths, Tanah Lot Tourism Attraction have fairly professional managers that are still able to contribute economically to the Village of Beraban and for the Government of Tabanan Regency. Tanah Lot Tourism Attraction as a living Heritage also has the community as a supporter and conservation it who had been felt the positive impact of the existence of Tanah Lot Tourism Attraction.

The possibility of creating a new business for the local people nearby the Tanah Lot Tourism Attraction will be improved so that the contribution of it can be enjoyed by the wider community. Creation of new business related with tourism activities can be a culinary business derived from processed products made from agricultural materials. To get an idea of the possibility of creating a new business, the necessary research that is able to describe the visitor profile Tanah Lot Tourism Attraction is needed.

Based on the background then the main problem is how the visitor profile Tanah Lot Tourism Attraction and agrotourism sites are there any relation of demography, geography and psychography factor to their purpose to visit Tanah Lot with the following sub-issues: (1) How is the profile of respondent based on demography, geography, and psychograph variable? (2) Is there correlation between responden’s opinions about Tanah Lot, purposes to visit Tanah Lot, and origin countries of respondents with the interested to associate with an agro farm visit?

Research objectives

Based on the issues that have been formulated, the general objectives of this study are as follows: (1) Determine the profile of respondent based on demography, geography, and psychograph variable. (2) Determine the correlation between responden’s opinions about Tanah Lot, purposes to visit Tanah Lot, and origin countries of respondents with the interested to associate with an agro farm visit.

Literature Review

Market has been divided into segment, is called market segment. Market segment is a group of consumers that has the need of the same product and service (Bagyono, 2003). Also, market segment is big group that is identified in a market, where the identification process is generally done based on variable of geographic, demographic, psychographic, and consumer behavior (Kotler, 2005). Market segment is also a part of market in general. For each company, market in general is a person and or an organization that need their product and has the ability to purchase them. Market segment consist of potential customers that fit into the same criteria. Those criteria could be demographic, psychographic, and consumer behavior factor (Sutojo & Kleinsteuber, 2002).

Market segment is process where market divided into customers with same need and characteristics to respond on supply of product or service on specific strategic marketing program in the same way (Lawrence, 2000). However, (Kotler, 2003) gives boundaries on market segment as: “Market segmentation is sub dividing if the market into distinct subsets of costumer, where any subject may conceivably be selected as a target market to be reaches in a distinct marketing mix”.

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He says, market segmentation is dividing market into group strictly and each of group is selected and stated as market target by using marketing mix strategy.

Market segment that is normally used by marketer is geographic segmentation: segmenting based on geography through dividing market based on place or area of a city, or country, where needs and wants variety based on their residential, therefore, a company will add local variety on their decision who operates a business within its geographical area.

Demographic segmentation: segmenting based on demographic variable which is the most basic on how to distinguish customer, it being said due to the needs, preference and customer usage rank often is correlated with demographic variable. Psychographic segmentation: segmenting based on dividing customers based on group profile, psychographic differentiate on each of them.

Social group mainly divided into income based (high income and low income), but lifestyle often used as their reason for choosing accommodation facilities that is fit unto their class or positions in charge. The lifestyle segment gives the opportunity to marketer to plan their target accurately and plan the expected facilities. This segment is divided into two types based on lifestyle and personality: Behavior segmentation is the segment that divide groups based on their knowledge, attitude on consume or respond to specific product (Utama, 2017).

Geographic variable is tourist identifications visit to Tanah Lot Tourism Attraction based on geographic factors such as area variable of a country, shows the origin country of visitor. Demographic variable is based on demographic factors such as age, gender, number of family member and their marital status. Psychographic variable is based on psychographic variable such as motivation that motivates guests of doing transaction in a hotel.

Customer behavior variable is identification of tourist to visit Tanah Lot Tourism Attraction based on their behavior to response on product offer by tourist destination, such as benefits variable they look for, describing reasons of customers chose the destination with its alternative, like location, facility, price, service or hospitality (Utama, 2017).

The above concept and theories are confirmed within this research to determine the market segment of Tanah Lot Tourism Attraction visitors that is expected to give clear picture of potential small businesses created by local community to increase the contribution of Tanah Lot Tourism Attraction to the local community economy development in Beraban Village, Kediri, Tabanan Regency, and Bali.

Methodology

Research instrument in this study use questionnaire method. The given questionnaires questions asked by researchers to get answers related to visitor profile of Tanah Lot Tourism Attraction and agrotourism sites. This research is quantitative descriptive research. The sample chosen based on purposive sampling technique specified carefully by researcher based on certain criteria. Criteria of respondents were determined by the purposive technique, foreign and domestic tourists who are in the area of Tanah Lot and agrotourism sites like Jatiluwih. The number of samples determined at 410 respondents. To answer the issues raised, the following analysis techniques are used:

The technique of frequency distribution analysis is used to determine the number and percentage of demography, geography, psychography and consumer behavior of the tourists who stay and use the hotel services, so that the result of each variable through the tables made based on the result of SPSS program (Parametric Statistic). After knowing the results of the frequency distribution, then it performs the technique of tabulation analysis (Utama & Mahadewi, 2012).
Cross tabulation Technique: If the above Frequency distribution only breaks through each variable separately then the cross tabulation will discuss two or more variables that have a descriptive relationship and then explained in detail so will obtain clearer picture of tourists characteristics who stay based on demography, geography, and psychography variables in relation with consumer behavior variables, which is the expected benefits (Utama, 2017).

Chi-square analysis technique: Chi-square analysis is used to know the significance or presence of relation between demography, geography and psychograph variable, with consumer behavior variable that is expected by the tourists who stay with descriptive analysis of chi-square statistic with confidence level 95 %, 5% error rate and degrees of freedom (df) from 1 to 30 (Utama & Mahadewi, 2012).

**Results dan Discussion**

**Results**

The results of this study can be explained as follows: This research is having total respondents of 410 people consist of visitors who have visited Tanah Lot are 354 people and have not visited Tanah Lot are 56 people. The result of this survey to the visitors who have not been to Tanah Lot overall are described as like Tanah Lot 124, Jatiluwih 107, POD Chocolate 55, CAU Chocolate Factory 55, Online 38, Bali, Pulina 15, SEBATOE-Ubud 11, Kuta 3, and Benoa 2 respondents.. The results of the statistical analysis that has been done produce the overall picture of the tourists based on the demography, and motivation of visit Tanah Lot twill be described as follows:

Profile of respondents (as seen as Table 1) seen from gender, more women than men in comparison (62.9%: 37.1%). This proportion can illustrate that the type of business that can be provided at Tanah Lot Tourism Attraction and agrotourism sites in Tabanan are more related to the preference of female visitors compared of male visitors.

**Table 1. Respondent Profile based on the demography and motivation of visit Tanah Lot**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Indicator</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sex</td>
<td>Man</td>
<td>152</td>
<td>37.1</td>
</tr>
<tr>
<td></td>
<td>Woman</td>
<td>258</td>
<td>62.9</td>
</tr>
<tr>
<td>Aging group</td>
<td>15-20 year</td>
<td>144</td>
<td>35.1</td>
</tr>
<tr>
<td></td>
<td>21-30 year</td>
<td>185</td>
<td>45.1</td>
</tr>
<tr>
<td></td>
<td>31-40 year</td>
<td>38</td>
<td>9.3</td>
</tr>
<tr>
<td></td>
<td>41-50 year</td>
<td>36</td>
<td>8.8</td>
</tr>
<tr>
<td></td>
<td>Older than 50 year</td>
<td>7</td>
<td>1.7</td>
</tr>
<tr>
<td>Occupation</td>
<td>Entrepeneur</td>
<td>26</td>
<td>6.3</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>40</td>
<td>9.8</td>
</tr>
<tr>
<td></td>
<td>Other (Athlete)</td>
<td>1</td>
<td>.2</td>
</tr>
<tr>
<td></td>
<td>Other (Traveler)</td>
<td>1</td>
<td>.2</td>
</tr>
<tr>
<td></td>
<td>Other(Dancer)</td>
<td>4</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td>Staff</td>
<td>89</td>
<td>21.7</td>
</tr>
<tr>
<td>Education level</td>
<td>Graduate</td>
<td>211</td>
<td>51.5</td>
</tr>
<tr>
<td></td>
<td>Highschool</td>
<td>199</td>
<td>48.5</td>
</tr>
<tr>
<td>Country</td>
<td>Australia</td>
<td>42</td>
<td>10.2</td>
</tr>
<tr>
<td></td>
<td>Belgium</td>
<td>1</td>
<td>.2</td>
</tr>
<tr>
<td></td>
<td>Brazil</td>
<td>9</td>
<td>2.2</td>
</tr>
<tr>
<td></td>
<td>Canada</td>
<td>5</td>
<td>1.2</td>
</tr>
<tr>
<td>Variable</td>
<td>Indicator</td>
<td>Frequency</td>
<td>Percent</td>
</tr>
<tr>
<td>------------------------</td>
<td>------------------------------------------------</td>
<td>-----------</td>
<td>---------</td>
</tr>
<tr>
<td></td>
<td>China</td>
<td>1</td>
<td>.2</td>
</tr>
<tr>
<td></td>
<td>Ecuador</td>
<td>1</td>
<td>.2</td>
</tr>
<tr>
<td></td>
<td>France</td>
<td>3</td>
<td>.7</td>
</tr>
<tr>
<td></td>
<td>Germany</td>
<td>18</td>
<td>4.4</td>
</tr>
<tr>
<td></td>
<td>Indonesia</td>
<td>121</td>
<td>29.5</td>
</tr>
<tr>
<td></td>
<td>Italy</td>
<td>3</td>
<td>.7</td>
</tr>
<tr>
<td></td>
<td>Japan</td>
<td>6</td>
<td>1.5</td>
</tr>
<tr>
<td></td>
<td>Malaysia</td>
<td>1</td>
<td>.2</td>
</tr>
<tr>
<td></td>
<td>Netherlands</td>
<td>21</td>
<td>5.1</td>
</tr>
<tr>
<td></td>
<td>Norway</td>
<td>1</td>
<td>.2</td>
</tr>
<tr>
<td></td>
<td>Philipine</td>
<td>4</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td>Portugal</td>
<td>15</td>
<td>3.7</td>
</tr>
<tr>
<td></td>
<td>Singapore</td>
<td>3</td>
<td>.7</td>
</tr>
<tr>
<td></td>
<td>South Korea</td>
<td>44</td>
<td>10.7</td>
</tr>
<tr>
<td></td>
<td>Spain</td>
<td>5</td>
<td>1.2</td>
</tr>
<tr>
<td></td>
<td>Switzerland</td>
<td>2</td>
<td>.5</td>
</tr>
<tr>
<td></td>
<td>Taiwan</td>
<td>55</td>
<td>13.4</td>
</tr>
<tr>
<td></td>
<td>Timor Leste</td>
<td>1</td>
<td>.2</td>
</tr>
<tr>
<td></td>
<td>United Kingdom</td>
<td>38</td>
<td>9.3</td>
</tr>
<tr>
<td></td>
<td>United State of America</td>
<td>10</td>
<td>2.4</td>
</tr>
<tr>
<td><strong>Purpose visit</strong></td>
<td><strong>Buy chocolate</strong></td>
<td>19</td>
<td>4.6</td>
</tr>
<tr>
<td></td>
<td><strong>History of product</strong></td>
<td>8</td>
<td>2.0</td>
</tr>
<tr>
<td></td>
<td><strong>Interested in product</strong></td>
<td>34</td>
<td>8.3</td>
</tr>
<tr>
<td></td>
<td><strong>Its beautiful</strong></td>
<td>17</td>
<td>4.1</td>
</tr>
<tr>
<td></td>
<td><strong>Its famous and on the cover of all</strong></td>
<td>5</td>
<td>1.2</td>
</tr>
<tr>
<td></td>
<td><strong>brochures and g</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Its for shopping</strong></td>
<td>3</td>
<td>.7</td>
</tr>
<tr>
<td></td>
<td><strong>Its nature of beauty</strong></td>
<td>188</td>
<td>45.9</td>
</tr>
<tr>
<td></td>
<td><strong>Its part of a tour</strong></td>
<td>4</td>
<td>.9</td>
</tr>
<tr>
<td></td>
<td><strong>Its cultural site</strong></td>
<td>12</td>
<td>2.9</td>
</tr>
<tr>
<td></td>
<td><strong>No, I don't have time</strong></td>
<td>4</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td><strong>Other</strong></td>
<td>7</td>
<td>1.7</td>
</tr>
<tr>
<td><strong>Their opinion</strong></td>
<td><strong>Its a sacred place</strong></td>
<td>72</td>
<td>17.6</td>
</tr>
<tr>
<td></td>
<td><strong>Its s overrated</strong></td>
<td>2</td>
<td>.5</td>
</tr>
<tr>
<td></td>
<td><strong>Its very interesting</strong></td>
<td>6</td>
<td>1.5</td>
</tr>
<tr>
<td></td>
<td><strong>Nothing else to see next to Tanah Lot</strong></td>
<td>38</td>
<td>9.3</td>
</tr>
<tr>
<td></td>
<td><strong>Sunset is beautiful there</strong></td>
<td>173</td>
<td>42.2</td>
</tr>
<tr>
<td></td>
<td><strong>Too many people</strong></td>
<td>64</td>
<td>15.6</td>
</tr>
<tr>
<td><strong>Transportation Type</strong></td>
<td><strong>No answer</strong></td>
<td>55</td>
<td>13.4</td>
</tr>
<tr>
<td></td>
<td><strong>Bus</strong></td>
<td>38</td>
<td>9.3</td>
</tr>
<tr>
<td></td>
<td><strong>Other</strong></td>
<td>1</td>
<td>.2</td>
</tr>
<tr>
<td></td>
<td><strong>Other (rented bike)</strong></td>
<td>1</td>
<td>.2</td>
</tr>
<tr>
<td></td>
<td><strong>Personal vehicles (bike/car)</strong></td>
<td>23</td>
<td>5.6</td>
</tr>
<tr>
<td></td>
<td><strong>Personal vehicles (bike)</strong></td>
<td>104</td>
<td>25.3</td>
</tr>
<tr>
<td></td>
<td><strong>Personal vehicles (car)</strong></td>
<td>41</td>
<td>10.0</td>
</tr>
<tr>
<td></td>
<td><strong>Rented car (with driver)</strong></td>
<td>110</td>
<td>26.8</td>
</tr>
<tr>
<td>Variable</td>
<td>Indicator</td>
<td>Frequency</td>
<td>Percent</td>
</tr>
<tr>
<td>-------------------</td>
<td>------------------------------------</td>
<td>-----------</td>
<td>---------</td>
</tr>
<tr>
<td>Rented car (with driver)</td>
<td>9</td>
<td>2.2</td>
<td></td>
</tr>
<tr>
<td>Rented car (without driver)</td>
<td>28</td>
<td>6.8</td>
<td></td>
</tr>
<tr>
<td>Duration of Visit</td>
<td>No answer</td>
<td>55</td>
<td>13.4</td>
</tr>
<tr>
<td></td>
<td>&gt;2 hours</td>
<td>23</td>
<td>5.6</td>
</tr>
<tr>
<td></td>
<td>1-2 hours</td>
<td>289</td>
<td>70.5</td>
</tr>
<tr>
<td></td>
<td>30 min</td>
<td>6</td>
<td>1.5</td>
</tr>
<tr>
<td>Time Visit</td>
<td>No answer</td>
<td>55</td>
<td>13.4</td>
</tr>
<tr>
<td></td>
<td>Afternoon for sunset</td>
<td>279</td>
<td>68.0</td>
</tr>
<tr>
<td></td>
<td>Midday</td>
<td>60</td>
<td>14.6</td>
</tr>
<tr>
<td></td>
<td>Morning</td>
<td>16</td>
<td>3.9</td>
</tr>
<tr>
<td>Spent Money</td>
<td>No answer</td>
<td>55</td>
<td>13.4</td>
</tr>
<tr>
<td></td>
<td>Below than IDR. 50,000</td>
<td>8</td>
<td>2.0</td>
</tr>
<tr>
<td></td>
<td>More than IDR. 200,000</td>
<td>19</td>
<td>4.6</td>
</tr>
<tr>
<td></td>
<td>IDR. 100,000 - 200,000</td>
<td>193</td>
<td>47.1</td>
</tr>
<tr>
<td></td>
<td>IDR. 50,000 - 100,000</td>
<td>135</td>
<td>32.9</td>
</tr>
<tr>
<td>Interested to</td>
<td>No answer</td>
<td>105</td>
<td>25.6</td>
</tr>
<tr>
<td>associate the</td>
<td>Maybe</td>
<td>64</td>
<td>15.6</td>
</tr>
<tr>
<td>visit to Tanah Lot</td>
<td>No</td>
<td>111</td>
<td>27.1</td>
</tr>
<tr>
<td>an Agro farm</td>
<td>Yes</td>
<td>130</td>
<td>31.7</td>
</tr>
<tr>
<td>Total Respondents</td>
<td></td>
<td>410</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Primary Data Analyzed (Utama & Suyasa, 2017)

From 410 research respondents, there are 185 people (45.1%) 21-30 years of age, 144 (35.1%) are 15-20 years of age, 38 (9.3%) are 31-40 years of age, 36 (8.8%) are 41-50 years of age, and 7 (1.7%) are more than 50 years of age. Respondents are dominant from Indonesia are 121 (29.5%), Taiwan are 55 (13.4%), South Korea are 44 (10.7%), Australia are 42 (10.2%), UK are 38 (9.3%), Netherlands are 21(5.1%), Germany are 18 (4.4%), Portugal are 15 (3.7%), USA are 10 (2.4%), and the rest are from other countries. Respondents are dominantly students 249 (60.7%), Staff 89 (21.7%), Other 40 (9.8%), Entrepreneur 26 (6.3%), and the rest are from other occupations. There are 211 people (51.5%) respondents are bachelor graduates and 199 (48.5%) are high school graduates (as seen as Table 1).

The motivation of respondent visit to Tanah Lot mostly caused by its nature of beauty, which shows that 188 people (45.9%) answered, and the others are caused by other factors. Most of respondents, 110 (26.8%) are using Rented car (with driver), personal vehicles (bike) are 101 (24.6), Personal vehicles (car) are 41 (10%), and Bus 38 (9.3%). There are 289 (70.5%) of the respondents who saying that the approximate time spend in Tanah Lot is 1-2 hours, and only 23 (5.6%) says that they are there more than 2 hours. There are 279 (68%) respondents say that they go to Tanah Lot for Afternoon Sunset, others are midday and morning. Most of visitor who have been visiting Tanah Lot are having the perception that Tanah Lot is famous because of its Sunset and there are 173 (42.2%) says that, about 72 (17.6%) are having the perception of its place is a sacred place. However there are also negative perception such as 64 people (15.6%) says that Tanah Lot has too many people visiting, and nothing else to see next to Tanah Lot which answered by 38 people (9.3%) (as seen as Table 1).

Most of the respondents admit they have visited Agrotourism site in Bali from 339 people (82.7%) and the others says have not been visiting yet. Most of respondents who have visited...
Agrotourism caused by ‘Its nature of beauty’ factor and it answered by 174 (42.4%), and the rest 91 (22.2%) said they interested because they want to know the production process. The most of the respondent’s answer that they know the information about Agrotourism site in Bali from Guidebook 156 people (38%), and others 101 (24.6%). From 74 people 18% of the respondents visited agrotourism are using Rented Car (with driver), 66 people (16.1%) are using personal vehicles (bike), and 95 people (23.1%) are using Bus. There are 266 people (64.9%) of respondents who have been to Tanah Lot and have been to Agrotourism spend their time approximately 1-2 hours at the agro farm. (As seen as Table 1).

Estimation of time spends in agro farm: There are 151 people (36.8%) of the respondents who have visited Tanah Lot are saying that they purchase the ticket directly at the counter of visited Agrofarm, and 124 (30.2%) purchase ticket from Tour package. Cost of the respondents who visited Agrotourism purchased and spends IDR. 100,000 - 200,000 are 153 (37.3%), and 144 (35.1%) do not answer. Most of the respondents, 270 (65.8%), who have visited Agrotourism are interested to visit product farm factory, and 104 (25.4%) not answer questions (as seen as Table 1).

Discussion
The correlation between responden’s opinions about Tanah Lot associate with an agro farm visit. Here is described the correlation between responden’s opinions about Tanah Lot in the case of tourists at the destination. Based on (as seen as Table 2) the proportion of respondents who visited the Tanah Lot Tourism Attraction based on their opinions about Tanah Lot indicated that, Sunset is beautiful (173 people), Its a sacred place (72 people), too many people (64 people), Nothing else to see next to Tanah Lot (38 people), and no answer about (55 people).

Table 2. The correlation between responden’s opinions about Tanah Lot associate with an agro farm visit

<table>
<thead>
<tr>
<th>Responden’s opinion about Tanah Lot</th>
<th>The interested to associate the visit to Tanah Lot with an agro farm visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Answer</td>
<td>No answer</td>
</tr>
<tr>
<td>Its a sacred place</td>
<td>55</td>
</tr>
<tr>
<td>Its s overrated</td>
<td>14</td>
</tr>
<tr>
<td>Its very interesting</td>
<td>0</td>
</tr>
<tr>
<td>Nothing else to see next to Tanah Lot</td>
<td>0</td>
</tr>
<tr>
<td>Sunset is beautiful there</td>
<td>8</td>
</tr>
<tr>
<td>Too many people</td>
<td>21</td>
</tr>
<tr>
<td>Total</td>
<td>105</td>
</tr>
</tbody>
</table>

Pearson Chi-Square Asymp. Sig. (2-sided) = .000

Respondents who have opinion’s that Tanah Lot has sunset is beautiful and a sacred place prefer interested to visit an agro farm in Tabanan Bali. It shows the correlation between responden’s opinions about Tanah Lot with the interested to associate with an agro farm visit is a significant effect, where the chi-square test is at a significant level of 0.00 below than 0.05 which means that the interested to associate the visit to Tanah Lot with an agro farm visit is affected by the responden’s opinion about Tanah Lot (as seen as Table 2).

The correlation between purposes of visit to Tanah Lot associate with an agro farm visit. Here is described the correlation between responden’s opinions about Tanah Lot in the case of
tourists at the destination. Based on (as seen as Table 3) the proportion of respondents who visited the Tanah Lot Tourism Attraction based on their purpose visit Tanah Lot indicated that, Its nature of beauty (188 people), no answer (55 people), and the others about interested in farm product, buy chocolate, its beautiful, see the farm, see the production process, to know the product quality, and so on.

Table 3. The correlation between purposes of visit to Tanah Lot associate with an agro farm visit.

<table>
<thead>
<tr>
<th>Purpose of Visit to Tanah Lot</th>
<th>The interested to associate the visit to Tanah Lot with an agro farm visit</th>
<th>No answer</th>
<th>Maybe</th>
<th>No</th>
<th>Yes</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Answer</td>
<td></td>
<td>55</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>55</td>
</tr>
<tr>
<td>Buy chocolate</td>
<td></td>
<td>4</td>
<td>2</td>
<td>7</td>
<td>6</td>
<td>19</td>
</tr>
<tr>
<td>History of product</td>
<td></td>
<td>2</td>
<td>3</td>
<td>0</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Interested in product</td>
<td></td>
<td>6</td>
<td>9</td>
<td>11</td>
<td>8</td>
<td>34</td>
</tr>
<tr>
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<td>4</td>
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<td>3</td>
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<td>See the production process</td>
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<td>1</td>
<td>3</td>
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</tr>
<tr>
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<td>3</td>
<td>2</td>
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</tr>
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<td>105</td>
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<td>111</td>
<td>130</td>
<td>410</td>
</tr>
</tbody>
</table>

Pearson Chi-Square Asymp. Sig. (2-sided) = .000

Respondents who have purpose’s visit Tanah Lot attracted by nature of beauty, and to know the farm production process prefer interested to visit an agro farm in Tabanan Bali. It shows the correlation between responden’s purpose of Visit to Tanah Lot with the interested to associate with an agro farm visit is a significant effect, where the chi-square test is at a significant level of 0.00 below than 0.05 which means that the interested to associate the visit to Tanah Lot with an agro farm visit is affected by the responden’s purpose of Visit to Tanah Lot (as seen as Table 3).

The correlation between origins countries associate with an agro farm visit. Here is described the correlation between origin countries with the interested to associate with an agro farm visit. Based on (as seen as Table 4) the proportion of respondents who from Indonesia (121 people), Taiwan (55 people), South Korea (44 people), Australia (42 people), and the others countries.

Table 4. The correlation between origins countries associate with an agro farm visit
The interested to associate the visit to Tanah Lot with an agro farm visit

<table>
<thead>
<tr>
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<td>3</td>
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<td>2</td>
<td>9</td>
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<tr>
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<tr>
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<td>1</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>105</strong></td>
<td><strong>64</strong></td>
<td><strong>111</strong></td>
<td><strong>130</strong></td>
<td><strong>410</strong></td>
</tr>
</tbody>
</table>

Pearson Chi-Square Asymp. Sig. (2-sided) = .000

Respondents who from South Korea and Indonesia prefer interested to visit an agro farm in Tabanan Bali. It shows the correlation between responden’s origin countries with the interested to associate with an agro farm visit is a significant effect, where the chi-square test is at a significant level of 0.000 below than 0.05 which means that the interested to associate the visit to Tanah Lot with an agro farm visit is affected by the responden’s origin countries (as seen as Table 4).

Conclusions and suggestions

Conclusions

Predominant respondent is woman, they are from aging group between 21 till 30 years, and most of them are staff, from graduate education level. They are dominant from Indonesia, Taiwan, South Korea, and Australia. The nature of beauty is the most factors that attract respondent visit Tanah Lot. Their opinion about Tanah Lot that It has beautiful sunset, and also a sacred place, but too many people there, nor nothing else to see next to Tanah Lot. Mostly of
them use transportation by rented car with driver and personal vehicles (motor bike). They stay around between one till two hours, and they visit at afternoon for sunset. They spent money about IDR 100,000 - 200,000.

Respondents who have opinion’s that Tanah Lot has sunset is beautiful and a sacred place prefer interested to visit an agro farm in Tabanan Bali. The correlation between respondents opinions about Tanah Lot with the interested to associate with an agro farm visit is a significant effect. Respondents who have purpose’s visit Tanah Lot attracted by nature of beauty, and to know the farm production process prefer interested to visit an agro farm in Tabanan Bali. The correlation between respondents’ purposes of visit to Tanah Lot with the interested to associate with an agro farm visit is a significant effect. Respondents who from South Korea and Indonesia prefer interested to visit an agro farm in Tabanan Bali. The correlation between respondents’ origin countries with the interested to associate with an agro farm visit is a significant effect

Suggestions
Promote Tanah Lot based on demography variable may be directed to the segment of group age between 21 to 30 years old, students, and bachelor educational level. Based on variable geography, may be focused on domestic tourist, and followed by South Korea, Australian, and other nationalities. Management and preservation Tanah Lot observed from psychograph variable may be directed to preserve the natural beauty, give services to repeater guests, provide as many as information resources, provide quick service menu between one to two hours of services, and produce packaged product with price range from fifty thousand Rupiah to one hundred thousand Rupiah. Packaged product best distinguished based on gender product, especially focus more on female preferences. The age range between 21 years to 30 years old, domestic preference product especially for students market, and prioritize for tourist on bachelor education level.

Acknowledgement
This research supported by Mr. Jean Pascal Elbaz and Mr. Marco, who has giving the opportunity to conduct research on Profile of Agrotourism Visitors and Their Preferences of Cacao Product and fully funded the research. We would also like to thank to our research helper who gathered data on field survey.

References


NEW INSTITUTIONAL ECONOMICS APPROACH TOWARDS SUSTAINABLE TOURISM: A COMMUNITY-BASED ECOTOURISM IN ECOTOURISM IN NGLANGGERAN VILLAGE INDONESIA

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ABSTRACT
Nglanggeran Tourism Village offers Nglanggeran Primordial Volcano as one of the Geosites in the area of Gunung Sewu UNESCO Global Geopark developed with the concept of Community-Based Ecotourism (CBET) in Gunungkidul Regency. This study aimed to determine the patterns of development and implementation of CBET management, as well as to identify the impact of the CBET in Nglanggeran Tourism Village on the economic, social and environmental aspects of the surrounding community. The methodology used was descriptive analysis with a New Institutional Economics approach by adopting Williamson’s (2000) social change model and the Kruskal-Wallis Test analysis. The patterns of development and implementation of CBET management in Nglanggeran Tourism Village in accordance with Williamson’s (2000) model cover all levels of Social Change Analysis including both formal and informal rules such as culture, customs, habits of Nglanggeran villagers, institutional and governance management even the economic which are considered good. CBET management has adopted the theory of resource allocation among stakeholders of Nglanggeran Tourism Village. The findings of this study showed that CBET institutions and management bring positive impacts on economic, social and culture. There was no significant difference among economic, social and environmental impacts between the non-authorities and CBET authorities of Nglanggeran Village. Thus, it could be said that the benefits of CBET received by the community were all same. Everyone got positive benefits. However, based on the findings, it could be seen that the biggest difference was the economic impacts followed by the social impacts while the smallest difference is the environmental impacts. From this situation, it could be concluded that the performance of CBET authorities in Nglanggeran Tourism Village was good and brought positive impacts on the economic, social and environmental aspects of Nglanggeran Village community.

Keywords: Tourism village, geosite-geopark, Community-Based Ecotourism (CBET)

Introduction

Background
Tourism is a process, activity, and outcome that arises from the relationships and interactions between tourists, tourism suppliers, local authorities, host communities, and the involved environment in attracting and entertaining visitors (C. R. Goeldner and J. R. B. Ritchie, 2009). The development of tourism objects must be a big concern to the sustainability of tourism resources hence the principle of sustainable tourism actively contributes to nature and cultural conservation activities that involve local communities in planning, developing and managing tourism, and contributing positively to the welfare of the surrounding community (Damanik, 2006). Along with the intensified development of the tourism sector by the Government of Indonesia, the sector continues to grow and is marked by the increasing number of tourists coming to Indonesia in 2013-2017. This increase gave significant impact to Indonesia, especially on tourism...
businesses and economy. Indonesia's economic development began to focus on rural development as stated in Law Number 06 of 2014 about Villages.

In the 2015-2019 National Medium-Term Development Plan (RPJMN) document, there are development priority targets namely reducing the number of Underdeveloped Villages and Disadvantaged Villages to 5,000 villages and increasing the number of Independent Villages to at least 2,000 villages by 2019. Meanwhile, to strengthen the attempts at achieving village and rural development targets, the Ministry of Village, Development of Disadvantaged Regions and Transmigration initiate a Village Development Index (IDM) policy. The number and percentage of villages in Indonesia based on IDM in 2015 showed there were still many underdeveloped and disadvantaged villages, as well as the lack of developed and independent villages, so that village development needs to be optimized, one of them with tourism village program.

Tourism village is a tourist area that presents an atmosphere reflecting rural authenticity in terms of social, economic, culture, daily life and customs, has a unique architecture and spatial structure, or unique and interesting economic activities and possess the potentials to be developed (Soetarso Priasukmana and Mulyadin, 2001). Tourism villages become new alternatives despite increasing the product diversification in the tourism industry. The development of tourism villages concept is considered strategic to meet several agendas in the development of tourism (Directorate of Community Empowerment Directorate General of Tourism Destination Development, 2013). Every village development program begins with planning from behind or from below, by placing the village community as a foundation or starting point for each development program (Chambers, 1983).

One of the rural tourism development activities is carried out in the form of community-based tourism or called Community-Based Tourism (CBT). CBT is tourism that embodies cultural, social and environmental sustainability (Muallisin, 2007, Suansri, 2003). Ecotourism is an alternative tourism concept that is widely applied in Indonesia. This can be seen from Ministry of Tourism’s exposure (2016) which states that 45% of all natural tourism products in Indonesia are ecotourism. Ecotourism development is based on the National Tourism Development Master Plan (RIPARNAS) in which tourism development in Indonesia includes destination, marketing, industry, and tourism institutions regulated in Government Regulation Number 50 of 2011 about RIPARNAS. A form of ecotourism that emphasizes the development of local communities; allowing for local residents to have great control; involvement in development and management; and most of the benefits that remain in the community are commonly called Community-Based Ecotourism/CBET (Denman, 2001). Williamson's (2000) social change model presents various stages that can be used to analyze CBET institutions.

Special Region of Yogyakarta (DIY) is one of the provinces that has a lot of ecotourism sites that are able to provide regional income. It could be seen from the percentage of interest of tourists in Yogyakarta in 2014. The highest percentage was foreign and domestic tourists’ interest in ecotourism of 49%, followed by the interest in cultural tourism of 32% and the interesting artificial tourism of 19%. DIY’s strategy to develop ecotourism is by grouping cluster models of ecotourism development. One of clusters is Nglanggeran Cluster which develops unique natural potential, namely Nglanggeran Tourism Village located in Nglanggeran Village, Patuk Subdistrict, Gunungkidul Regency, DIY. Nglanggeran Tourism Village is a unique tourist attraction because it provides Primordial Volcano and Nglanggeran Pond. Other tourist destinations are Kedung Kandang waterfall and Griya Cokelat Nglanggeran (Nglanggeran Chocolate House) which is a new tourist attraction in Nglanggeran.

The existence of Nglanggeran Tourism Village has been recognized regionally/nationally and even internationally. Various awards and achievements received prove that Nglanggeran Tourism Village’s CBET has succeeded and it reflects the performance of the Nglanggeran
Tourism Village authorities. It is proven by the increasing number of local tourist visits in 2012-2014 and foreign tourist visits in 2012-2017. The increase of number of tourist visits brings positive impacts on the life of Nglanggeran Village community, in terms of economic, social and environmental aspects. Therefore, the purpose of this study is to determine the patterns of CBET implementation and to identify economic, social and environmental impacts by the existence of Nglanggeran Tourism Village’s CBET.

**Research Objective**

The main objective of this study is to present empirical findings to identify new institutional economics towards sustainable tourism in Nglanggeran Tourism Village, Gunungkidul, Special Region of Yogyakarta, Indonesia. The objectives of this study are: (1) To find out the benefits and limitations in the development of Nglanggeran Tourism Village; (2) To determine the impact of Community-Based Ecotourism in Nglanggeran Tourism Village on economic, social and environmental aspects; (3) To identify new institutional economics in the institutional and governance environment of Nglanggeran Tourism Village.

**Literature Review**

**Rural Development**

Rural development is an attempt to improve the social and economic life of rural communities, which is characterized by improved public access to various existing resources and facilities, so as to obtain satisfaction in meeting the needs (Jayadinata and Paramandika, 2006). According to Chambers (1983), each village/rural development program starts from the back, or planning from below, by placing the community (village) as a starting point for each development program. Since the beginning of the 21st century, many diverse disciplines have contributed to the theory of rural development.

**Tourism Economics**

Tourism is a process, activity, and outcome that arises from the relationships and interactions between tourists, tourism providers, local authorities, host communities, and the environment involved in attracting and entertaining visitors (C. R. Goeldner and J. R. B. Ritchie: 2009). Tourism is one of the most important activities in the world, involving millions of people, a huge amount of money and providing jobs in development of industrial countries. While tourism economics presents new insights into the intricacies of tourism demand, companies and markets, global linkages and fundamental environmental contributions to tourism activities, to offer accessible, interdisciplinary analysis of established tourism and economics (M. Thea Sinclair, 2002).

In tourism development, there are factors that determine the success of tourism development (Yoeti, 1996) namely:

1) Availability of tourist objects and attractions;
2) Availability of accessibility including facilities and infrastructure which enable and attract tourists to visit an area or tourist area;
3) Availability of amenities which are the tourism facilities that can provide services to the community.
Ecotourism

According to the Minister of Home Affairs’ Regulation No. 33 of 2009 concerning the Guidelines for the Development of Ecotourism, ecotourism is a natural tourism activity in the area that is responsible for paying attention to the elements of education, understanding, and support for the efforts to conserve natural resources, as well as increasing the income of local communities. Ecotourism development is based on the National Tourism Development Master Plan (RIPARNAS), which is the tourism development in Indonesia includes tourism destinations, tourism marketing, tourism industry, and tourism institutions regulated in the Government Regulation Number 50 of 2011 concerning RIPARNAS. Ecotourism provides a means to increase people's awareness of the importance of environmental conservation and knowledge, both domestic and foreign tourists. Ecotourism must ensure that tourists can contribute funds for nurturing the biodiversity in protected areas as one of the educational processes to maintain the environment (Sastrayuda, 2010).

Community-Based Tourism

According to Vikneswaran Nair and Amran Hamzah (2015), community-based tourism requires careful planning and management as well as innovation, targeted marketing and periodic monitoring to ensure the success. Most importantly, the success of community-based tourism must be seen as a tool to achieve goals and accelerate development to maintain rural entrepreneurship in all economic sectors. Community-Based Ecotourism (CBET) is a form of ecotourism that emphasizes the development of local communities; allowing for local residents to have great control; involvement in development and management; and most of the benefits remain in the community. Community-Based Ecotourism must encourage sustainable use and shared responsibility, but also includes individual initiatives in society (Denman, 2001). Meanwhile, CBET implies that people take care of natural resources in the context of income generation through operating tourism companies and using their income to improve the lives of their members. Therefore, CBET involves conservation, business enterprises and community development (Sproule, 1996).

New Institutional Economics

The term New Institutional Economics (NIE) firstly emerged from Williamson in 1975. New Institutional Economics according to Williamson (2000:595) is covered by three basic things, namely:
1) Ignorance or confusion about the meaning of "institutions" is still remaining;
2) Progress in institutional studies, as well as
3) The need to accept pluralism until the emergence of a unified theory.

Modern institutional economics must study human beings as they are, act within the limits imposed by real institutions. Modern institutional economics is economics as it should be (Ronald H. Coase, 1984:231). Modern institutional economics begins with two parts: (1) where ethical framework theory must be able to integrate neo-classical theory with an analysis of how institutions modify choices available to humans; and (2) where this framework must be built on the basis of the institution's determinants, so that it cannot only determine the choices that are truly available to people at any time, but also analyze the way in which institutions change and therefore change the choices available from time to time (Douglass C. North, 1986). Modern institutional economics has an important influence on normative economics. To influence economic policies in the real world, agencies are created or abolished, laws are changed, personnel are changed, and work through institutions (Ronald H. Coase, 1984).
Sustainable Tourism Development

Sustainable development according to Emil Salim (1990) aims to improve community welfare to meet human needs and aspirations. Sustainable development is essentially intended to seek development equality between generations nowadays and in the future.

In general, the development of the tourism sector must focus on creating linkages with the principles of sustainable development by respecting the permanence of the natural environment, creating relationships with the local economy and considering the goodness of local communities both in social and ethical terms. Sustainable tourism development focuses on the realization of three basic objectives:

1) Ecological objectives such as the preservation of natural resources are needed by the tourism sector and the reduction of harmful emissions produced by the sector;
2) Economic objectives such as facilitating the economic success of local communities and maintaining and optimally utilizing available tourism infrastructure;
3) Social objectives such as achieving satisfactory work in the tourism sector, providing relaxation opportunities for tourists and local residents, protecting local culture and heritage, and increasing the level of participation of Indonesian local residents in the field of sustainable policy development (Niezgoda & Zmyslony, 2002).

Impact Of Ecotourism

Impact is a change that occurs in the environment due to human activities (Suratmo, 2004). According to Sudharto (1995), changes that occur in human beings and society due to development activities are called social impacts. According to Cohen (1984), there are eight categories of tourism impacts on the economy of local communities, including:

1) Impact on government revenue
2) Impact on ownership and control
3) Impacts on development
4) Impact on foreign exchange earnings
5) Impact on employment opportunities
6) Impact on prices
7) Impact on community income
8) Impact on distribution of advantages and benefits

Methodology

Data

Based on its nature, this study was conducted in Nglanggeran Village, Patuk Subdistrict, Gunungkidul Regency. This study is a quantitative descriptive for it was done based on theoretical and econometric studies. This study was conducted in June-July 2018. The data taken were data on economic impacts, social impacts, and environmental impacts on the community who were the CBET authorities and the community of non-CBET authorities in Nglanggeran Tourism Village.

The sample was part of the number and characteristics possessed by the population. The formula used to determine the sample size was using the Slovin technique according to Sugiyono (2011).

\[ N = \frac{N}{1+N(e)^2} \]

\[ = \frac{813}{1+813 (0.1)^2} \]

\[ = 89.05; \text{ rounded up into } 89 \text{ respondents}. \]
Analysis Tool

This study used descriptive analysis with New Institutional Economics (NIE) approach to find out the patterns of CBET implementation in Nglanggeran Tourism Village. This approach was adopted from Williamson’s (2000) model and focused on two levels of analysis, namely Level II in the form of formal institutional environment and Level III in the form of governance/management. The statistical test used was the Kruskal-Wallis Test which is a ranking-based non-parametric test whose purpose is to determine whether there is a statistically significant difference between two or more groups of independent variables on the dependent variable that scales numerical data (interval/ratio) and ordinal scale. In this study the differences tested were economic, social and environmental impacts between the authorities and the non-CBET authorities of Nglanggeran Tourism Village.

Results And Discussion

The Benefits of Nglanggeran Tourism Village Development

In recent years, tourism activities in Nglanggeran Tourism Village have an increasing trend with better tourism management and governance. Rural tourism development requires qualified human resources who are responsible with environmental, economic and social sustainability. Tourism development in Nglanggeran Tourism Village carrying the concept of community-based ecotourism is an opportunity to develop the community and introduce Nglanggeran Tourism Village internationally. The concept of Nglanggeran Tourism Village’s Community Based Ecotourism (CBET) provides various benefits for the regency and village governments, including Nglanggeran Village community, namely economic, social and environmental benefits.

Nglanggeran Tourism Village development for the last six years shows a trend of increasing number of foreign tourist visits. This increase leadsthe management income to rise. As an impact, there is improvement on the local and regional economy as well as the income of Nglanggeran Village community. Nglanggeran Village community is also increasingly motivated to be entrepreneurs by startingsmall culinary businesses, processingcacao commodities such as chocolate drinks and chocolate SPA to support tourism businesses hence the number of unemployed and poverty from 2013-2017 decreases. Another benefit is to increase the assets and infrastructure owned by the village and the community. However, there is an increase in prices around tourist sites such as an increase in the selling value of land and buildings in Nglanggeran Village.

Through social point of view, the development of Nglanggeran Tourism Village’s CBET which increasingly shows good qualityhelps Nglanggeran Tourism Village got awarded the Best ASEAN Tourism Village in 2017 and received the ASEAN Sustainable Tourism Award 2018. It then leads a better image of Nglanggeran Village in the eyes of other regions and countries. Although it has been internationally recognized, Nglanggeran Tourism Village still maintains the characteristics of customs and preserves regional culture. Every year it always carries out cultural events such as puppets show, Reog and Jathilan performances, etc. Meanwhile, the community alongside with Nglanggeran Tourism Village’s CBET authoritieshas been being increasingly
aware of the importance of preserving the environment and natural resources shown on the data average of 4.72. It means that the majority of respondents strongly agree to preserve the environment and natural resources. The followings are the results of the respondents’ average points on economic, social and environmental impacts.

Table 1. Outputs on Respondents’ Average Points on Economic, Social, Cultural and Environmental Aspects

<table>
<thead>
<tr>
<th>No</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Increasing local economy</td>
<td>Economic</td>
<td>4.17</td>
<td>0.588</td>
</tr>
<tr>
<td>2</td>
<td>Reducing unemployment</td>
<td></td>
<td>4.15</td>
<td>0.512</td>
</tr>
<tr>
<td>3</td>
<td>Providing employment opportunities</td>
<td></td>
<td>4.19</td>
<td>0.474</td>
</tr>
<tr>
<td>4</td>
<td>Emerging new entrepreneurs</td>
<td></td>
<td>4.19</td>
<td>0.423</td>
</tr>
<tr>
<td>5</td>
<td>Increasing community incomes</td>
<td></td>
<td>4.04</td>
<td>0.542</td>
</tr>
<tr>
<td>6</td>
<td>Reducing poverty</td>
<td></td>
<td>4.08</td>
<td>0.477</td>
</tr>
<tr>
<td>7</td>
<td>Increasing community assets</td>
<td></td>
<td>4.12</td>
<td>0.505</td>
</tr>
<tr>
<td>8</td>
<td>Increasing village assets</td>
<td></td>
<td>4.18</td>
<td>0.448</td>
</tr>
<tr>
<td>9</td>
<td>Increasing selling value</td>
<td></td>
<td>4.16</td>
<td>0.555</td>
</tr>
<tr>
<td>10</td>
<td>Developing infrastructures</td>
<td></td>
<td>3.9</td>
<td>0.565</td>
</tr>
<tr>
<td>11</td>
<td>Attracting investments</td>
<td></td>
<td>4.07</td>
<td>0.518</td>
</tr>
<tr>
<td>12</td>
<td>Developing entrepreneurship and other industries</td>
<td></td>
<td>3.84</td>
<td>0.655</td>
</tr>
<tr>
<td>13</td>
<td>Increasing prices</td>
<td></td>
<td>4.08</td>
<td>0.505</td>
</tr>
<tr>
<td>14</td>
<td>Economic development of tourism environment</td>
<td></td>
<td>4.15</td>
<td>0.49</td>
</tr>
<tr>
<td>15</td>
<td>Maintaining the custom characteristics</td>
<td>Cultural</td>
<td>4.11</td>
<td>0.463</td>
</tr>
<tr>
<td>16</td>
<td>Improving cultural sustainability</td>
<td></td>
<td>4.39</td>
<td>0.514</td>
</tr>
<tr>
<td>17</td>
<td>Increasing the image</td>
<td>Social</td>
<td>4.34</td>
<td>0.475</td>
</tr>
<tr>
<td>18</td>
<td>Community involvement</td>
<td></td>
<td>4.42</td>
<td>0.518</td>
</tr>
<tr>
<td>19</td>
<td>Protecting and preserving the environment</td>
<td></td>
<td>4.66</td>
<td>0.563</td>
</tr>
<tr>
<td>20</td>
<td>Sustainable management</td>
<td></td>
<td>4.72</td>
<td>0.5</td>
</tr>
<tr>
<td>21</td>
<td>Keeping the environmental and natural resources</td>
<td>Environmental</td>
<td>4.16</td>
<td>0.424</td>
</tr>
<tr>
<td>22</td>
<td>Environmental friendly</td>
<td></td>
<td>4.43</td>
<td>0.541</td>
</tr>
<tr>
<td>23</td>
<td>Environmental sustainability education</td>
<td></td>
<td>4.36</td>
<td>0.528</td>
</tr>
<tr>
<td>24</td>
<td>Education to improve the development of CBET</td>
<td></td>
<td>4.46</td>
<td>0.523</td>
</tr>
<tr>
<td>25</td>
<td>Young generations to learn about environmental sustainability</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data (processed), 2018

The Limitation in the Development of Nglanggeran Tourism Village

Rural tourism is an activity that focuses on developing the quality of Human Resources (HR) and the community itself. While the concept of Community-Based Ecotourism (CBET) applied in Nglanggeran Tourism Village emphasizes governance and development management of Human Resources which is the community around the tourist site and the benefits can be found in the community itself. Therefore, it basically has not only positive effects but also negative impacts on social and environmental aspects. The negative impacts on social and environmental aspects include: changes on people's lifestyles such as consumerism and changes on the way of thinking; limited time to spend with families especially for those working as CBET authorities in Nglanggeran Tourism Village since the working system applied is 12 hours a day with a maximum of 3-4 working days including Saturdays and Sundays. In addition, Nglanggeran Tourism Village is open for tourists within 24 hours, therefore the environmental security vulnerabilities occur. It must be managed and put into concern to avoid any unwanted things to happen.
Based on Table 2, the average outputs of respondents' point on perceived negative impacts indicates that the existence of Nglanggeran Tourism Village did not reduce the moral/ethical values of the community. The respondents answered the statement with an average point of 1.62 which means that they disagreed. The traffic issues also did not increase, on the contrary, the access road to Nglanggeran Tourism Village became easier to pass or in other words the respondents disagreed with the statement (average point of 1.73). The existence of Nglanggeran Tourism Village also did not increase criminal activities (average point of 1.36/disagree). Likewise with the long-term negative impacts, the community did not agree with the statement of the increasing long-term negative impacts (average point of 1.34) because the longer the community is expected to be more concerned and aware of nature sustainability. While for the statement of increasing the short-term impacts on the environment, the respondents did not agree with it (average point of 1.56). Therefore, the involvement of the local community in the implementation of CBET in Nglanggeran Tourism Village did not bring bad influence on the social environment, but it only needs a little attention in order to minimize or prevent any negative impacts to occur.

Table 2. Outputs on Respondents’ Average Points on Social and Environmental Aspects

<table>
<thead>
<tr>
<th>No</th>
<th>Limits/Negative Impacts</th>
<th>Mean</th>
<th>Std. Dev.</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Decreasing moral/ethical value</td>
<td>1.62</td>
<td>0.533</td>
<td>LessAgree</td>
</tr>
<tr>
<td>2</td>
<td>Increasing traffic issues</td>
<td>1.73</td>
<td>0.687</td>
<td>Less Agree</td>
</tr>
<tr>
<td>3</td>
<td>Changing lifestyle</td>
<td>2.55</td>
<td>0.977</td>
<td>Quite Agree</td>
</tr>
<tr>
<td>4</td>
<td>Increasing criminal activities</td>
<td>1.36</td>
<td>0.661</td>
<td>Disagree</td>
</tr>
<tr>
<td>5</td>
<td>Long-term negative effects to the environment</td>
<td>1.34</td>
<td>0.542</td>
<td>Disagree</td>
</tr>
<tr>
<td>6</td>
<td>Short-term negative effects to the environment</td>
<td>1.56</td>
<td>0.583</td>
<td>Less Agree</td>
</tr>
</tbody>
</table>

Source: Personal (processed data), 2018

The Impacts of Community-Based Ecotourism (CBET) in Nglanggeran Tourism Village on Economic, Social and Environmental Aspects

Rural tourism is an important sector in the development of regional and village’s economic and social aspect. The recognition of Nglanggeran Tourism Village both nationally and internationally showed the success in its management. This success was achieved due to the good performance of the CBET authorities of Nglanggeran Tourism Village proven by the trend of Nglanggeran Tourism Village’s CBET development in 2012-2017.

Based on Graphic 1, it can be seen that the number of domestic tourist visits from 2012-2014 has a significant increase. Within those three years Nglanggeran Tourism Village became a great demand of domestic tourists due to Nglanggeran Pond which, at that time, was a new tourist attraction. Even though in 2014 the number of domestic visits was very significant, but many tourists were irresponsible with the surrounding environment by doing scribbling (vandalism) and also playing with fire which accidentally damaged the small pavilion in Nglanggeran Pond. This situation led the CBET authorities of Nglanggeran Tourism Village to reduce the target number of tourist visits in order to keep the tourist sites comfortable, beautiful and sustainable. In addition, efforts were made to improve the tourist sites, thus in 2015-2017 the tourist visits decreased. The decrease of domestic tourist visits inversely compared to the number of foreign tourists visiting Nglanggeran Tourism Village. In 2012-2017, the number of foreign visiting tourists increased. It was because in 2017 Nglanggeran Tourism Village had been being recognized internationally by being awarded ASEAN Best Tourism Village 2017.
Despite the decrease in the number of domestic tourist visits in 2015-2017, the income of Nglanggeran Tourism Village increased. In 2014, the income of the authorities were recorded of Rp1,422,915,000.00 and in 2015 the income increased to Rp1,541,990,000.00. While in 2016 the income of the authorities was amounted to Rp1,801,710,500.00 and in 2017 itreached Rp1,963,455,000.00. The income went to Regency Government retribution in the amount of Rp.345,726,000.00 in 2016 and Rp304,068,000.00 in 2017. In addition, the income from the authorities also went to the Village cash savings and BUMDes (Village-owned Enterprises). Based on Graphic 1, Nglanggeran Village's cash savings and BUMDes within 2012-2017 increased which means that Nglanggeran Village had been being increasingly prosperous.

Another perceived impact is the decrease in the number of poor families in Nglanggeran Village in 2014-2018*. Based on Graphic 2, it can be seen that the number of poor families in 2016 was 345 households and decreased from 2015 of 450 households, while in 2018*) it also
decreased from 2017 which was 235 households (temporary amount). It indicates that the performance of Nglanggeran Tourism Village’s CBET authorities has a positive impact on the welfare of the community.

The success in the management of Nglanggeran Tourism Village’s CBET can be proven by quantitative data obtained from questionnaires distributed to 89 respondents including the community authorities and non-authorities of Nglanggeran Tourism Village’s CBET and processed by non-parametric statistical tests namely the Kruskal-Wallis Test. Respondents who were CBET authorities were 34, while the non-CBET authorities were 55 respondents.

This Kruskal-Wallis Test was done because the data obtained in this study was not normally distributed. The variables used in this study were CBET authorities, economic impacts, social impacts, and environmental impacts. This study identified significant differences between economic, social and environmental impacts.

1. The study hypotheses in the Kruskal-Wallis Test are:
   a. H0: There are no significant differences in the economic, social and environmental impacts between CBET authorities and non-CBET authorities.
   b. H1: There are significant differences in economic, social and environmental impacts between CBET authorities and non-CBET authorities.

2. Critical Limit = 0.05

3. Kruskal-Wallis Test Assumptions:
   a. If the value of P Value < critical limit → accepts H1 and rejects H0
   b. If the P Value > critical limit → accepts H0 and rejects H1

4. The outputs of the Kruskal-Wallis Test as follows:

<table>
<thead>
<tr>
<th>Table 3. Outputs of the Kruskal-Wallis Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ranks</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>Economic_impact</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Social_impact</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Environmental_impact</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data (processed), 2018

<table>
<thead>
<tr>
<th>Table 4. Outputs of the Kruskal-Wallis Statistical Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test-Statistics ab</td>
</tr>
<tr>
<td>-------------------</td>
</tr>
<tr>
<td>Chi-Square</td>
</tr>
<tr>
<td>df</td>
</tr>
<tr>
<td>Asymp. Sig.</td>
</tr>
</tbody>
</table>

a. Kruskal-Wallis Test
b. Grouping Variable: CBET management

Source: Primary Data (processed), 2018

Based on the outputs of the Kruskal-Wallis test shown in the Test-Statistics table, the p value (Asymp. Sig) on the economic_impact variable, the social_impact variable, and the environmental_impact variable is greater than 0.05 so that it receives H0. It means that there is no
significant difference between economic, social and environmental impacts to community and the authorities. The average ranking of the community group on the economic impact is 47.49 while the authorities’ is 40.97. While on social impact variable, the average ranking of community groups is 45.54 and the authorities’ is 44.13. In the environmental impact variable, the average ranking of the community group is 44.64 while the authorities’ is 45.59. Chi-Square values (H/Kruskal-Wallis values) are greater means the difference between groups is greater. Based on the Test-Statistics table, it can be seen that the Chi-Squared value of economic impact is the greatest than the other variables. Therefore the most significant difference is in the economic impact variable and the medium difference is in the social impact, while the environmental impact has the least difference.

Table 5. Economic, Social, and Environmental Impacts from Community-Based Ecotourism in Nglanggeran Tourism Village

<table>
<thead>
<tr>
<th>Economic Impacts</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increasing the local economy of Nglanggeran Village</td>
<td>Reducing the number of poor people in Nglanggeran Village</td>
<td>Vulnerability to environmental security because Nglanggeran Tourism Village opens for public 24 hours every day.</td>
</tr>
<tr>
<td>Offering job vacancies for Nglanggeran Village community</td>
<td>Reducing unemployment in Nglanggeran Village</td>
<td></td>
</tr>
<tr>
<td>Emerging of new entrepreneurs in various fields</td>
<td>Increasing the economic income of Nglanggeran Village community</td>
<td></td>
</tr>
<tr>
<td>Assisting the development of village infrastructure</td>
<td>Increasing the assets owned by villages and communities</td>
<td></td>
</tr>
<tr>
<td>Elevating local wisdom and the culture for harmonious life</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community groups appear to have productive economic activities and support ecotourism (Homestay, Traders, Culinary, Arts, Guides, Farmers, and SPA Groups)</td>
<td>Improving the image of Nglanggeran Village nationally and internationally</td>
<td></td>
</tr>
<tr>
<td>Giving opportunities to preserving local culture, such as cultural festival, Jathilan, Reog, Leather Puppet show, etc</td>
<td>Strengthening the mutual cooperation among Nglanggeran Village community</td>
<td></td>
</tr>
<tr>
<td>No more environmental exploitation due to new job opportunities</td>
<td>Emerging environmental awareness</td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data, 2018

Institutional Environment

According to Williamson (2000), Level I is the most important social change in society and requires a very long time. Nglanggeran Tourism Village’s CBET starts from informal discussions initiated by key actors. CBET is formed by utilizing various informal rules, traditions and culture of the local community. Until today the change in mindset of the community and Nglanggeran Village tourism business persons is still proceeding towards sustainable CBET management and supporting rural development. Level II is related to an institutional environment that emphasizes ownership economics which includes formal rule structures such as politics, social, and law for exchange and distribution production activities. At the institutional level, it is usually considered the level of rights and obligations rules or the level to the first order economization institution. The management of the Nglanggeran Tourism Village is done by the
community, through an organization formed under Tunas Mandiri BUMDes of Nglanggeran Village, namely Tourism Awareness Group (Pokdarwis). Pokdarwis in Nglanggeran Village has total membership of 154 people and it is applying the concept of Community-Based Ecotourism (CBET). The CBET concept that is implemented certainly involves the local community because all Pokdarwis members are Nglanggeran Village community who are able in creating employment opportunities and reducing the number of unemployed people in Nglanggeran Village. Despite the CBET authorities of Nglanggeran Tourism Village, the community members who are non-authorities are also involved in village tourism monitoring and evaluation activities through regular meetings every Tuesday Kliwon night involving Pokdarwis, the village community and village officials.


On the other hand, the institutional management (legality) in Nglanggeran Tourism Village can be seen at the Decree of the Nglanggeran Village Chief of Patuk Subdistrict, Gunungkidul Regency Number 9/KPT/2016 about the Establishment of Nglanggeran Village’s Tourism Awareness Group of Patuk Subdistrict, Gunungkidul Regency; and the Decree of the Head of Culture and Tourism Office of Gunungkidul Regency No. 020A/KPTS/2016 about the Inauguration of Nglanggeran Tourism Awareness Group of Nglanggeran Village, Patuk Subdistrict, Gunungkidul Regency. Thus, it can be said that the institutional management of the CBET authorities of Nglanggeran Tourism Village is approaching the order 1 (one) of Economical institutional environment or in other words it is already well organized.
Institutional Governance

According to Williamson (2000), an agreement among economic units to manage and to find a way for relations among them can run well through collaboration and competition. Good institutional governance must be supported by contracts and cooperation. Pokdarwis in Nglanggeran Tourism Village participated in various competitions to promote tourism village, increase human resource capacity, and manage internal improvements. The management of CBET in Nglanggeran Village is progressing with many achievements and awards from national to international levels. In 2017 Nglanggeran Tourism Village became the Best ASEAN Tourism Village and in 2018 won the ASEAN Sustainable Tourism Award which achieved by good internal cooperation and collaboration among stakeholders.

In accordance with Williamson’s (2000) Level III Model Analysis of Social Change, Nglanggeran Tourism Village carries out several collaborations, including: (1) Internal Management Cooperation; (2) Collaboration with the Media; (3) Collaboration with the Community; (4) Collaboration with the Academics; (5) Collaboration with the Government; (6) Collaboration with Private Parties; (7) Collaboration with State-owned Enterprises (BUMN); and (8) Collaboration with NGOs. As an example, the collaboration between CBET authorities of Nglanggeran Tourism Village and the private parties and BUMN includes: Bank Mandiri with grants for the development and construction of Nglanggeran Mart in the amount of Rp. 300,000,000.00; Bank Indonesia in the form of cooperation in assisting farmer groups in training, management and development of cacao products; Pertamina in the form of cooperation, namely the development of Nglanggeran agro-tourism, especially for technical and operational activities in Nglanggeran Pond; training in making scrubs and SPA therapists from cacao; and intranet development with e-ticketing system. This process involves transaction costs among stakeholders of the Nglanggeran Tourism Village both for coordination and managing cross-actors. Resource allocation in CBET has involved agency theory practices which are reflected in the relationship between CBET (Pokdarwis) authorities, Nglanggeran Village Government, Gunungkidul Regency Government and the Community as principals of developing Primordial Volcano tourism along with the supporting amenities of Nglanggeran Tourism Village in accordance with Level IV in Williamson’s model.

Conclusions

The patterns of development and implementation of CBET management in Nglanggeran Tourism Village in accordance with Williamson’s (2000) model covering all levels of Social Change Analysis including both formal and informal rules such as culture, customs, the habits of Nglanggeran villagers and institutional and governance environment can be considered to be good even based on economic aspects. The CBET management has adopted the theory of resource allocation among stakeholders of Nglanggeran Tourism Village. CBET authorities make various improvements and always set networks in regional/national/international area and also implement the Pentahelix concept (Community, Government, Business and Higher Education) in developing Nglanggeran Tourism Village towards sustainable tourism. Based on the results of this study, CBET institutions and management have economic, social and cultural impacts in positive ways. There is no significant difference between the economic, social and environmental impacts between the non-authorities and CBET authorities of Nglanggeran Village thus it can be concluded that the benefits of CBET received by the community are no different. Everyone receives the benefits in positive ways. Based on data analysis, the biggest difference found is the economic impacts followed by the social impacts while the smallest difference is the
environmental impact hence the performance of Nglanggeran Tourism CBET authorities is already good and brings positive impact on the economic, social and environmental aspects of Nglanggeran Village community.

**Acknowledgement**

This paper was presented at the International Tourism Conference "Creative Strategies Towards Sustainable Tourism Development in the Millennial Era" organized by Udayana University, Bali, Indonesia.

I want to thank God for giving wisdom and courage to successfully complete this paper. I also want to acknowledge the efforts and support from Pokdarwis of Nglanggeran Tourism Village and the colleagues and all those who have contributed directly or indirectly to the completion of this paper.

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MOTIVATION TOWARDS INBOUND TOURISM: A STUDY OF MIDDLE EAST TOURIST

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ABSTRACT

This research discuss the motivation of Middle East Tourists who come and visit Pucak areas in West Java. Puncak is an area that has a cool climate with beautiful natural scenery located not far from Jakarta, the capital city of Indonesia. Middle East tourists is a potential market for Indonesian tourism. The amount of the expenditure is highest compared to other tourists who visiting Indonesia. And certainly for the locals it give impacts on the economy of the surrounding community.

This study uses a descriptive quantitative approach, using questionnaires and literature studies in data collection and data analysis using linear regression. Data was collected from 100 inbound Middle East tourists who travel and visited Puncak Area. The Pearson correlation was used to find the relationship between push and pull factor motivation towards their visiting decision. ANOVA and T Test used to examine the indicators.

The result shows that push and pull motivation influenced the visiting decision of inbound tourism, partially and simultaneously. Relaxation got the highest score in push motivation, meanwhile the environment and weather conditions dimension got the highest score on pull motivation.

Keywords: Tourist Motivation, Push and Pull Motivation, Inbound Tourism, Puncak.

INTRODUCTION

Background of the Study

Tourism is one industry that continues to grow from year to year. The growth of tourism as a social phenomenon and as an economic endeavor has continued to advance and become one of the most dominant sectors in almost every country as a way to bring in profits in the form of foreign exchange for the country. In Indonesia, it is the largest sector for the country foreign exchange contributor. It is in the second ranks with Rp.190 trillion, after the palm oil contribution (Antariksa, 2017). Increasing tourism destinations and investments, make tourism become a key factor in export revenues, job creation, business development and infrastructure (UNWTO, 2016).

Bogor Regency is located not far from Jakarta, the center of state government. Natural beauty and freshness of climate and weather make this Regency visited a lot by both domestic and foreign tourists. Mostly, Middle East tourist dominate this area, especially in Puncak Area. We can easily find them there doing various activities. In 2013 Middle Eastern tourists who came and visited Indonesia is about 187,439, and increased in 2014 to 216,313 (Kementrian Pariwisata dan Ekonomi Kreatif). In 2016, if we compare to others foreign tourist, their expenditure is the highest. It’s about USD 1.918,18, its highest compare to Oceania (USD 1.539, 21) and Europe (USD 1.538, 66) (Passenger Exit Survey (PES) Kemenpar, 2016),makes them become a potential market for Indonesian tourism.
A lot of reasons and motivation that make this Middle East tourist comes or visit Puncak area, and we call it as motivation. Motivation is an urge or turmoil that arises from within human beings to fulfill their various needs in accordance with their respective desires (Afin Murtie, 2012: 63). Needs will encourage the emergence of motivation to make efforts to maximize its energy in order to satisfy itself (Pritchard & Ashwood, 2008), this reasons for someone who has a strong desire, makes distance in geography not become barrier because for them, desired must be fulfilled.

Needs will move become wants, because there is awareness created from effected marketing efforts and Traveling has become a fundamental thing that is felt always wanted to be fulfilled since traveling is a basic human need and want (Hermantoro, 2015). Tourist motivation influenced by push factor and pull factor. Push factor is factors which come from inside tourist itself, while pull factor comes from the outside, usually in the form of the destination condition to be visited (Sudaryanti et al, 2015). Every tourist must have a different motivation. The difference of tourist attractions will distinguish their motivation. In order to gathered more Middle Eastern tourists to come to visit Indonesia, especially in the Puncak area, the host should be adjusted with their visiting motivation.

Research Objectives

There are many middle-east tourists visiting Puncak area with a huge amount of money. It's around 1.5 billion per day, where 80% of it is spent in Warung Kaleng, making this tourists a potential market to develop, and in the other hand, Indonesian government actually targets the number of Middle East tourists visiting Indonesia as many as 300,000 tourist. In determining their decision, in this case will they visit a destination or not, travelling or not will depend on the motivation background. Motivation is an encouragement. It could rise from their self because of their need and wants or it could rise from outside because something that interests and attract their intention. Therefore this research was conducted to find out whether there was a significant influence of push and pull motivators on visiting decisions made. Beside, this research is also expected to show a complete picture of what drives and attracts them to come to visit the Puncak. And hopefully that the host could provide anything needed in order to fulfilling their expectation so they can get a good experience and are have willingness to keep coming back.

LITELATURE REVIEW

Inbound Tourism

Inbound tourism also similar with incoming tourism. It means travellers arriving in different countries from their own. According to the World Tourism Organization the inbound tourism is the activities of the visitor travelling to a place outside his usual environment for not more than one consecutive year and not less than 24 hours. The travel is for leisure, business and not for permanant working and gaining money (http://www.oicstat.com.org, 2018). It also defined as comprising the activities of non-residents travelling to a given country that is outside their usual environment, and staying there no longer than 12 consecutive months for leisure, business or other (corresponding) purpose (https://www.stat.fi, 2018). In a simple it is non-resident traveling in the given country. A tourist comes outside the country.
Motivation

Motivation comes from Latin words “movore”, which means motion or drive to move (Prawira: 2014). Motivation in Indonesian, comes from the word motive which means the effort that drives someone to do something. Motives can be said to be the driving force of the subject to perform certain activities in order to achieve goals (Eschols & Shadily, 2003). Motivation is the reason of behavior to cause a person to act in a certain way or to stimulate interest in inducing a person to act (Ali-knight : 2000). Identification of motivation in the first step towards generating destination plans because this explain why tourist make a trip and type of experience, destination or activity they want Kim, (Lee & Klenosky, 2003). In short, travel motivation can be simplified by the question why people travel (Dann, 1977).

Several studies have been done in terms of the motivation to travel, so there are several approaches to classification of this tourism motivation or travel motivation can be divided into two approaches namely push factor and pull factor (Dann, 1971) since it is effective and easy to use (Prayag & Hosany, 2014). Various studies also have been carried out by experts such as Cohen (1972) Crompton, (1979), Dann (1977), Jang & Cai (2002), Kim et al. (2007), they found the similarity that there are two main strengths in motivation, namely push motivation and pull motivation. Push motivation tend to the desire of tourists to leave, while pull motivation is more to the choice of destination to be visited. Based on those explanation, it can be concluded that motivation is everything that as a background or encourages someone to do something, and this motivation is divided into two: push motivation and pull motivation.

Push Motivation

Travel done by someone not just happened instantly. The driving factor is the physical strength or form of a person such as social interaction, the desire for escape, adventure, relaxation, self-exploration (Dann, 1977) and (Klenosky, 2002). Push factors have been conceptualized as motivational factors or needs that arise due to a disequilibrium or tension in the motivational system (Kim et al, 2003 ) which can be said that the pulling factor is a need that arises because of an imbalance or tension in a person, an in simple can be summarized as “weather to go or will someone leave or not” (Klenosky 2002).

There’s a lot of research referring to push motivation. They also expressed several dimensions related to push motivation, among others as Anomie, ego enhancement (Dann, 1977), Escape, self-exploration and interviews evaluation, relaxation, prestige, regression, enhancement of kinship (Crompton, 1979), Escape, Novelty, Prestige, enhancement of kindship relationship, relaxation/hobbies (Yuan & McDonald, 1990), Cultural experiences, scape, re-experiencing family, sports, prestige (Turnbull and Uysal, 1995), Knowledge/intellectual, Kindship/social interaction novelty/adventure, entertainment/prestige, sports, escape/rest (Oh, Uysal & Weaver, 1995). Relaxation, knowledge, adventure, travel bragging, family, sports (Cha, Mc Cleary & Uysal, 1995), Sports/activity seeker, novelty seekers, urban-life seekers, beach/resort seekers (Bologu & Uysal, 1996), Escape motives, relaxation, prestige, family and friend togetherness, knowledge, sport motivation, adventure, enjoying natural resources, desire for sex, motivations of alcoholic consumption (Alghamdi, 2007), Escape, visiting family and friend, quality of hotels, friendliness od people, re-enactment or vervious enjoyable experiences (Prayag & Ryan, 2011), Get experience in foreign land, learn new culture, relax, learn new thing, interested in culture, escape from same daily live, enjoy activities, adventure, interested in natural resources, find parter (Yiamjanya and Wongleedee, 2014), Competition, spiritual refreshment, novelty seeking.
contribution and sharing, bire-related, relationship building (Chen & Chen, 2015), Risk taking, challenge, catharsis, recognition, creativity, physical setting (Caber & Albayrak, 2016).

Based on several theories above, this study is using the motivation theory of Middle East tourists (Alghamdi, 2007), because it felt in accordance with the type of tourists studied, which is composed from: 1) escape motives, 2) relaxation, 3) prestige, 4) family and friends togetherness, 5) Knowledge, 6) sports motivation, 7) adventure, 8) enjoying natural resources, 9) desire for sex, 10) Alcoholic consumptions.

**Pull Motivation**

Besides push factor, there also a push factor in doing traveling. Pull factor is a form of specific attributes (Wibisono, 2013). Various pull factors should be owned by a destination in order to fulfil the needs and wants of the tourist. The pull factor comes more from the treat or attraction for tourist to come and visit. A forms of attractive factors can be said as the environmental conditions that make a person interested in coming to a destination such as sunshine, historical monuments, sports facilities and cheap air tickets (Dann, 1977). In summary, the pull factor can be said as "where to go" (Kenosky, 2002). Attractive factors related to tourist attractions in the area or tourist destination, attractions can also be in the form of fame (Fandeli, 1995). Encouragement to visit to visit friends or family and the ongoing sports competition is also an attraction. Pull Factor is considered useful in explaining the actual choice of destination (Seebaluck, Naidoo, Munhurrun & Mungur, 2013).

Tourism activities to visit tourism objects include visiting, seeing and feeling the beauty of nature with its various variations, climatic conditions, culture and attractions, history and legends, ethnicity with its tribal nature, accessibility, namely ease of achievement (Spillane, 1997). The essence of the various definitions and statements above is that the pull factor is everything that is owned by a particular place that can attract tourists to come and visit in order to meet the needs and desires that arise from within them.

The simplest, pull factor dimension consist of Novelty, education reason (Crompton, 1979), where further research is also found that Budget, culture and history, wilderness, ease of travel, cosmopolitan environment, facilities, hunting into the pull factor category (Yuan & McDonald, 1990). Besides that, Entertainment/Resort,outdoors/ nature,heritage/ culture, rural/inexpensive (Uyasal & Jurowski, 1994) followed by Heritage/culture, City enclave, comfort/relaxation, beach resort, outdoor resources, rural and inexpensive in its development as a dimension from pull motivation (Turnbull & Uysal, 1995). Outbound tourism motivation for Middle East tourist for pull factor consist of Historical attraction, environment and weather attractions, expenditure and low cost factors, sports and outdoor activities, sex tourism, alcohol attractions (Alghamdani, 2007). The other researchers found that pull factor dimension are Friendliness and hospitality of people, the family oriented, romantic place, 3S it is sea, sun and Sand (Prayag & Ryan, 2011), Facilities and infrastructure, professional guiders, local culture and traditions, avian resources (Chen & Chen, 2015), Novelty seeking, tourism infrastructure, sports and leisure activity, reclusiveness (Caber and Albayrak, 2016). In this study the pull motivation used is the theory used at the outbound tourist motivation of Middle East tourists (Alghamdani, 2007), where if they travel to Indonesia, then they are inbound tourism tourists.
Visiting Decision

Visiting decisions are decisions taken by a person or group to travel to certain tourist destinations for vacation / recreation purposes, improve self-quality, study historic sites and find out the uniqueness of an area, to enjoy a tourist attraction in a destination visited within a certain period. A person's decision to visit is inseparable from consumer behavior which in this case is the tourists themselves. Consumer behaviour is the process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and wants (Swarbrooke & Horner, 2007). Consumer behaviour refers to the buying behaviour of individuals and households who buy goods and services for personal consumption (Kotler and Armstrong, 2009). The statement means that consumer behaviour is a process from the beginning to the downstream carried out by someone in order to meet their needs and desires. That process will influence will someone travelling or not. In the world of marketing tourist visits can also mean the same as the purchase decision (Putra et al. 2015).

Tourist decision to visit is similar with consumer purchase decision (Jalilvand and Samiei, 2012). Visiting decision is a process where a visitor evaluates and chooses one alternative that is needed based on certain considerations. In the world of tourism, purchasing decisions are assumed to be a visiting decision so theories about purchasing decisions are used also in visiting decisions (Wandari et al, 2014). In a visiting decision process, tourists need several alternative of destination and require an effort from tourist attractions to get to tourists with something special in order to make people comes. The company must also have the power and role to design and provide stimulants to influence someone to come. The dynamic process of interaction between buyers and the environment (Hollensen, 2010). Some important things are psychological variables that influence in consumer decision making encompass needs, perception, memory and attitudes. Personal consumer characteristics such as demographic and lifestyle variables. The influence of psychological factors is needs, perception, memory and attitude (Hollensen, 2010).

In this case, purchase decision referring to the visit decision in a tourism place, and tourist will go through five stages namely the introduction of problems, information search, alternative evaluation and purchasing decisions (Kotler and Keller, 2014). The decision to come and visit a destination does not just come suddenly into one's mind. It can be ascertained that in any decision made, there are always certain considerations or factors behind it. Tourist visiting decisions are influenced by push factors and pull factors (Crompton in Kozak and Decrop, 2009). These push and pull factors are internal and external factors that motivate tourists to make decisions in traveling (Hermansyah and Waluya 2012).

METHODODOLOGY OF DATA ANALYSIS

This research is located in Puncak area, especially in Warung Kaleng West Java, Indonesia. This study use quantitative method and data analysis using linear regression. Data was collected from 100 inbound Middle East tourists who travel and visited Puncak Area. The data includes: information gathered from questionnaires, statistics data from several sources in order to provide a holistic description related to the tourist motivation (push and pull motivation) towards their visiting decision, and also includes literature studies to support it to be more convincing scientifically.

Primary data is gathered directly from Middle East Tourist who comes and visit Puncak especially Warung Kaleng area, while secondary data is gathered trough study literature, previous
related study and also from third party which has correlation with this research like tourism and culture bureau of Bogor regency and Central Bureau of Statistics of Indonesia. The hypothesis of this research, is there an influence motivation towards Middle East travel decision. Data is collected with the use of questionnaire using Likert scale from Scale 1 = Disagree Strongly to scale 5 = Agree strongly. Data analysis was done through statistical frequency and mean or average in a tabular form. The Pearson correlation was also used to find the relationship between push and pull factor motivation towards their visiting decision. ANOVA and T Test used to examine the indicators

**DISCUSSION AND RESULT**

The description of the data contained in this study include the general description of respondents based on gender, age, national origin, marital status, latest education, costs spent and the number of visits in the last three years to Puncak. The details of the general description obtained are as follows:

### Table 1. Tourism Demographic Profile

<table>
<thead>
<tr>
<th>No</th>
<th>Age</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>18 - 35</td>
<td>61</td>
<td>61.0</td>
</tr>
<tr>
<td></td>
<td>36 – 50</td>
<td>33</td>
<td>33.0</td>
</tr>
<tr>
<td></td>
<td>&gt; 50</td>
<td>6</td>
<td>6.0</td>
</tr>
<tr>
<td>Origin</td>
<td>Saudi Arabia</td>
<td>53</td>
<td>53.0</td>
</tr>
<tr>
<td></td>
<td>Egypt</td>
<td>8</td>
<td>8.0</td>
</tr>
<tr>
<td></td>
<td>Oman</td>
<td>4</td>
<td>4.0</td>
</tr>
<tr>
<td></td>
<td>Yemen</td>
<td>2</td>
<td>2.0</td>
</tr>
<tr>
<td></td>
<td>Arab Emirates</td>
<td>15</td>
<td>15.0</td>
</tr>
<tr>
<td></td>
<td>Kuwait</td>
<td>5</td>
<td>5.0</td>
</tr>
<tr>
<td></td>
<td>Bahrain</td>
<td>2</td>
<td>2.0</td>
</tr>
<tr>
<td></td>
<td>Qatar</td>
<td>2</td>
<td>2.0</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>9</td>
<td>9.0</td>
</tr>
<tr>
<td>Marital Status</td>
<td>Single</td>
<td>63</td>
<td>63.0</td>
</tr>
<tr>
<td></td>
<td>Married</td>
<td>37</td>
<td>37.0</td>
</tr>
<tr>
<td>Educational Background</td>
<td>Junior High School</td>
<td>5</td>
<td>5.0</td>
</tr>
<tr>
<td></td>
<td>Senior High School</td>
<td>29</td>
<td>29.0</td>
</tr>
<tr>
<td></td>
<td>Undergraduate</td>
<td>47</td>
<td>47.0</td>
</tr>
<tr>
<td></td>
<td>&gt; Postgraduate</td>
<td>19</td>
<td>19.0</td>
</tr>
<tr>
<td>Spending Amount</td>
<td>Rp 1.000.000-Rp10.000.000</td>
<td>13</td>
<td>13.0</td>
</tr>
<tr>
<td></td>
<td>Rp 10.000.000-Rp20.000.000</td>
<td>30</td>
<td>30.0</td>
</tr>
<tr>
<td></td>
<td>&gt;Rp. 20.000.000,-</td>
<td>57</td>
<td>57.0</td>
</tr>
<tr>
<td>Visitation within 3 years</td>
<td>1 times</td>
<td>33</td>
<td>33.0</td>
</tr>
<tr>
<td></td>
<td>2-3 times</td>
<td>37</td>
<td>37.0</td>
</tr>
<tr>
<td></td>
<td>4-5 times</td>
<td>8</td>
<td>8.0</td>
</tr>
<tr>
<td></td>
<td>&gt; 5 times</td>
<td>22</td>
<td>22.0</td>
</tr>
</tbody>
</table>

Source: Research Data, 2018
Table 1 reveals that the demography categorized into six, namely age, origin, marital status, educational background, spending amount and visitations within three years. The table shows that 61% of the respondents is between 18-35 years old, it is a productive age, and they have an independent income and always wants to try something new. 53% comes from Saudi Arabia since it has a fairly hot climate, as well as a deteriorating natural state, no wonder a lot of Middle East tourists from this country come and visit Puncak areas, especially to Warung Kaleng which has very different climate compare to their origin. They are looking for something green, cool and beautiful and also supported by the living cost that suits them.

Its about 63% marital status of the respondents is single. Due to a lot of tourist age between 18-35 years old, most of them are single and mostly come to visit their friends and not their families. For educational background, 47% of the respondent graduated from undergraduate programme and for the spending, 57% spend their money in this area for more than Rp. 20,000,000,- per visit. This is possible because most of these tourists live in a fairly long period of time. Usually they stay for a few weeks, even many are up to months and most of the respondents visiting this place around 2-3 times in recent last three years for about 37%.

Based on the data above, it can concluded that almost every year these tourists come and visit this place. This is possible because of several reasons, namely the number of available holidays is quite a lot, weather conditions or climates are very cool which is very different from their home regions and the costs or expenses are felt in accordance with their capabilities so they can often visit this place. Beside the description of the demography, this study also find the specific motivation of the inbound tourist as follows:

Table 2. Descriptive Statistics of Middle East Tourist

<table>
<thead>
<tr>
<th>Source: Research Data, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variable</td>
</tr>
<tr>
<td>Push Motivation</td>
</tr>
<tr>
<td></td>
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<tr>
<td></td>
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<tr>
<td></td>
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<tr>
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<tr>
<td></td>
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<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Pull Motivation</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Travel Decision</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
The above table divided variable into three categories, they are push motivation, pull motivation and travel motivation. Push motivation, with the highest value is relaxation dimension with 4.28 and the lowest is the alcoholic consumption dimensions with 3.51. Pull motivation with the highest value is environment and weather condition with 3.99, and the lowest is alcohol attraction dimensions with 3.41. The travel decision highest score is in problem identification with 3.90 and the lowest is information search dimension with 3.61.

Several dimensions in push motivation get more than 4 (in score). They are escape, relaxation and followed by enjoying natural resources. The same research results found in Thailand and their research results shows that the best score range (above 4) is escaping from same daily life factors, enjoying activities and relax in foreign land (Yiamjanya and Wongleede, 2014). A study in South Africa, stated that there was an influence between the push motivation for the decision of an individual to visit (Giddy and Webb, 2016). As for some factors with the highest second score in the item under push motivation is enjoying natural beauty and novelty. The previous research in examining the motivation of tourists found that in push motivation, the factor of enjoyment (51.5%) and being close to nature (39.6%) became a fairly high value (Caber and Albayrak, 2016).

Based on the result from this study, as well as the results obtained from the previous studies, it can be concluded that the relaxation factors, escape from the routine, and the desire to enjoy the beauty of nature are the factors most desired by tourists, and it can be said that these factors are the most encouraging tourists to visit a place or tourist destination. And for the pull motivation in this study, the highest dimensions are environment and weather condition, expenditure and low cost factor, sport and outdoor activities. The similar research also found that climate or weather condition is the main factor in pull motivation for 48.5% (Caber and Albayrak, 2016), and gain the highest score is pull environment for 3.83 (Giddy and Webb (2016). The other research also found that the beauty of the nature got the highest score with 95% and respondents stated that it is the most important factor for them. Beside natural beauty, the climate also become the main factor for pull motivation for about 92%. The results of research conducted in this study and compared with some previous studies, it can be concluded that indeed the most interesting factor or motivation for makes tourist to come and visit is because of the climate or weather, activities, and the natural beauty. To find deeper related to the influence between tourist motivation (in this case is push and pull motivation) towards Middle East tourist visiting decision could be found below:

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Statement</th>
<th>Score</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Push Motivation Significantly Influence tourist visiting decision</td>
<td>$t = 2.865$&lt;br&gt;$\text{Sig } = 0.000$</td>
<td>$H_0$ rejected&lt;br&gt;$H_1$ accepted</td>
</tr>
<tr>
<td>H2</td>
<td>Pull Motivation Significantly Influence tourist visiting decision</td>
<td>$t = 1.590$&lt;br&gt;$\text{Sig } = 0.000$</td>
<td>$H_0$ rejected&lt;br&gt;$H_2$ accepted</td>
</tr>
<tr>
<td>H3</td>
<td>Push and Pull Motivation Significantly Influence tourist visiting decision</td>
<td>$F = 35.506$&lt;br&gt;$\text{Sig } = 0.000$</td>
<td>$H_0$ rejected&lt;br&gt;$H_3$ accepted</td>
</tr>
</tbody>
</table>

Source: Research Data, 2018
The above table is the hypothesis testing result that shows all hypothesis is accepted. It is the recapitulation of t-test and ANOVA in this study. To describe all test in details, the following table could represent the result:

Table 4. T-test for Push Motivation

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>2.450</td>
<td>1.541</td>
<td>1.590</td>
<td>.115</td>
<td></td>
</tr>
<tr>
<td>Push Motivation</td>
<td>.331</td>
<td>.040</td>
<td>.645</td>
<td>8.357</td>
<td>.000</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Visiting Decision
Source: Research Data, 2018

Based on the t-test table above, could be shown that the significance value of push motivation is 0.00 < 0.05 which indicate that the hypothesis is accepted. It also strengthen by the result of $t_{\text{count}} > t_{\text{table}}$, which is 8.357 > 1.984. It means that the push motivation significantly influence the tourist visiting decision.

Table 5 T-test for Pull Motivation

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>4.944</td>
<td>1.726</td>
<td>2.865</td>
<td>.005</td>
<td></td>
</tr>
<tr>
<td>Pull Motivation</td>
<td>.450</td>
<td>.075</td>
<td>.519</td>
<td>6.004</td>
<td>.000</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Visiting Decision
Source: Research Data, 2018

The table above shows that the significance value of pull motivation is 0.00 < 0.05 which indicate that the hypothesis is accepted. It also strengthen by the result of $t_{\text{count}} > t_{\text{table}}$, which is 6.004 > 1.984. It means that the pull motivation also significantly influence the tourist visiting decision.

Table 6. ANOVA for tourist motivation towards their visiting decision.

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>342.356</td>
<td>2</td>
<td>171.178</td>
<td>35.506</td>
<td>.000</td>
</tr>
<tr>
<td>1 Residual</td>
<td>467.644</td>
<td>97</td>
<td>4.821</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>810.000</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Research Data, 2018
The above table shows the significance value of push motivation and pull motivation simultaneously is $0.00 < 0.05$ which indicates that this hypothesis is accepted, which means push and pull motivation has a significant influence on visiting decisions. This is also strengthened by the acquisition of $F_{count} > F_{table}$, which is $35.506 > 3.09$. Shows that the push motivation and pull motivation have a positive and unidirectional relationship towards tourist visiting decisions.

**CONCLUSION**

The Middle East tourist motivation and their visiting decision in Puncak area was investigated. The study made use of questionnaires to gather relevant information for the study. Convinced sampling method was used to select 100 respondents. Data collected was analyzed using frequency count, mean (average) and double regression linear. Table 1 shows most of the respondents is between 18-35 years old (61%), from Saudi Arabia (53%), single (63%), undergraduate (47%), spend more than Rp. 20,000,000,- (57%) and visiting this place around 2-3 times in recent last three years (37%). Table 2 shows that the highest score for push motivation is relaxation (4.28), the highest score of pull motivation is environmental and weather condition (3.99), and for the traveling decision, the highest score is problem identification (3.90). Table 3 shows that there is an influence between push and pull motivation towards their traveling decision. While the push factor is the most significant is influencing the travel decision.

**RECOMENDATION**

In order to increase the number of Middle Eastern tourist visitation, it would be better to focus on several points, such as:

1. Providing facilities and amenities for nature-based relaxation activities such as:
   a. Providing relaxation facilities at the hotel such as spa or saunas with direct natural view.
   b. Activation of agro tourism or wellness tourism activities around the peak area due to the large number of springs in the surrounding area that can be developed as wellness tourism such as Ciburial springs, where the local government can cooperate with the private sector in terms of funding for the development of this types of tourism, on the other hand the government also could give permission to manage the existing natural resources while sticking to the environmental balance.
   c. Maintain cleanliness of the surrounding area by providing a good trash can within a certain distance.
   d. The number of illegals street seller or restaurants located on the edge or side of the mountainside disturb the view, and make the area feel chaotic and slum. They should be given a place that can accommodate them to trade and not make slums around the natural landscape.

2. Promotion strategy
   a. Making promotional tools in which there is a visual beauty of the peak area, supported by images of tourists who are relaxed and enjoy the local beauty.

3. Government and private sector for development
   a. Exploring nature with no exaggeration and does not change or damage the existing ecosystem.
   b. Increase the involvement of the local community by conducting training related to tourism business violations such as tour guide training, training in the provision of food
in terms of quality, packaging, hygiene, as well as providing services to tourists. Providing foreign language training needed to be able to communicate with tourists, namely by training in Arabic and English.

c. Providing training on the management of plantation resources (both fruits and vegetables) to be made into something interesting for consumption and sale.

d. Collaborating with entrepreneurs who have considerable capital to be able to assist the community in terms of providing funds or in terms of promotional activities in promoting food products or handicrafts that are ready for sale.

ACKNOWLEDGMENT

I would like to express my appreciation to Bogor School of Tourism (STP Bogor) for the support and also to Trisakti School of Tourism (STP Trisakti) which encouraged me to complete this research through field research in postgraduate program in tourism department.

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THE INFLUENCE OF BRAND PERFORMANCE AND SERVICE QUALITY TOWARDS GUEST DECISION TO STAY AT FOUR-STAR HOTEL IN TANGERANG

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ABSTRACT

To evaluate the performance of a hotel, the customers often evaluate the service quality provided. This research explores the influence of brand performance and service quality towards guest decision to stay that adopted from a theory of consumer buying decision. The respondents will be strictly from the customer ever stay at the Allium Tangerang and Novotel Tangerang which is the four-stars hotel that located adjacent and is in the same competition map. A convenience sampling approach employed to collect data on 200 respondents. The multiple regression analysis are adopted to examine the influence significantly. The results of this research indicates the attributes and features of performance-based brand on Kotler (2009) and Keller (2008), and service quality that identified perceived quality by the consumer (Parasuraman, et. al., 1990) comprising the dimensions together has a positive influence on consumer buying decision. Brand performance of hotel actually is how well the service of hotel meets the customers’ functional needs with their quality. By the consumers’ perceptions and feelings about the real value of strong brand performance is its ability to capture the customer preference and loyalty.

Keywords: brand performance, service quality, guest decision to stay, consumer buying decision.

Introduction

Background

Branding is particularly important for services because strong brands enable consumers to visualize and to better grasp intangible service offerings (Kim & Kim, 2003). Prasad and Dev (2000) have demonstrated that brands are an effective way for a hotel and hotel chains to identify and differentiate themselves in the minds of the customer to gain competitive. The development of the hotel business is growing rapidly and very dynamic. The evidence of this situation is seen by the increasing number of hotels that being established in various cities in Indonesia, including Tangerang. Therefore, this matter creates a tight competition in this industry. The map of hotel and accommodation competition in Tangerang municipality is quite interesting, within a five-kilometer radius, there are some star hotels namely Novotel, Allium Hotel, Great Western Resort Hotel, Grand Serpong Hotel, FM3 Hotel, Amaris Hotel, and Narita Hotel.

Competition in the fight for the market being built from the city government buildings, institutions and companies located not far away, and Soekarno-Hatta International Airport which is the gateway for the tourists. Based on data from BPS (Badan Pusat Statistik) Tangerang municipality in 2016, there are 30-star hotels with the total are 3,892 rooms and 20 non-star hotels with 629 rooms. The numbers of guests staying in star-rated hotels by 2016 in total are 876,497
guests, with the foreign guest of 181,854 and local guest of 694,643. Compared with the number of guests in 2015 as many as 86,452 foreign and 532,710 local guests, a very significant increase seen in foreign guests, which is more than 100 percent.

With many new hotels established, it makes the customer has many options in determining their hotel choice. As the consequence, the increasing growth of the hospitality industry that is rapidly creating intense competition, especially for newcomers. To win the competition, the hotelier's business has to make great efforts such as providing the competitive advantage and offering the quality of service and their brand performance that can provide mildness and satisfaction for its customers. Because the power of a brand lies in what customers have learned, felt, seen, and heard about the brand over time (Keller, 2008). Hotel performance and competitiveness are significantly dependent on their ability to satisfy customers efficiently and effectively (Olsen and Connolly, 2000; Sin et al., 2006).

In the service-dominant industry (Brodie et al., 2006), customers evaluate the perceived quality of a brand on the basis of their understanding of service delivery and performance and integrate all of the service characteristics of their brand associations to arrive at an evaluation of quality. The choice of hotel accommodation is a significant decision for most travelers (hereafter referred to as consumers). For many, it is also a complex decision-making process (Li, Law, Vu, & Rong, 2013; Sohrabi, Vanani, Tahmasebipur, & Fazli, 2012). A strong brand helps to simplify consumers’ decision-making process by reducing perceived risks and increasing expectations (Keller, 2008).

A high perceived quality will appear when customers admitted that there are a difference and competitive advantage on a specific brand rather than another brand on the same product (Yasin, 2007). A high-perceived quality could influence the customer’s decision, whereas it could increase the brand equity as well. The performance of the service quality is dependent on the ability of service providers who consistently to always try to meet the needs of consumers and their perception.

However, to make brand resides in the mind of customers. Marketers should build a strong brand are ensuring that customers have the right type of experiences with products, services, and the overall performance so that the desired thoughts, feelings, images, beliefs, perceptions, opinions, and so on become the link to the brand. A-well-positioned and managed brand hotel can be a significant deterrent to the entry of new brands (Dev et al., 1995).

This research tries to answer the following questions:
1. Is there any influence of brand performance on the guest decision to stay at the four-stars hotel in Tangerang?
2. Is there any influence of service quality on the guest decision to stay at the four-stars hotel in Tangerang?
3. Is there any influence of brand performance and service quality to the guest decision to stay at the hotel?

**Research Objectives**

In summary this research have the objective to analyze the influence of brand performance and service quality toward guest decision to stay at the hotel. The research is limited only to know whether brand performance and also service quality influence consumer buying decision at a hotel in Tangerang. The consumer in this context are guests of the hotel who has the decision to buy and to stay at a Allium Tangerang Hotel and Novotel Tangerang which is the four-stars hotel which is located adjacent and is in the same competition map and also have criteria in accordance with research that will discuss the attributes and features of variables.
Literature Review

Brands are seen more than just symbols and names: brands are major assets of a company due to the fact that brand represents everything that a product or service means to the consumer. That is the reason why brands should be carefully developed and managed (Kotler, 2009:259).

A series of related brand assets and liabilities in a brand, name, and symbol that add or subtract the value of given product or service to the company and/or its customer is defined by Aaker in Kotler (2009:284) as the brand equity. Baldauf et al. (2003) believe that the studies related to the brand equity have more established conceptual logic with the brand performance in comparison with other areas that make it a viable segment for considering performance. Brand performance refers to the need-satisfying ability of a brand and perception of quality. Brand performance describes how well the product or service meets customer more functional needs (Kotler, 2009 and Keller, 2008). Nevertheless, there are five important types of attributes and features of a brand performance based on Kotler (2009) and Keller (2008) are:

1. **Primary ingredients and supplementary features.** Customers have beliefs about the levels at which the primary characteristics (ingredients) of a product operate (e.g., low, medium, high, very high, or bad, satisfactory, good, and very good). Additionally, they may also hold beliefs about special, maybe patented, features or secondary elements of a product that complement these primary characteristics.

2. **Product reliability, durability, and serviceability.** Customers can view the performance of products or services in a broad manner. **Reliability** refers to the consistency of performance over time and from purchase to purchase. **Durability** refers to the expected economic life of the product. **Serviceability** refers to the ease of servicing the product if it needs repair.

3. **Service effectiveness, efficiency, and empathy.** Customers often have performance-related associations with the service interactions they have with brands. Along those lines, **service effectiveness** refers to how completely the brand satisfies customers’ service requirements. **Service efficiency** refers to the manner in which these services are delivered in terms of speed, responsiveness, and so forth. Finally, **service empathy** refers to the extent to which service providers are seen as trusting, caring, and having the customer’s interests in mind.

4. **Style and design.** Consumers may have associations with a product that goes beyond its functional aspects to more aesthetic considerations such as its size, shape, materials, and color. Thus, performance may also depend on sensory aspects-how a product looks and feels and perhaps even what it sounds or smells like.

5. **Price.** Finally, the pricing policy for the brand can create associations in consumers’ minds to the relevant price tier or level for the brand in the category, as well as to its corresponding price volatility or variance (in terms of the frequency or magnitude of discounts, etc.).

Parasuraman, Zeithaml, and Berry (1988) define service quality as the degree and direction of discrepancy between the consumer’s perceptions and expectations, or the extent to which a service meets or exceeds customer expectations. The original study by Parasuraman et al., (1988) presented ten dimensions of service quality. In first SERVQUAL model that came had 22 pairs of Likert-type items, where one part measured perceived the level of service provided by a particular organization and the other part measured expected the level of service quality by the respondent (Kuo-YF, 2003). Further investigation led to the finding that, among these 10 dimensions, some were correlated. Parasuraman, Zeithaml, and Berry (1988, 1990) projected a service quality model that identified perceived service quality into five dimensions: tangibility, reliability, responsiveness, assurance, and empathy.
1. Tangibles: involve the appearance of physical facilities, including the equipment, personnel, and communication materials.
2. Reliability: involves the ability to perform the promised service dependably and accurately.
3. Responsiveness: involves the willingness to help customers.
4. Assurance: involves the knowledge and courtesy of employees and their ability to convey trust and confidence. This assurance includes competence, courtesy, credibility and security.
5. Empathy: involves the provision of caring, individualized attention to customers. This empathy includes access, communication, and understanding the customer.

A decision to stay at the hotel adopted from a theory of purchasing or buying decisions. Consumer buying decision is a very important aspect because this process describes the stages consumers go through when making purchases (Kotler and Armstrong, 2012). Kotler and Keller (2009:226) define a purchase decision is a level in the purchase decision process in which consumers actually choose the place for it. Consumer decisions to modify, delay, or avoid a purchase decision is influenced by the perceived risk because it has the same characteristics. So, in this study, there are six decisions made by consumers, namely:
1. Product selection: consumers or guests are able to take the decision to make a purchase on a product or service or using the money for other purposes.
2. Brand selection: In purchase decision, guests have to decide which brand they would choose. Each brand has its own differences.
3. Distribution channel selection: guests should take a decision about which tools to use when they make a decision buy a product or service.
4. Time purchasing: the decision of guests in the election time to stay at the hotel can be different, for example, there are buy every day, one week, one season and one year.
5. Total purchase of guest can make decisions about how many products to buy at a time. In this case, the company must prepare the number of products according to the different wishes of each buyer.
6. Payment method: guest in stay must definitely make a payment. At the time of payment, this is usually the guests there who make payment by cash or credit card.

Methodology

This research will be done in the descriptive quantitative method, where the researcher would like to see the influence of brand performance and service quality of towards the guest decision to purchase and stay at the hotel. In this research, the unit of analysis the guest of the hotel in Tangerang. Based on the theoretical concept stated, come up the hypothesis as follows:

H1 : There is any influence of brand performance on the guest decision to stay at the four-stars hotel in Tangerang.
H2 : There is any influence of service quality on the guest decision to stay at the four-stars hotel in Tangerang.
H3 : There is a significant influence between brand performance and service quality on the guest decision to stay at the four-stars hotel in Tangerang.

The sampling method used in this research is nonprobability conducted by convenience (accidental) sampling method because the infinite studied population (population number and identity of the members of the population is unknown). Based on the above formula Wibisono (2003), the minimum sample was taken as 96.04 people. To facilitate the calculation then rounded up to 200 respondents. This research is using research instrument of questionnaire organized based on the Likert scale with an arrangement in positive sentence format that relates to all research variables.
Multiple regression analysis is employed to analyze the data. As for the research reliability, the test results for the questionnaire has a value for 8 items of Brand Performance is 0.924, for 10 items of Service Quality is 0.967 and moreover 10 items of Consumer Buying Decision have the Cronbach’s Alpha for 0.900. The validity test by Kolmogorov-Smirnov test shows that 28 questions are valid. Therefore no item is removed from the questionnaires. The set of data is considered as normally distributed when significance value for residual variable of 0.009 which means smaller than the value of 0.05.

**Results and Discussion**

In this study selected four-star hotels as the object of the research because the four-star hotel is considered to have criteria in accordance with research that will discuss the attributes and features of brand performance and the service quality as independent variable (X) and decision to stay as dependent variable (Y) that adopted from a theory purchasing or buying decisions (consumer buying decision).

Allium Tangerang Hotel as the first hotel opens from upscale collection of Samali Hotels and Resorts. This hotel is a great destination for both business travelers and family stay. Allium Tangerang Hotel has 157 modern urban rooms and suites, and equipped by meeting facilities will accommodate both rooms and meetings demands in Tangerang city. Located next to the main street of Jalan Benteng Betawi, Allium Tangerang hotel approximately 30 minutes away to Soekarno-Hatta International Airport, 3 minutes to Batu Ceper Train Station and Poris Plawad Bus Terminal; also near Tangerang’s shopping district.

Novotel Tangerang is is a four-stars hotel, one of brand hotel from Accor Group. Novotel Tangerang is in Tangcity superblock area. Located in Jalan Jenderal Sudirman No. 1, be close to Soekarno-Hatta International Airport and downtown make Novotel Tangerang a great place for business people, MICE (Meeting, Incentive, Convention, and Exhibition), tourists, and family to stay and conduct meetings. Novotel Tangerang puts it-self (positioning) as a business and family hotel.

### 1. Frequencies

According to the data, male respondents are around 56%, and women are around 44%. The respondents domicile from Tangerang area (13.5%), outsides Tangerang (62%), and outsides Indonesia (24.5%). The ages of respondents are < 20 years (6%), 21-30 years (46.5%), 31-40 (28%), 41-50 years (16%), and > 50 years (3.5%). Based the job, the respondents who work as students (12.5%), government employee (22%), private employee (51%), self-employee (11%), and others (3.5%). Based on educational background, the respondents have level of education on High-School/Diploma (15.5%), Bachelor Degree (63%), Master Degree (14%), Doctoral Degree (3%), and others (4.5%). In the point of monthly expenditure, the respondents who has less than Rp. 5 million (15.5%), Rp. 5.000.001-7.500.000 (42%), Rp. 7.500.001-10.000.000 (28.5%), more than Rp. 10 million (11%), and some people prefer not to say (3%). The frequency of stay respondents less than 3 times (85.5%) and more than 3 times (14.5%). The reason to stay of the respondents, for Business/Work (73.5%), Family/Vacation (22%), and others (4.5%). For the reservation method that use by the respondents by Hotel Web-Mail/Phone (19.5%), Online Booking Site/App (51%), Direct Sales from Hotel (14.5%), Directly Order/Walk-in (12.5%), and others (2.5%).

### 2. Mean

The highest mean of Service Quality sub-variable is 4.23. It’s for the Tangibility with the
Employees had clean and neat-appearing. The highest mean of Brand Performance is 4.09 from the statement “The performance of hotels that are part of brand can be recommended”. For the Consumer Buying Decision, the highest is 4.04 from the statement “I decide to stay because the strategic location of hotel”. Furthermore, this means that the appearance of hotel employees as the responsibility of the hotel providing adequate quality of service is considered important by every guest who comes to stay, in serving guests, often the tidiness, cleanliness, always listened to guests and constantly courteous. The appearance of hotel employees is a view for the main assessment of the quality of hotel services, that's why the guests really consider the employees of the hotel appearance and their attitudes.

### 3. Coefficient of Determination (R²)

<table>
<thead>
<tr>
<th>Variables</th>
<th>R²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Performance (X1)</td>
<td>.480</td>
</tr>
<tr>
<td>Service Quality (X2)</td>
<td>.488</td>
</tr>
<tr>
<td>Brand Performance (X1) &amp; Service Quality (X2)</td>
<td>.549</td>
</tr>
</tbody>
</table>

a. The result show that Brand Performance (X1) has the proportion or percentage of influence on Consumer Buying Decision (Y) is about 48.0%. This indicates that there is a positive and significant influence between brand performance and guest decision to stay at a four-star hotel in Tangerang.

b. The influence of Service Quality (X2) on Consumer Buying Decision (Y) that explain the guests decision to stay at the four-star hotel in Tangerang is 48.8%. More than Brand Performance (X1) variable, this indicates that there is a positive and significant influence between service quality and guest decision to stay at four-star hotel in Tangerang.

c. The results from coefficient of determination that explain how much influence of Brand Performance (X1) and Service Quality (X2) contribute to the Consumer Buying Decision (Y) is 54.9% with more confident, this study also can state the explanatory power is consistent at 54.4%. This means there is a simultaneous significant influence between brand performance and service quality to the guests’ decision to stay at hotel.

### 4. Individual Significance (T-Test)

<table>
<thead>
<tr>
<th>Variables</th>
<th>B</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>.772</td>
<td>4.019</td>
<td>.000</td>
</tr>
<tr>
<td>Brand Performance (X1)</td>
<td>.358</td>
<td>5.159</td>
<td>.000</td>
</tr>
<tr>
<td>Service Quality (X2)</td>
<td>.368</td>
<td>5.464</td>
<td>.000</td>
</tr>
</tbody>
</table>

For the regression model, the value of t-table is 1.972. Based on the result of the statistical computation using T-test, the hypothesis H₀ will be accepted if the significance value is less than (<) 0.05, or the t-statistic higher than t-table, meanwhile, H₀ will be rejected if the
significance value is greater than (> 0.05) or the t-statistics smaller than t-table.

a. Hypothesis (H₁) is the significant value 0.000 < 0.05 and t-value 5.159 > t-table 1.973. This hypothesis performed to test whether there is a positive influence between brand performance and guest decision to stay at four-stars hotel in Tangerang. Based on regression results, brand performance variable has value of statistics higher than t-table, significance value lower than 5% and positive value of coefficient beta. This study, therefore, supports hypothesis H₁.

b. Hypothesis H₂ has significant value is 0.000 < 0.05 and t-value 5.464 > t-table 1.973. This hypothesis examined to test whether there is a positive influence between service quality and guest decision to stay at four-stars hotel in Tangerang. Based on regression results, service quality variable has value of t-statistics higher than t-table, significance value lower than 5%, and positive value of coefficient beta. Thus, hypothesis H₂ is supported in this study.

5. Simultaneous Significance (F-Test)

<table>
<thead>
<tr>
<th>Variables</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>119.709</td>
<td>.000</td>
</tr>
</tbody>
</table>

The F-statistics, or F-value calculated for this study is 119.709. With 2 and 198 degree of freedom, then the F-critical value attained form the F-table is 3.04. The comparison results that F-statistic is greater than the F-critical value (119.709 > 3.04) with significance 0.000 less than 0.05, then the null hypothesis is rejected and the alternative hypothesis is supported by the data. It can be concluded based on the statistical test that brand performance and service quality variables comprising the dimensions together (simultaneous F-test) has a positive influence on consumer buying decision variables. Thus, hypothesis H₃ is supported in this study.

Conclusion

After conducting such a research deeply, it comes up with the conclusion as follow:
1. There is a positive and significant influence between brand performance and guest decision to stay at four-stars hotel in Tangerang. The respondents agree that brand performance attributes has an influence on consumer buying decision and may support higher consumers’ revisit intention.

2. There is a positive and significant influence between service quality and guest decision to stay at four-stars hotel in Tangerang. As the results are respondents has strongly agree assessment about service quality lead to a high purchase intention, which means the guests of hotel will deciding to re-stay at the hotel, clearly depends on their assessment of the hotel’s performance in the provision of products and services which is have better quality.

3. Brand performance and service quality together has a significant influence to the guest decision to stay with the respondents agree assessment that of service quality creates the brand performance of hotel by a combination of consumers’ perception about the performance also their service quality. Brand performance of hotel actually is how well the service of hotel meets the customers’ functional needs with their quality. By the consumers’ perceptions and feelings about the hotel service and its performance, the real value of strong brand performance is its ability to capture the customer preference and loyalty.
References


Risk Analysis Based On ISO 31000:2009 On The Optimization Model For Developing Spiritual Tourism Destinations

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Tourism development encourage the development of several sectors at once. Tourism development that is currently in trend is spiritual tourism. Spiritual tourism is considered to respect local culture, love nature and the environment, and tourists who come also taught to get to know the local culture. Parahyangan Agung Jagatkartta Temple has natural beauty that cannot be denied, because it is located below the foot of Mount Salak. This place has the potential to be used as a spiritual tourist attraction, because this Temple is still used as a place of worship by Hindus until now.

(Kusumawardhani 2016) has made an optimization model in the development of spiritual tourism destinations in Parahyangan Agung Jagatkartta Temple. In the optimization model of developing spiritual tourism destinations, there are many risks that will be faced by the developer. Risk management can be a solution to reduce the possibility of damage or risk. This study aims to find out what risks arise in the implementation of optimization model and do the risk assessment based on ISO 31000:2009 for the optimization model. The target of this research is risk assessment based on ISO 31000: 2009 can help optimization model to maximize its performance in the implementation process by minimizing the risks that occur. Existing constraints or risks can be overcome quickly by empowering the community and using effective local technology effectively and efficiently.

Keyword: RISK, RISK ASSESSMENT, TOURISM RISK, ISO 31000, OPTIMIZATION MODEL

I. INTRODUCTION

Spiritual tourism has recently become a new trend in the tourism industry. Spiritual tourism has values local culture highly, loves nature and the environment, and tourists who come also are taught to get to know local culture (Budiastawa 2009). This type of tourism can be a potential in Indonesia, because it sees Indonesia that is rich in culture. Areas that become spiritual attractions should be equipped with a variety of supporting facilities. The facilities should be there are hotels, villas, cottages, homestays, restaurants, traditional and modern shopping centers.

Agung Parahyangan Jagatkartta Temple is located in Gunung Salak, Ciapus, Bogor. The Temple is located in a unique location because the Kingdom of Pakuan Pajajaran Sunda once stood there. Pakuan Pajajaran Raya is the capital of the Galuh Raya Sunda region, the last Hindu kingdom on the archipelago (Majapahit) which experienced a golden age under the King of Siliwangi, before being conquered by Javanese Muslims in the 16th century. This temple has natural beauty that cannot be denied anymore, because it is located below the foot of Mount Salak. This place has potential to be used as a spiritual attraction, because Parahyangan Temple is still used as a place of worship by Hindus. Some areas are closed for tourists because they are still considered a holy place. It is necessary to develop tourism so that Parahyangan Temple has added value, efficiency, minimizes risk, and has comparative advantages.

(Kusumawardhani 2016) has made an optimization model in the development of spiritual tourism destinations in Parahyangan Agung Jagatkartta Temple. The optimization model that is formed is the Government forms a team that works together with the communities around Pura to
create a program that aims to increase access to tourist attractions such as providing public transportation to tourist destinations, improving roads to attractions and more information about places tourist attractions by creating a website that contains the Parahyangan Agung Jagatkartta Temple. This optimization model helps those who are both private and government in developing spiritual tourism destinations. However, there is always a risk in developing a tourist attraction. Existing risks need to be managed well so that they can help to minimize losses and increase opportunities or opportunities. Risk management can be used for the development of a tourist destination with specific risks.

Based on the exposure that has been conveyed in the background above, there are several research questions as outlined in the formulation of this problem, while the formulation of the problem are:

1. What risks are there in the process of implementing an optimization model for developing spiritual tourism destinations?
2. How is the risk assessment on the optimization model for the development of spiritual tourism destinations based on ISO 31000: 2009?

This study aims to find out what risks exist in spiritual tourism destinations then carry out risk assessments based on ISO 31000: 2009 on the optimization model of developing spiritual tourism destinations. This research is expected to help maximize the performance of the optimization model itself in the implementation process, namely by minimizing the risks that occur with ISO 31000: 2009 based risk management.

II. METHOD

Processing and analysis data using qualitative analysis. Fishbone Analysis is used to identify what the constraints in Parahyangan Agung Jagatkartta Temple. Risk assessment will do based on ISO 31000:2009.
III. FINDING AND DISCUSSION

A. Establishing Context

The risk management process according to ISO 31000: 2009 is an integrated part, inherent in management culture and practice, and customized according to the organization’s business processes. According to ISO 31000: 2009, risk assessment is the most important and fundamental part of the risk management process. Therefore, the organization needs to conduct a proper risk assessment in order to obtain the right risk profile report so that the organization can carefully manage the risk.

Risk assessment is the most important and fundamental part of the risk management process. Therefore, the organization needs to conduct a proper risk assessment in order to obtain the right risk profile report so that the organization can carefully manage the risk. The risk management process is a critical activity in risk management, because it is an application of the principles and framework that has been built. The risk management process consists of three major processes, namely:
1. Establishing the context
2. Risk assessment
3. Risk treatment

Determination of context aims to identify and disclose the objectives of the organization, the environment in which the objectives are to be achieved, stakeholders who are interested, and the diversity of risk criteria, where these things will help reveal and assess the nature and complexity of risks. There are four contexts that need to be determined in determining the context, namely the internal context, the external context, the context of risk management, and risk criteria. The determination of the internal and external contexts conducted in this study refers to ISO 31000: 2009 guidelines shown in the fishbone diagram in Figure 6 and Figure 7 below.

B. Determining Risk Criteria

In determining risk criteria, it is necessary to describe also what are the risk criteria. Risk criteria are described with a matrix, where on the vertical side of the matrix there is a frequency level of how much the risk occurs which is often referred to as likelihood of risk. The frequency / likelihood of risk consists of five levels of events that are rare, Unlikely, is possible, probable, and almost certain (almost often). Then on the horizontal side there is the severity of the risk, which also consists of five levels of severity: insignificant, minor, moderate, major, catastrophic / extreme (severe / extreme). In the risk matrix there are also four risk criteria, namely whether those risks are acceptable, supplementary issues, issues unacceptable. Risks located in red or in unacceptable areas are a priority for handling or mitigation. Risk criteria matrix can be seen in Figure 9.
Figure 2. Internal Context by fishbone diagram
Figure 3 External Context by Fishbone Diagram
### Likelihood of Residual Risk

<table>
<thead>
<tr>
<th>Likelihood</th>
<th>Insignificant (1)</th>
<th>Minor (2)</th>
<th>Moderate (3)</th>
<th>Major (4)</th>
<th>Catastrophic/Ekstrem (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Almost Certain</td>
<td>5 supplementary Issue</td>
<td>10 Issue</td>
<td>15 Unacceptable</td>
<td>20 Unacceptable</td>
<td>25 Unacceptable</td>
</tr>
<tr>
<td>Probable</td>
<td>4 Acceptable</td>
<td>8 Supplementary Issue</td>
<td>12 Issue</td>
<td>16 Unacceptable</td>
<td>20 Unacceptable</td>
</tr>
<tr>
<td>Possible</td>
<td>3 Acceptable</td>
<td>6 Supplementary Issue</td>
<td>9 Issue</td>
<td>12 Issue</td>
<td>15 Unacceptable</td>
</tr>
<tr>
<td>Unlikely</td>
<td>2 Acceptable</td>
<td>4 Acceptable</td>
<td>6 Supplementary Issue</td>
<td>8 Supplementary Issue</td>
<td>10 Issue</td>
</tr>
<tr>
<td>Rare</td>
<td>1 Acceptable</td>
<td>2 Acceptable</td>
<td>3 Acceptable</td>
<td>4 Acceptable</td>
<td>5 Supplementary Issue</td>
</tr>
</tbody>
</table>

**Figure 4 Risk Criteria**
C. Risk Assessment

Risk assessment consist of:

a. Risk identification: identify what risks can affect the achievement of organizational goals.

b. Risk analysis: analyzing the possibilities and impacts by identified risks.

c. Risk evaluation: compares the results of risk analysis with risk criteria to determine how the risk management will be applied.

Risk Identification

Risk identification in its implementation is analyzing what risks can occur in the future (what, when, where, how, why a risk can occur). This identification includes identification of positions, tasks, critical or key activities, introduction of risk areas and their categories.

Table 1 Risk Event

<table>
<thead>
<tr>
<th>No</th>
<th>Factor</th>
<th>Risk Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Facility/Infrastructure</td>
<td>Toilet in the temple is poor</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Temple’s fence is poor</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bale-bale di the temple is bad</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pemangku adat places is bad</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Temple’s infrastructure is bad</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The way around the temple is not good</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sesajen that provided by temple is poor</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rules board is less visible by tourist</td>
</tr>
<tr>
<td>2</td>
<td>Access</td>
<td>Access to temple is difficult</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No transportation public to the temple</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Transportation that use to the temple only motorcycle</td>
</tr>
<tr>
<td></td>
<td></td>
<td>There isn’t information about this temple in internet</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Many tourist doesn’t know yet about the existences of this temple</td>
</tr>
<tr>
<td>3</td>
<td>Human Resource</td>
<td>Temple has managerial independently</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Temple’s management fully responsible</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Temple management has a big role on temple activity</td>
</tr>
<tr>
<td></td>
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<td>Government doesn't take a part in temple managerial</td>
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<td></td>
<td>None of the private parties took part in managing the temple</td>
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<td>4</td>
<td>Maintenance</td>
<td>The temple management has done the temple maintenance well</td>
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<td>Temple's management who carries out temple maintenance</td>
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<td>Environment</td>
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<tr>
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<td>The temple environment does not support facilities for tourists</td>
</tr>
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<td></td>
<td></td>
<td>Surrounding environment of temple agrees that temple is used as a place of tourism</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Communities around Pura participate in protecting the temple environment</td>
</tr>
<tr>
<td>6</td>
<td>Financial</td>
<td>There is no retribution system in Pura</td>
</tr>
<tr>
<td></td>
<td></td>
<td>There are no special fees for the maintenance of the temple</td>
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</tbody>
</table>
### Compliance

<table>
<thead>
<tr>
<th>7</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>The government does not provide funds for the management of temples</td>
</tr>
<tr>
<td></td>
<td>Religious ceremonies are held at the cost of the people who pray at the temple</td>
</tr>
<tr>
<td></td>
<td>Funds for temples are obtained only from individual donations</td>
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<td></td>
<td>There are no regulations from the government set at Pura</td>
</tr>
<tr>
<td></td>
<td>Religious rules for visiting Pura are less clear</td>
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</tr>
<tr>
<td></td>
<td>Tourists do not know the schedule of religious events where the temple is closed to the public</td>
</tr>
</tbody>
</table>

### Risk Analysis

Risk Analysis is the process of determining how much impact (consequences) and the possibility (frequency or likelihood) of risks that will occur, as well as calculating the level of risk by multiplying the magnitude of the impact and the probability (Risk = Consequences x Likelihood).

That way, it will be seen which risks need to be prioritized for handling and which risks are acceptable. So that after this risk analysis process, risk mitigation can be determined.
### Figure 5  Risk Analysis

<table>
<thead>
<tr>
<th>Likelihood of Residual Risk</th>
<th>Almost Certain/hampir pasti (5)</th>
<th>Probable/kemungkinan besar (4)</th>
<th>Possible/kemungkinan sedang (3)</th>
<th>Unlikely/Kemungkinan kecil (2)</th>
<th>Rare/jarang (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 Supplementary Issue</td>
<td>10 Issue</td>
<td>Unacceptable</td>
<td>Unacceptable</td>
<td>Unacceptable</td>
<td>Unacceptable</td>
</tr>
<tr>
<td>4 Acceptable</td>
<td>8 Supplementary Issue</td>
<td>12 Issue</td>
<td>16 Unacceptable</td>
<td>13 Unacceptable</td>
<td>5 Unacceptable</td>
</tr>
<tr>
<td>3 Acceptable</td>
<td>6 Supplementary Issue</td>
<td>9 Issue</td>
<td>12 Issue</td>
<td>30 Unacceptable</td>
<td>15 Unacceptable</td>
</tr>
<tr>
<td>2 Acceptable</td>
<td>4 Acceptable</td>
<td>9 Issue</td>
<td>12 Issue</td>
<td>30 Unacceptable</td>
<td>15 Unacceptable</td>
</tr>
<tr>
<td>1 Acceptable</td>
<td>2 Acceptable</td>
<td>1 Acceptable</td>
<td>2 Acceptable</td>
<td>2 Acceptable</td>
<td>5 Unacceptable</td>
</tr>
<tr>
<td>Insignificant (1)</td>
<td>Minor (2)</td>
<td>Moderate (3)</td>
<td>Major (4)</td>
<td>Catastrophic/Ekstrem (5)</td>
<td></td>
</tr>
</tbody>
</table>

**CONSEQUENCE OF RESIDUAL RISK/KEPARAHAN**

- Insignificant (1)
- Minor (2)
- Moderate (3)
- Major (4)
- Catastrophic/Ekstrem (5)
**Risk Evaluation**

Risk evaluation compares the risks that have been calculated above with standardized risk criteria (placing the risk positions on the risk criteria picture), whether those risks are acceptable, supplementary issues, issues, or unacceptable. Based on the results of the risk analysis, the risks in the following table can be categorized based on the risk criteria.

Table 2 Risk Evaluation

<table>
<thead>
<tr>
<th>Risk rate</th>
<th>Factor</th>
<th>Risk Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>Factor</td>
<td>Risk Event</td>
</tr>
<tr>
<td>1</td>
<td>1. Toilet in the temple is poor</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>3. Bale-bale the temple is bad</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Facility/Infrastructure</td>
<td>6. The way around the temple is not good</td>
</tr>
<tr>
<td>7</td>
<td>7. Sesajen that provided by temple is poor</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Access</td>
<td>-</td>
</tr>
<tr>
<td>15</td>
<td>14. Temple has managerial independently</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>15. Temple’s management fully responsible</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>16. Temple management has a big role on temple activity</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Human Resource</td>
<td>17. Goverment doesnt take a part in temple managerial</td>
</tr>
<tr>
<td>18</td>
<td>18. Gov effortless to take a part in managerial</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>19. The surrounding community is less involved in maintaining order, comfort and cleanliness around the temple</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>21. None of the private parties took part in managing the temple</td>
<td></td>
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<tr>
<td>22</td>
<td>Maintenance</td>
<td>22. The temple management has done the temple maintenance well</td>
</tr>
<tr>
<td>No</td>
<td>23</td>
<td>Temple's management who carries out temple maintenance</td>
</tr>
<tr>
<td>----</td>
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<td>------------------------------------------------------</td>
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<tr>
<td>24</td>
<td>24. The government does not participate in the maintenance of the temple</td>
<td></td>
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<tr>
<td>26</td>
<td>26. None of the private sector carries out maintenance at the temple</td>
<td></td>
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<tr>
<td>27</td>
<td>27. The maintenance system applied is good enough</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>28. There is no part of the temple that is difficult to maintain</td>
<td></td>
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<tr>
<td>32</td>
<td>32. Tourists may not enter the area within the temple</td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>33. Tourists can enter the area of the temple if they want to meditate</td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>Environment</td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>34. The environment around Pura is not clean</td>
<td></td>
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<tr>
<td>36</td>
<td>36. Surrounding environment of temple agrees that temple is used as a place of tourism</td>
<td></td>
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<tr>
<td>37</td>
<td>37. Communities around Pura participate in protecting the temple environment</td>
<td></td>
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<tr>
<td>39</td>
<td>39. There are no special fees for the maintenance of the temple</td>
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<tr>
<td>40</td>
<td>Financial</td>
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<tr>
<td>40</td>
<td>40. The government does not provide funds for the management of temples</td>
<td></td>
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<td>41. Religious ceremonies are held at the cost of the people who pray at the temple</td>
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<tr>
<td>42</td>
<td>42. Funds for temples are obtained only from individual donations</td>
<td></td>
</tr>
<tr>
<td>43</td>
<td>Compliance</td>
<td></td>
</tr>
<tr>
<td>43</td>
<td>43. There are no regulations from the government set at Pura</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th>No</th>
<th>Factor</th>
<th>Risk Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Facility/Infrastructure</td>
<td>8. Rules board is less visible by tourist</td>
</tr>
<tr>
<td></td>
<td>Access</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Human Resource</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Maintenance</td>
<td>Risk Event</td>
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</tr>
<tr>
<td>25</td>
<td></td>
<td>25. The government only carries out maintenance for road infrastructure around the temple</td>
</tr>
<tr>
<td>29</td>
<td>Environment</td>
<td>29. Temple maintenance is done easily</td>
</tr>
<tr>
<td>29</td>
<td>Financial</td>
<td>-</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Compliance</th>
<th>Risk Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>45</td>
<td></td>
<td>45. Customary rules for visiting Pura are less clear</td>
</tr>
<tr>
<td>46</td>
<td></td>
<td>46. There are no strict sanctions from Pura managers for tourists who break the rules of visiting Pura</td>
</tr>
</tbody>
</table>

## Risk rate

### ISSUES

<table>
<thead>
<tr>
<th>No</th>
<th>Factor</th>
<th>Risk Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Facility/Infrastructure</td>
<td>4. Pemangku adat places is bad</td>
</tr>
<tr>
<td>11</td>
<td>Access</td>
<td>11. Transportation that use to the temple only motorcycle</td>
</tr>
<tr>
<td></td>
<td>Human Resource</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Maintenance</td>
<td>-</td>
</tr>
<tr>
<td>30</td>
<td>Environment</td>
<td>30. Many local / foreign tourists come</td>
</tr>
<tr>
<td>31</td>
<td></td>
<td>31. More foreign tourists come to temple</td>
</tr>
<tr>
<td>38</td>
<td>Financial</td>
<td>38. There is no retribution system in Pura</td>
</tr>
<tr>
<td></td>
<td>Compliance</td>
<td>-</td>
</tr>
</tbody>
</table>

## Risk rate

### UNACCEPTABLE

<table>
<thead>
<tr>
<th>No</th>
<th>Factor</th>
<th>Risk Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Facility/Infrastructure</td>
<td>2. Temple’s fence is poor</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5. Temple’s infrastructure is bad</td>
</tr>
<tr>
<td>10</td>
<td>Access</td>
<td>10. No transportation public to the temple</td>
</tr>
<tr>
<td>12</td>
<td></td>
<td>12. There isn’t information about this temple in internet</td>
</tr>
<tr>
<td>13</td>
<td></td>
<td>13. Many tourist doesn’t know yet about the existences of this temple</td>
</tr>
<tr>
<td></td>
<td>Human Resource</td>
<td>20. There is no private party that promotes spiritual tourism in temple</td>
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<tr>
<td></td>
<td>Maintenance</td>
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<td>Environment</td>
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<tr>
<td></td>
<td>Compliance</td>
<td>44. Religious rules for visiting Pura are less clear</td>
</tr>
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<td></td>
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<td>47. Tourists do not know the schedule of religious events where the temple is closed to the public</td>
</tr>
</tbody>
</table>

**IV. CONCLUSION AND SUGGESTION**

Risk analysis in this study aims to analyze the risks that occur and how to conduct a risk assessment on the optimization model of spiritual tourism destinations development. The results of this study can help the manager to implement an optimization model for spiritual tourism destinations development by minimizing existing risks due to risk analysis. In the future, based on risk analysis based on ISO 31000: 2009 will formulate a risk management in which there is also a way of disaster management / risk or often referred to as appropriate risk mitigation. Good risk management can help managers to minimize the risks that occur by empowering the community and using effective local technology effectively and efficiently.

**REFERENCE**


What Drives Foot Traffic to Local Coffee Shops?
Antecedents and Consequences of Brand Love

Kurnia¹
Ferdi Antonio²

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¹kurnia.add@gmail.com, ²ferdi.antonio@gmail.com

ABSTRACT

Indonesia is well known as one of the largest producers of coffee in the world. However, local coffee shops must face the international brand coffee domination. The opportunity to taste authentic local coffee shops as a part of tourism attraction could be driven by brand development of the shops.

This research aims to study the antecedents of brand love and its consequences in the context of local coffee shop customers. The conceptual model in this research was modified from the previous studies and focused on brand development to the level of brand love through brand experience, brand identity, romanticism, consumer delight, hedonic motivation and self-congruity which were converged for the purpose of revisit intention and positive e-WOM.

This research was conducted by using a quantitative method with convenient sampling while data were collected from a scaled questionnaire through online surveys. Data obtained from 180 eligible respondents were analyzed using Structural Equation Model (SEM) Partial Least Square (PLS). This study provides an understanding of the antecedents that could significantly influence the brand love and may lead local coffee shop customers to revisit intention and the intention to share their positive e-WOM as well. Self-Congruity as predicted was found to be the strong influencer.

The result of this study could offer relevant suggestions for local coffee shops in commercializing their brand to the next level. This study is limited to the brand scope therefore the local ethnicity as a part of emotional value and the potential social value could be added in a further study as a part of brand value.

Keywords: brand love, brand experience, brand identity, romanticism, consumer delight, hedonic motivation, self-congruity, revisit intention, positive e-WOM and local coffee shops.

Introduction

Life without coffee is like a journey without a story. Both coffee and journey would be pleasant if you know where and how to enjoy them. Several narrative studies have revealed that the richness of coffee culture and coffee experiences can be associated with coffee related travel (Kleidas and Jollife, 2010). Travelling for food and drink experiences is acknowledged as an important and growing sector of tourism. The idea is strengthened by a number of studies which have explored the intricacies of beverage related tourism, including studies on coffee tourism (Ignatov and Smith, 2006).

Indonesia well known as one of the world's top coffee producing and exporting countries has a number of specialty coffee. Recently, the number of both specialty coffee outlets and chain store coffee shops in Indonesia have roughly doubled in the past five years to 1,025 and 1,083 respectively, according to data from research group Euromonitor, with outlets concentrated in Jakarta. Sales of coffee for private consumption in Indonesia are expected to grow at a compound annual growth rate of 7% and reach Rp
11.9 Trillion by 2020 (Chilkoti, 2016). However, the local coffee shops must face the international brand coffee domination.

Study revealed that tourists are more likely to choose an “authentic” destination (Meng and Choi, 2015). The chance for local coffee shops to be able to compete can be increased through branding. Nevertheless, studies on local coffee shops branding related to tourism are still very limited. The nature of "authentic coffee experience" which motivates those who travel for coffee still needs to be delved (Kleidas and Jolliffe, 2010) and understood through various contexts (Yun, 2014).

This study provides an understanding of local coffee shops role as a tourism attraction with consumer-brand relationship approach. The approach may lead local coffee shop customers to revisit intention and to share positive e-WOM as well as become a potential and advantageous marketing vehicle to build brand differentiation and to develop brand to the next level of brand love in the context of local coffee shops.

Consumer-brand relationships represent an important area of investigation for marketers (Keller, 2012). Recently, there has been increased attention on explicating the nature and drivers of intense and extreme consequences of consumer-brand relationships (Becerra and Badrinarayanan, 2013). Consumers can build emotional connections with certain consumption objects such as brands (Fournier, 1998). However, consumers interact with numerous brands in their lives and they develop intense emotional attachment to very few of them (Schouten & McAlexander, 1995).

Consumer-brand relationship is dynamic and it is important to maintain passionate feeling towards a brand, seeing that a profound and stable consumer-brand relationship evolves over time (Schmid, 2015). It is not only about the mechanisms within a consumer-brand relationship that turn an ordinary brand into a loved brand, moreover, what keeps this feeling alive in the long run (Batra et al., 2012; Albert and Merunka, 2013).

Previous studies tend to identify the antecedents and outcomes of brand love, such as brand experience, brand loyalty, brand engagement (Fournier, 1998; Agrawal et al., 2012, Bourges, 2016; Huang, 2017), hedonic value (Carroll and Ahuvia, 2006; Bauer et al., 2007) and positive word of mouth (Carroll and Ahuvia, 2006; Albert and Merunka, 2013; Kudeshia et al., 2014, Karjaluto, 2016). However, studies on brand love for specific products are still needed to provide literature and marketing approaches as well as understanding of consumer attitudes towards brands. This study, which analyzes the antecedents of brand love and its consequences, is modified from the previous studies and
focused on brand development to the level of brand love for the purpose of revisit intention and positive e-WOM in the scope of local coffee shops and finding an answer to the research questions: should there any proven influencing factors to brand love and what will be the consequences of brand love? Taking this approach into consideration, this study is also intended to augment prior research on coffee and tourism.

**Literature Review and Hypothesis Development**

As discussed above, satisfaction as the concept of consumer attitude towards brands is not enough to keep the customers loyal (Jones and Sasser, 1995). Satisfaction may result in loyalty if it sustains for a longer period of time, but not all satisfied customers tend to love a brand (Carroll and Ahuvia, 2006). Brand love is considered the most emotionally intense consumer-brand relationship (Langner et al., 2015). Emotional and passionate love with a brand is a predictor of brand loyalty. Therefore, loving a brand (and not mere satisfaction) is a move towards loyalty (Sarkar, 2012). This is understandable considering that most of brand love conceptualizations are grounded in a triangular theory of love (Strenberg, 1986). Keh et al. (2007) proved that the brand love involves the three dimensions of Strenberg’s theory; intimacy, passion and commitment. If commitment is included as a dimension of love, then it becomes difficult to distinguish between love and loyalty (Sarkar, 2011). Although commitment or behavioral loyalty can be an outcome of brand love, it is different from loyalty.

Brand love consists of intimacy and passion, it does not include commitment (Carroll and Ahuvia, 2006; Whang et al., 2004). Furthermore, brand love is perceived as multi-faceted construct including multiple cognitions, emotions, and behaviors, which consumers organize into a mental prototype (Batra et al., 2012). To investigate brand love, this study continues along this standpoint and perceive brand love as a passionate feeling for a brand that conceives the desired level of self-integration (Carroll and Ahuvia, 2006; Ahuvia, 2009); following the multi-dimensional and reciprocate consumer-brand relationships proposed by Batra et al (2012). In this context, consumers and marketers clearly have a contribution to construct brand love.

In developing brand love, a consumer must have a positive brand attitude and positive experiences, as well as a feeling of psychological proximity to the brand (Joji and Ashwin, 2012). Brand love needs to be built on a deep understanding of how consumers experience it (Batra et al., 2012). Consumer’s perception of their experience with the brand define as brand experience (Ding and Tseng, 2015). The concept of brand
experience first appears in the work of Gilmore and Pine (1999) and Schmitt (1999). This study adopts the definition, proposed that brand experience is conceptualized as sensory, affective, cognitive, behavioral and social responses to brand-related stimuli (Brakus et al., 2009). Thus, we hypothesize:

H1. Brand experience is positively related to brand love

Traditionally, branding literature portrays brand identity as the uniqueness and essential idea of the brand (Aaker, 1996; de Chernatony, 2010; Kapferer, 2008). Later, brand identity study moving away beyond focusing on brand image to brand reputation and integrating the values of an organization with its unique logo to consistently deliver valued outcomes in order to align their values with the desired brand values (De Chernatony, 1999).

According to brand love that involved passionate feeling (Ahuvia, 2009), feeling and emotion are enhancers of acceptance and they solidify the brand in the minds of consumers, in terms of the compromise with the brand (Breivik and Thorbjornsen, 2008; Hwang and Kandampully, 2012). Intense feelings are widely seen as a prerequisite for a long-lasting relationship (Shimp and Madden, 1988). As well as a consumer-brand partnership, brand identity requires stability over time (Aaker, 1996; Kapferer, 2008). Two features emerge from this view: aspirational and enduring (Da Silveira et al., 2011). Studies on both brand love and brand identity are intended to maintain the consumer-brand relationship alive in the long run. Thus, we hypothesize:

H2. Brand identity is positively related to brand love

The feeling of love towards a brand is highly similar to interpersonal love within a romantic relationship (Whang et al., 2004; Albert et al., 2009). According to the multidimensional construct of love within an interpersonal relationship (Shimp and Madden, 1988), the conceptualization of romantic brand love refers to the emotional aspect, combination of emotion (or intimacy or liking) and passion (or yearning) for a brand which might lead to commitment or loyalty over time (Schiffman et al., 2010). Thus, we hypothesize:

H3. Romanticism is positively related to brand love

Customer delight has been defined as a profoundly positive emotional state occurring when expectations are exceeded to a surprising degree (Oliver et al., 1997). Customer delight leads to increased loyalty and commitment (Chitturi et al., 2008; Liu and Keh, 2015). Recently, studies have investigated the relationship between joy/surprise and delight (Kim et al., 2015; Barnes et al., 2016) and the positive emotion of gratitude
Studies on both brand love and consumer delight lead to positive emotion. Thus, we hypothesize:

H4. Consumer delight is positively related to brand love

In the purchasing and consumption, consumers are affected by both the utilitarian and hedonic aspects of value (Babin et al., 1994). Hedonic value is provided by an affective and sensory experience of aesthetics, sensual pleasure, fantasy and fun (Hirschman and Holbrook, 1982; Joji and Ashwin, 2012). Brand love is hedonic in nature, rather than being purely commercial, as product hedonism is an important predictor of brand love (Carroll & Ahuvia, 2006). Taking analogies from interpersonal love, recent research discovered that brands representing hedonic values have a positive effect on brand love (Bauer et al., 2007). Thus, we hypothesize:

H5. Hedonic motivation is positively related to brand love

Self-congruity not only concerns about the congruence between self-image and a brand’s user-imagery but also the congruence between self-image and a comprehensive brand image related to human characteristics (Sirgy, 1982). The desired self is how he would like to see himself as well as his emotional and behavioral consequences (1997). Congruity with a product reflects the extent of congruity between the product’s image and the individual’s self-image (Sirgy et al., 2008). Consumer-brand congruence describes how physical products contribute to a consumer's psychological definition of self-concept (Bajac et al, 2016). Previous study has found the roles of self-congruity in the context of tourism and hospitality relate between customer satisfaction and loyalty (Yusof and Ariffin, 2016; Kim and Thapa, 2017). Studies on both brand love and self-congruity involved desire, emotion and related to satisfaction and loyalty. Thus, we hypothesize:

H6. Self-Congruity is positively related to brand love

Brand love considered to directly predict positive WOM (Carroll and Ahuvia, 2006; Batra et al., 2012; Fetscherin, 2014). Customers like to recommend and revisit places associated with their beloved brand (Carroll & Ahuvia, 2006). When consumers make a choice of pre-purchase products, it is very common practice to look for opinions or recommendations of others (Farzin Fattahi, 2017). Revisit intention is a behavior that indicates loyalty to a loved brand (Batra et al., 2012; Loureiro & Kaufmann, 2012). Brand love explain the variance in recommendation and has much greater predictive power to revisit compared to satisfaction (Shen et al, 2016). Brand love has a strong effect on the consumer intention to buy a specific brand of wine during their next purchase (Loureiro...
Revisit behavior sustains consumer love relationship with a brand, ensuring the love as a long-term status (Albert et al., 2008; Liu et al., 2018). Thus, we hypothesize:

H7. Brand love is positively related to revisit intention
H8. Brand love is positively related to positive e-WOM
H9. Positive e-WOM is positively related to revisit intention

The conceptual framework of the present study proposes the brand experience, brand identity, romanticism, consumer delight, hedonic motivation and self-congruity as the antecedents of brand love. Positive e-WOM serves as the behavioral outcome of brand love and also mediates the effects of brand love on revisit intention as shown in Figure 1. This conceptual model assumes that brand predictor as a marketing effort supported by the presence of brand delivery and intrinsic factors all together will create brand love. This study also assumes that brand love will produce positive e-WOM and revisit intention.

Methodology

This research applied a quantitative method by using a Likert Scale questionnaire which was rated on five points, ranging from strongly disagree to strongly agree. The questionnaire was divided into three parts. The first part was to retrieve profile information of the respondents. The second part was to retrieve behavior information of the respondents towards particular local coffee shop brands. The third part of the questionnaire measured scaled items. The scales for brand love (five items) and hedonic motivation scales (four items) were adapted from the scales used by Carroll and Ahuvia.
(2006), brand experience scales (four items) used by Brakus (2009), romanticism scales (five items) used by Hollbrook and Olney (1995), customer delight scales (four items) used by Almeida et al (2016), brand identity scales (four items) used by de Chernatony (1999), positive eWOM (three items) used by Karjaluto et al (2016), congruence scales (four items) used by Bajac et al (2016), and revisit intention scales used by Meng and Choi (2016). All the scales were adjusted and translated to ensure conceptual equivalence. Data were gathered through convenient sampling and study questionnaire was administered through online surveys, resulting in 180 usable responses. Respondents of this study were individuals who are users of social media and have visited a local coffee shop that serves local origin coffee. Data obtained were analyzed using Structural Equation Model (SEM) Partial Least Square (PLS).

Data Analysis and Results

The majority of the respondents were male (59%), following by female (41%) and between 25 - 38 years of age (48%) as shown in Table 1. At the beginning of the questionnaire, respondents were asked to choose the local coffee shops that they visited most often and that they had considerable experience of. The remaining questions in the survey concerned that particular brand. 58% of respondents had an average visit of 1-3 times in the last three months. 37% respondents visit the coffee shop because of its ambience, 28% because of the local coffee taste, 22% because of the services and 13% because of other reasons (location, affordable price, etc.). 47% respondents spend up to 5-7 hours a day on social media, indicating that social media is the subject of most e-WOM conversations regarding brands among respondents.

Table 1. Respondents Profile

<table>
<thead>
<tr>
<th>Descriptors</th>
<th>Frequency (n=180)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>107</td>
<td>59.4</td>
</tr>
<tr>
<td>Female</td>
<td>75</td>
<td>41.6</td>
</tr>
<tr>
<td>Occupation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student/College</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employee</td>
<td>77</td>
<td>42.7</td>
</tr>
<tr>
<td>Government Employee</td>
<td>1</td>
<td>0.50</td>
</tr>
<tr>
<td>Professional</td>
<td>53</td>
<td>29.4</td>
</tr>
<tr>
<td>Housewife</td>
<td>4</td>
<td>0.22</td>
</tr>
<tr>
<td>Entrepreneur</td>
<td>45</td>
<td>25.0</td>
</tr>
<tr>
<td>Average monthly spending</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The study analyses were conducted through Structural Equation Model (SEM) using Partial Least Square (PLS). This study applied measurement model testing through Confirmatory Factor Analysis (CFA) using SmartPLS 3.2.7 software. At first, the study estimated the measurement models and continued with structural model assessment to verify the structural relationships and test the proposed hypotheses. Latent constructs of this study were measured by 36 observed variables. Factor loading of each construct is greater than 0.70 (ranging from 0.728 to 0.969) which means that the measures of each construct possess convergent validity. Result shows that the value of Cronbach’s alpha for the measurement scales of constructs exceeds the cut-off point (0.60). All the AVE values for each construct is greater than 0.50 indicating that the scales have good reliability (Fornell and Larcker, 1981). The CR exceeds 0.06 and values ranging from 0.871 to 0.976 strengthen the evidence of construct validity (Bagozzi and Yi, 1988) as presented in Table 2.

Table 2. Construct of Validity and Reliability

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>AVE (&gt;0.50)</th>
<th>CR (&gt;0.60)</th>
<th>BE</th>
<th>BI</th>
<th>BL</th>
<th>CO</th>
<th>CD</th>
<th>HE</th>
<th>PWOM</th>
<th>RI</th>
<th>RO</th>
</tr>
</thead>
<tbody>
<tr>
<td>BE</td>
<td>4.012</td>
<td>0.639</td>
<td>0.876</td>
<td>0.800</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BI</td>
<td>3.591</td>
<td>0.861</td>
<td>0.961</td>
<td>0.162</td>
<td>0.928</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BL</td>
<td>3.764</td>
<td>0.890</td>
<td>0.976</td>
<td>0.232</td>
<td>0.850</td>
<td>0.943</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO</td>
<td>3.650</td>
<td>0.906</td>
<td>0.975</td>
<td>0.168</td>
<td>0.861</td>
<td>0.868</td>
<td>0.952</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CD</td>
<td>3.954</td>
<td>0.800</td>
<td>0.941</td>
<td>0.219</td>
<td>0.818</td>
<td>0.839</td>
<td>0.763</td>
<td>0.895</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HE</td>
<td>4.086</td>
<td>0.827</td>
<td>0.950</td>
<td>0.167</td>
<td>0.668</td>
<td>0.749</td>
<td>0.704</td>
<td>0.774</td>
<td>0.910</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PWOM</td>
<td>3.887</td>
<td>0.930</td>
<td>0.976</td>
<td>0.174</td>
<td>0.792</td>
<td>0.848</td>
<td>0.776</td>
<td>0.786</td>
<td>0.685</td>
<td>0.965</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RI</td>
<td>4.075</td>
<td>0.929</td>
<td>0.975</td>
<td>0.223</td>
<td>0.688</td>
<td>0.793</td>
<td>0.633</td>
<td>0.705</td>
<td>0.604</td>
<td>0.796</td>
<td>0.964</td>
<td></td>
</tr>
<tr>
<td>RO</td>
<td>4.182</td>
<td>0.597</td>
<td>0.881</td>
<td>0.034</td>
<td>0.622</td>
<td>0.565</td>
<td>0.504</td>
<td>0.578</td>
<td>0.599</td>
<td>0.564</td>
<td>0.566</td>
<td>0.773</td>
</tr>
</tbody>
</table>

Note: AVE (Average Variance Extracted), CR (Composite Reliability), BE (Brand Love); BI (Brand Identity); CO (Self-Congruity); CD (Consumer Delight); HE (Hedonic); PWOM (Positive e-WOM); RI (Revisit Intention); RO (Romanticism).
The hypotheses in this study are verified. The results presented in Table 3 show that brand experience has a significant positive effect on brand love ($T_{Stat} = 1.648, \gamma = 0.056, p = 0.050$); hence, $H_1$ is supported. This finding reinforce the previous study that brand love involves passionate feeling which needs to be built on a deep understanding of how consumers experience the brand (Ahuvia, 2009; Batra et al., 2012; Joji and Ashwin, 2012). Brand identity has a significant positive effect on purchase decision ($T_{Stat} = 0.492, \gamma = 0.184, p = 0.028$); hence, $H_2$ is supported. Contrary to assumptions, romanticism has an insignificant effect on brand love ($T_{Stat} = 0.905, \gamma = 0.025, p = 0.311$); therefore, $H_3$ is not supported.

Table 3. Hypothesis Result

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Coefficient</th>
<th>T Statistics</th>
<th>P Values</th>
<th>Supported</th>
</tr>
</thead>
<tbody>
<tr>
<td>$H_1$ Brand Experience $\rightarrow$ Brand Love</td>
<td>0.056</td>
<td>1.648</td>
<td>0.050</td>
<td>Yes</td>
</tr>
<tr>
<td>$H_2$ Brand Identity $\rightarrow$ Brand Love</td>
<td>0.184</td>
<td>1.905</td>
<td>0.028</td>
<td>Yes</td>
</tr>
<tr>
<td>$H_3$ Romanticism $\rightarrow$ Brand Love</td>
<td>0.025</td>
<td>0.492</td>
<td>0.311</td>
<td>No</td>
</tr>
<tr>
<td>$H_4$ Consumer Delight $\rightarrow$ Brand Love</td>
<td>0.267</td>
<td>3.802</td>
<td>0.000</td>
<td>Yes</td>
</tr>
<tr>
<td>$H_5$ Hedonic Motivation $\rightarrow$ Brand Love</td>
<td>0.108</td>
<td>1.959</td>
<td>0.025</td>
<td>Yes</td>
</tr>
<tr>
<td>$H_6$ Self-Congruity $\rightarrow$ Brand Love</td>
<td>0.407</td>
<td>4.274</td>
<td>0.000</td>
<td>Yes</td>
</tr>
<tr>
<td>$H_7$ Brand Love $\rightarrow$ Positive e-WOM</td>
<td>0.848</td>
<td>39.915</td>
<td>0.000</td>
<td>Yes</td>
</tr>
<tr>
<td>$H_8$ Brand Love $\rightarrow$ Revisit Intention</td>
<td>0.421</td>
<td>4.596</td>
<td>0.000</td>
<td>Yes</td>
</tr>
<tr>
<td>$H_9$ Positive e-WOM $\rightarrow$ Revisit Intention</td>
<td>0.440</td>
<td>4.891</td>
<td>0.000</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Furthermore, results confirmed that consumer delight has a significant positive effect on brand love ($T_{Stat} = 3.802, \gamma = 0.267, p = 0.000$); accordingly, $H_4$ is supported. Result also confirmed that hedonic motivation has a significant positive effect on brand love ($T_{Stat} = 1.959, \gamma = 0.108, p = 0.025$); consequently, $H_5$ is supported. This result mirrors the previous study which suggests that customer delight and hedonic motivation are important predictors of brand love that have been defined as a profoundly positive emotional state occurring when expectations and motivation are exceeded (Oliver et al., 1997; Hirschman and Holbrook, 1982; Carroll & Ahuvia, 2006, Bauer et al., 2007; Kim et al., 2015; Barnes et al., 2016).

Likewise, self-congruity was proven to have a significant positive effect on brand love ($T_{Stat} = 4.274, \gamma = 0.407, p = 0.000$); thus, $H_6$ is supported. This finding is in line with the previous study which suggests that self-congruity encourages emotion and desire into behavioral consequences in consumer-brand relationship (Sirgy et al., 2008; Bajac et al, 2016; Yusof and Ariffin, 2016; Kim and Thapa, 2017). Finally, result shows the
model’s explanatory power is high for brand love (R2 0.842), positive e-WOM (R2 0.719) and revisit intention (R2 0.684). Hence, it can be concluded that H7 which suggests that brand love has a positive effect on positive e-WOM (T Stat = 39.915, $\beta = 0.848$, p = 0.000), H8 which suggests that the brand love has a positive effect on revisit intention (T Stat = 4.596, $\beta = 0.421$, p = 0.000), and H9 which suggests that the positive e-WOM has a positive effect on revisit intention (T Stat = 4.891, $\beta = 0.440$, p = 0.000) are also supported.

To strengthen the analysis of this study, variations on the indirect effects on brand love were also examined. The results of this study reveal that inclusion of brand love as a mediator is meaningful. The indirect paths of brand love are statistically significant mediate revisit intention, positive e-WOM, brand experience, brand identity, self-congruity, consumer delight and hedonic motivation as shown in Table 4.

Table 4. The Specific Indirect Effect

<table>
<thead>
<tr>
<th>Specific Indirect Effect</th>
<th>Coefficient</th>
<th>Standard Deviation</th>
<th>T Statistics</th>
<th>P Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Congruity → Brand Love → Revisit Intention</td>
<td>0.171</td>
<td>0.016</td>
<td>1.469</td>
<td>0.071</td>
</tr>
<tr>
<td>Self-Congruity → Brand Love → Positive e-WOM → Revisit Intention</td>
<td>0.152</td>
<td>0.046</td>
<td>1.677</td>
<td>0.047</td>
</tr>
<tr>
<td>Consumer Delight → Brand Love → Revisit Intention</td>
<td>0.112</td>
<td>0.041</td>
<td>4.155</td>
<td>0.000</td>
</tr>
<tr>
<td>Consumer Delight → Brand Love → Positive e-WOM → Revisit Intention</td>
<td>0.100</td>
<td>0.043</td>
<td>2.610</td>
<td>0.005</td>
</tr>
<tr>
<td>Brand Identity → Brand Love → Revisit Intention</td>
<td>0.078</td>
<td>0.027</td>
<td>1.680</td>
<td>0.047</td>
</tr>
<tr>
<td>Brand Identity → Brand Love → Positive e-WOM → Revisit Intention</td>
<td>0.069</td>
<td>0.013</td>
<td>1.583</td>
<td>0.057</td>
</tr>
<tr>
<td>Hedonic → Brand Love → Revisit Intention</td>
<td>0.045</td>
<td>0.039</td>
<td>1.771</td>
<td>0.038</td>
</tr>
<tr>
<td>Hedonic Motivation → Brand Love → Positive e-WOM → Revisit Intention</td>
<td>0.040</td>
<td>0.057</td>
<td>2.670</td>
<td>0.004</td>
</tr>
<tr>
<td>Brand Experience → Brand Love → Revisit Intention</td>
<td>0.024</td>
<td>0.031</td>
<td>3.223</td>
<td>0.001</td>
</tr>
<tr>
<td>Brand Experience → Brand Love → Positive e-WOM → Revisit Intention</td>
<td>0.021</td>
<td>0.022</td>
<td>1.841</td>
<td>0.033</td>
</tr>
</tbody>
</table>

Table 4 shows that indirect effects from brand experience, brand identity, self-congruity, consumer delight and hedonic motivation towards revisit intention through brand love have proven to be stronger without going through positive e-WOM. The path coefficient value of the self-congruity, brand love and revisit intention relationship with or without positive e-WOM is the strongest of the other paths, followed by consumer delight, brand identity, hedonic motivation and brand experience.

Discussion and Implications

This study addresses to examine the antecedents of brand love and its consequences in the context of local coffee shop customers. The results of this study indicate that self-congruity is the strongest predictor from the overall antecedents of
brand love, followed by consumer delight, brand identity and hedonic motivation. Therefore, it is proven that in the proposed framework, branding development is highly dependent to intrinsic factors; that is, local coffee shops should be made segmented in order to suit the customers’ self-congruity. Marketers may attempt through brand delivery which is focused on consumer delight and represent brand identity according to the customers’ psychological definition of self-congruity.

The weakest predictor found is brand experience. In the context of local coffee shops, it might be caused by the state that local branding promotion channel has not yet been optimized. Moreover, current studies about brand experience are mostly associated with brand equity (Brakus et al., 2009; Iglesias et al., 2011, Kim, 2012; Lin, 2015; Hepola, 2017; Kumar, 2018). Local coffee shop brand does not have as strong brand equity as international brand; therefore, it can be understood that brand experience in this research is still a weak predictor.

Contrary to the hypothesis, romanticism was found insignificant in this study. This finding may be associated with the descriptive results that most respondents (37%) visited a coffee shop because of its ambience, followed by the attempt to taste local origin coffee (28%). Service (22%) and other reasons (13%) where romanticism aspect may present were not counted. This result indicates that people come for the good ambience yet expect a romantic atmosphere in the coffee shops. Hence, in the context of local coffee shops, brand love requires another variable approach as an alternative of emotional aspects apart from romanticism.

In line with the results of direct effect, the indirect effect from self-congruity is proven as the strongest predictor of brand love followed by consumer delight. This finding seems to be interesting since, refers to the descriptive findings, self-congruity (mean = 3.650) and consumer delight (mean = 3.954) reach a lower value than brand experience (mean = 4.012) and even romanticism (mean = 4.182). This is possible to happen when local coffee shops do not set the experience and romanticism according to their customers’ self-congruity.

Finally, local coffee shops need to establish a clear segmentation; they should try to create experience and romance with an approach to their customers’ self-congruity, personify their brand identity and represent themselves in how they will delight their customers in order to drive foot traffic and develop their brand to the next level of brand love.
Limitation and Future Research

This study has some limitations, which at the same time offer opportunities for future research. Since this one is limited to local coffee shops, further research might broaden the scope by doing a comparison between local coffee shop brands and the international ones.

Although the model can explain brand love quite well, there are probably alternatives or additional variables of brand love which can be approached. It is suggested to approach brand love through local ethnicity as a part of emotional value in the context of brand value in the next studies. Furthermore, local coffee shops also have a potential social value that can be investigated as a part of brand value.

This study adopts hedonic aspect merely as intrinsic motivation. Further studies may consider utilitarian motivation as an approach.

Reference:


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COMMUNITY PARTICIPATION IN KELOMPOK SADAR WISATA (POKDARWIS) PUJON KIDUL ON SUSTAINABLE TOURISM DEVELOPMENT REVIEWED FROM ECONOMIC SECTORS

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ABSTRACT

The sustainable tourism development with tourism villages as its implementation has become one of the developing tourist destinations form that are considered to be in accordance with today's tourism needs, both from fulfilling economic needs as a parameter of successful implementation of sustainable tourism development in local communities as well as forms of community involvement in development of tourism potential in their area. This paper aims to record the form of implementation of the development of sustainable tourism development in the rural area, with a focus on village tourism seen from the impact of local economic implications on income levels and shifts in people's livelihoods. Take a case study in Pujon Kidul Tourism Village, Malang Region, East Java. The research method was carried out using descriptive qualitative models and in-depth interviews in the village apparatus, Kelompok sadar Wisata (Community Tourism Group) and Pujon Kidul Tourism Village communities. As a result, the people of Pujon Kidul Tourism Village have succeeded in empowering the potential of their village through the development of sustainable tourism, as seen from the income of the Pujon Kidul Tourism Village community which has increased mainly from the results of tourism business and the shifting of the livelihoods of rural communities who were originally agrarian into tourism entrepreneurs.

Keywords: Community Participation, Kelompok Sadar Wisata (Pokdarwis/ Community Tourism Group), Sustainable tourism development

INTRODUCTION

BACKGROUND

Tourism is a driving force for accelerating economic improvement and community welfare. Today's tourism development needs to consider the tourism destinations sustainability, the interests of local communities and the environment impact. The appropriate development by implementing sustainable tourism development.

Sustainable tourism development is a development that takes full account of current and future economic, social and environmental impacts, by meeting the needs of tourists, the tourism industry, the environment and local communities. There are several aspects of implementation; one of which is the aspect of economic business sustainability that opens up greater employment opportunities and alleviates poverty. These aspects lead primarily to empowering local communities in the implementation of
sustainable tourism development. The empowerment of the local community leads to the destinations development by taking tourism villages form.

Tourism village is a kind of packaged tourist destinations, which combines tourist attraction, amenities, accommodation, accessibility, which is served in a presentation of the structure of community life with the prevailing procedures and traditions (Nuryanti in Kemenpar). This aims to increase the interest of visitors and the length of stay of tourists, as well as introducing village culture more closely, as well as conducting local community activities. Attractions developed in the form of rural activities that are in accordance with the daily culture of the local community, so many are referred to as rural tourism attractions.

Tourism village development is closely related to the full participation of local communities. It is this community that receives the direct impact of tourism development in their environment, both negative and positive impacts. One of these impacts is the economic impact.

The pillar of sustainable tourism development which consists of economic, social, cultural and environmental pillars; Community empowerment in the economic pillar is important and needs attention. Community empowerment is mainly seen from the economic implications of the local community, with the aim of improving economic life and welfare.

Empowerment of local communities in the development of sustainable tourism, carried out through the role of local community institutions in the form of Pokdarwis (Kelompok Sadar Wisata/Community Tourism Group). Pokdarwis is one of the stakeholders who play a role in a tourist attraction, especially the Tourism Village. The group is one form of informal institutions with community members, a tourism driving group that aims to develop tourism, as well as stakeholders in the community, who have important links and roles in developing and realizing Tourism Awareness (Kemenparekraf, 2012, 6).

Pokdarwis in tourism village has been on discussion. The most talked about is the Pujon Kidul tourism village Malang Regency East Java. Their achievement in winning the award as the best Pokdarwis in the tourism business sector, proved success in empowering the tourism business in Pujon Kidul. The success of the management is on the economic impact of the local community, which is inseparable from the important role of community participation.

From the above, the author wants to know more about community participation related to economic implications in the Pujon Kidul Tourism Village with the application of sustainable tourism development.

RESEARCH METHODS

This study uses a qualitative descriptive research method, by processing primary and secondary data. Primary data is obtained by observation and in-depth interviews with village officials, Pokdarwis and tourism village communities. Secondary data was obtained using data provided by relevant institution.
THEORETICAL FRAMEWORK

The application of sustainable tourism development takes into account the present and future economic, social and environmental impacts, while meeting the needs of stakeholders needs to be implemented. The implementation continues to pay attention to aspects; 1) optimizing the use and conservation of local environmental resources for sustainability, 2) respect and socio-cultural conservation of indigenous people, traditional cultural heritage and values 3) sustainable economic viability, which provides benefits and increase employment opportunities as well as poverty alleviation efforts. These aspects are well implemented through tourism villages.

Tourism village as a form of tourist attraction that combines attractions, amenities, accessibility and accommodation by involving the participation of the community empowerment. This packaging is presented in a structure of the life of the local community with local procedures and traditions. In its development, one of the stakeholders in the tourism village is the community whose participation applied through Pokdarwis.

Pokdarwis or the tourism driving group is one of the informal institutions that act as stakeholders in the community. They have an important relationship and role in developing Tourism Awareness (Kemenparekraf, 2012, 6).

Community involvement in Pokdarwis is an evidence of community participation through sustainable tourism development in tourism villages. Community Participation is a form of community empowerment through the role and activities of drafting plans and implementing development programs, and is an actualization of the willingness or ability of the community to sacrifice and contribute to the implementation of development (Adisasmita, 2006).

The development of sustainable tourism, such as those in tourist villages, involves full participation of the local community. These things start from the exploration, involvement, development, consolidation and further on tourism potential (Butler, 1980). Exploration the local community guarantee the sustainability of the tourism business carried out, whose participation is applied through Pokdarwis.

PUJON KIDUL TOURISM VILLAGE

Picture 1: Map of Pujon Kidul
Pujon Kidul Tourism Village, an agrarian village with an area of 330,000 ha (Pujon Kidul Village Data, 2018), which is divided into residential areas, forests and 50% more for agricultural land. The village borders are, the villages of Ngroto and Pujon Lor in the north side; Pujon Lor Village and East Pandesari Village, Perhutani Forest Area in the south side, and Sukomulyo Village in the west. Its location is directly adjacent, causing Pujon Kidul to receive an abundance of tourists from Batu City.

The population of 4,486 people (SIE Pujon Kidul Tourism Village, 2018), as well as an adequate area of the village, are the potential and strength of Pujon Kidul that needs to be optimized. Agrarian potential is considered to have less expected economic impact.

Pujon Kidul tourism exploration began in 2013, with the tourism potential of Sumber Pitu Waterfall. The motivation is economic improvement, because agricultural impacts is low. Communities with mutual cooperation improve access to objects (interviews with Pak Anas, Pokdarwis Pujon Kidul). Access to Sumber Pitu Waterfall which passes through the people's rice fields and used to sell the community’s agricultural commodities. Tourists are also offered educational tours especially in conservation and utilization of natural resources for the community.

In its development, Pujon Kidul no longer manages Sumber Pitu Waterfall, so they look for other tourism potential that can be cultivated. The culture and agricultural activities in the village attract many visitors, plus a combination of landscape and beautiful scenery and cool air, is the reason for developing rural tourism with activities and education in agricultural life.

Pokdarwis Pujon Kidul who was later born, aims to build the tourism potential of the village with the same motivation in the form of increasing economic levels. The institution formed 6 business divisions with different responsibilities. Public Relations Division for publication, Marketing, Homestay for accommodation, Agriculture and Livestock that manages tourism attractions, and Home Industry for the management and development of Kidul Pujon commodities, such as milk, fruit and vegetables (interview Pak Udi, Pujon Kidul).

Education on natural tourism and agricultural culture are increasingly attracting tourists. This is also seen from the increasing number of tourists visiting. Café Sawah, as an amenity and tourism attraction of Pujon Kidul. Tourists can rest in the gazebo or Pendopo, while enjoying Pujon Kidul cuisine, or take a self portrait. The background of the photo in the form of agricultural land with a unique and natural landscape, is a scene that cannot be enjoyed in all places.

Table 1: Data of tourist visits in Pujon Kidul Tourism Village in 2015 – 2017
Pokdarwis Pujon Kidul recorded more than 600 tourists visiting on weekdays. This amount increases when weekends and holidays, reached 1,500 - 2,000 tourists per day (Interview with Pokdarwis Pujon Kidul). It can reach 4,000 people on national holidays and long weekends. This number is only for Sawah Café visits, excluding group visits for Homestay and Educational Tours.

Simple ticketing also influential, visitors do not need to pay many times for entry tickets and parking fees. Simply pay a retribution of Rp. 8,000, - at the entrance, includes a voucher to spend at Café Sawah. From nominal to Rp. 8,000, - the village income can be described in the following table.

Table 2: Overview of the Entry of the Pujon Kidul Tourism Village

<table>
<thead>
<tr>
<th>Voucher Printing fee</th>
<th>Rp. 1,000,-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking fee</td>
<td>Rp. 4500 or Rp. 1500</td>
</tr>
<tr>
<td>Meal Voucher</td>
<td>Rp. 3000</td>
</tr>
<tr>
<td>Café Sawah Contribution</td>
<td>Rp. 2500</td>
</tr>
<tr>
<td>Tourism village Income from meal</td>
<td>20% from Rp. 2500,-</td>
</tr>
</tbody>
</table>

(Source: Interview with Pujon Kidul Village Chief)

Table 2 shows the amount of income for Pujon Kidul Tourism Village and the people involved in providing food and beverage services at Sawah Café. Its not as a percentage, because it has become an agreement from the community and Pokdarwis as the manager, and is easier to understand by the community. This regulation also applied in other divisions in Pokdarwis.

Village income results published through the Pujon Kidul Electronic Information System (SIE) are also reported periodically on a regular basis. Pokdarwis intends not only to show income levels and other economic implications, but also to provide management transparency to all parties. Podarwis also openly provides socialization and future policy plans, as well as economic benefits from the Tourism Business carried out.

Pujon Kidul explores culture as an attraction offered, such as the Oblik Lamp Festival, an annual festival of traditional food and games. This is to maintain tradition and increase the length of stay of tourists in Pujon Kidul.

The increase in the number of visits by a socialist also cannot be separated from the influence of social media, as a function of promotional media. This causes the Pujon Kidul to become well known. Uploads about Pujon Kidul and Café Sawah on social media are the right means of promotion. The involvement of 2,000 Pujon Kidul Pokdarwis members among productive grups, who were also responsible for the promotion of social media promotions, was also influential.
Community awareness of the economic implications of the tourism business by Pokdarwis, increased the number of people directly involved in the tourism business. This can be seen from the increase in the number of Pokdarwis members. From 20 people at the beginning, now it gathered 2,000 people (Interview with Pak Anas, Pokdarwis Pujon Kidul). This number indicates that employment opportunities through tourism businesses are fulfilled. The livelihood data of the Pujon residents are shown in the following table.

Table 3: Data on the Livelihoods of the Pujon Kidul Residents

<table>
<thead>
<tr>
<th>OCCUPATION</th>
<th>Amount (person)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peasant</td>
<td>1368</td>
</tr>
<tr>
<td>Unemployed</td>
<td>961</td>
</tr>
<tr>
<td>Mengurus Rumah Tanga</td>
<td>727</td>
</tr>
<tr>
<td>Scholar</td>
<td>665</td>
</tr>
<tr>
<td>Entrepreneur</td>
<td>313</td>
</tr>
<tr>
<td>Buruh Tani/Perkebunan</td>
<td>148</td>
</tr>
<tr>
<td>Karyawan Swasta</td>
<td>82</td>
</tr>
<tr>
<td>Farmer</td>
<td>58</td>
</tr>
<tr>
<td>Perdagangan</td>
<td>27</td>
</tr>
<tr>
<td>Merchant</td>
<td>23</td>
</tr>
<tr>
<td>Teacher</td>
<td>29</td>
</tr>
<tr>
<td>Buruh Harian Lepas</td>
<td>19</td>
</tr>
<tr>
<td>Civil worker</td>
<td>6</td>
</tr>
<tr>
<td>Others</td>
<td>58</td>
</tr>
<tr>
<td>Total Amount</td>
<td>4486</td>
</tr>
</tbody>
</table>

Source: SIE Pujon Kidul, modified by author

From Table 2, 31% of the population of Pujon Kidul Tourism Village are farmers. The second largest 21% or 960 person non occupied. The unemployment is a social problem faced by Pujon Kidul, which is trying to be solved through maintain tourism businesses.

The next problem is the level of education of the Pujon Kidul Tourism Village community. Most of the productive workers are low-educated. This was overcome by the Pujon Kidul by providing supportive training, especially in the field of tourism.

RESULTS AND DISCUSSION

The success of Pujon Kidul in developing tourism businesses to improve economic levels cannot be separated from the hard work and synergy of all stakeholders. Sustainable tourism development in Pujon Kidul requires informed participation from all relevant stakeholders, as well as strong leadership to ensure broad participation and consensus building. Sustainable tourism development is an ongoing process and requires continuous impact monitoring, as well as introducing preventive and corrective actions when needed.
The development also needs to maintain the level of tourist satisfaction and ensure a meaningful experience for tourists, also increasing their awareness of sustainability issues and promoting sustainable tourism practices. Community involvement in the practice of sustainable tourism development involves fully empowering local communities.

In the theory of community participation according to Arnstein (1969), community participation is divided into three levels, namely; lowest - non participation, tokenism and highest - public power. the level is described in the following picture.

![Picture 2: Community Participation by Arnstein](image)

The bottom part is a condition without participation (nonparticipation), including: (1) manipulation and (2) therapy. Followed by (3) informing, (4) consultation, and (5) placation, where the three ladder is described as the level of tokenism defined as a simple policy, a superficial effort or symbolic action in achieving a goal. Not a serious effort in involving the community. The next sections are (6) partnerships, (7) delegation of authority, and (8) community control. This last section of the stairs illustrates the balance of power, by Arnstein it is considered the true form of community participation.

In the part of manipulation and therapy, the form of communication is only one direction that is from the authorities or decision makers. The community does not know anything about the purpose, but they present at the forum. The next part, namely the degree of tokenism, the community participates through the opportunity to express and hear their opinions. This does not guarantee that their input will be considered by decision makers. This section has very little possibility to produce change in society.

The degree of tokenism, communication has begun to occur a lot but is still one-way and there is no reciprocal means. Information has been given to the community but is not given the opportunity to make feedback from the community. Two-way communication has taken place, but the decision holder still retains the authority to assess the feasibility and existence of the proposal.
The top part is considered as an ideal form of participation, where the community has influence in the decision making process. It starts with a partnership, where power has been given and negotiations occur between the community and power holders, from the aspect of planning, implementation, to the monitoring-evaluation process. Delegation of power from decision makers to the community to take care of their own interests, from the initial stage to monitoring-evaluation, so that the community has clear power and is fully responsible for the success of the program. In the final part, namely citizen control, the community fully manages various activities for their own interests, which are mutually agreed upon, and without government intervention.

In the study at Pujon Kidul, the stage of manipulation and therapy was carried out at the exploring phase. As a new group, where the community has not fully understood the functions and objectives of the tourism business, the Pokdarwis Pujon Kidul uses all opportunities to talk to the community to provide socialization and pokdarwis’ plans as well as the benefits of the Tourism Business that was pioneered at that time. The initial program focused on the "clean" program for the implementation of the Enchantment points in the community, including the standards of cleanliness and waste management (interview with Pak Anas, Pokdarwis Pujon Kidul).

The degree of tokenism was applied to the next stage of attraction development of Pujon Kidul. Pokdarwis, besides trying to develop tourist attractions, but on the other hand also tries to maintain the original atmosphere of the countryside as the main attraction. It was attempted through an effort to use the original model of rural buildings and use the original natural materials of Pujon Kidul, also to control the construction of buildings to maintain the landscape of Pujon Kidul village and its natural resources (interview with the Pujon Kidul Village Head). Economic implications due to tourism businesses, make the interest in developing tourist attractions by citizens even greater. Many proposals and construction of buildings that are not in accordance with the direction of development of Pokdarwis tourism, so that development is prohibited.

At the stage of community power, in Pujon Kidul, it is seen in terms of the partnership ladder. This can be seen in the involvement of the community as Electronic Information Cadres, who are in each Neighborhood Association (RT). The Pujon Kidul community sits as a function of monitoring-evaluating the success of the tourism business carried out. They are given the right to input and correct each upload on SIE Pujon Kidul. These inputs include updating population, health and agricultural and livestock commodities data (interview with Pak Anas, Pokdarwis Pujon Kidul).

The next stage in the form of delegation of authority and community control, has not been seen in Pujon Kidul. This is due to villagers who still do not understand the meaning of sustainable tourism development. People are still interested in the economic implications of tourism business in Pujon Kidul. This is understandable, because from the data of the BUM Pujon Kidul Village Financial Report during 2017, the village's gross income from the Sawah Café was recorded at Rp. 201,050,998. Revenue from Live in (homestay and educational tours) of Rp. 28,885,000, - (SIE Pujon Kidul, 2017). Village net income 70% of the figure, motivating people to seek tourism at the local level. Pokdarwis as one of the village stakeholders, is not only pursuing economic profit which will ultimately damage the culture and cause social conflict in the community.

The management of tourism businesses has gone well, so there is no physical energy or other participation that is not economically valued. As for educational tours farming and raising livestock, land
owners will receive a land rent of at least Rp. 50,000, - per group visit and Rp. 50,000, - as an incentive for local guides. From the tourism business that has been running, each of those who are directly involved, such as farmers, land owners and farmers, get an income incentive of at least Rp. 400,000, -

The involvement of the skills and skills of the community in the development and activities that support tourism business is like a tour guide. As mentioned above, that with the current management system, any small participation will be measured by the amount of incentives adjusted by Pokdarwis. For Pokdarwis members who are directly involved in tourism business operations, called permanent employees, a salary of Rp. 750,000, - excluding commissions and other incentives.

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UNWTO, 2016, *Sustainable Tourism Development*
TOURISM PERCEPTION OF GENERAL TOILET HYGIENE
IN OBJECTS AND TOURIST ATTRACTIONS IN BALI

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ABSTRACT

This study aims to determine the perception of tourists on the cleanliness of public toilets in Tourist Objects and Attractions in Bali. The population of this study is all public toilets that are spread on the attractiveness of tourism in all districts and cities in Bali. The toilet samples used were 20 public toilets and a sample of 10 respondents from each toilet or equal to 200 people. Data collection methods used are interviews, observations, and questionnaires. Data analysis techniques used are qualitative descriptive and analysis of interest and performance levels. The results showed that tourists’ perception of the cleanliness of public toilets on tourist objects and attractions in Bali was 2.18, which meant that the toilets were less clean. Tourist comments show smelly, dirty toilets, no tissue and no soap. The level of suitability between experience and tourist expectations of cleanliness and public toilet facilities at tourist attractions in Bali is 47%. This shows that only 47% of tourist expectations can be met. While the remaining 53% cannot be fulfilled.

Keywords: Perception, Travelers, public toilets

PRELIMINARY

Toilets are a basic human need. Every day, humans cannot escape from the dependence of toilets, either for urinating, large water or other waste due to vomiting and sneezing. In Toilet Revolution (2007), it is stated that the average human being uses a toilet 2,500 times or equals three years of his life spent in the toilet. There are 2.6 billion people on this planet who don't have good toilet access (Toilet Revolution, 2007). There are two million people die each year in the world because of diarrhea and other infectious diseases because there are no or bad toilet facilities. This condition is caused by people who do not have good toilet access; do not have toilets and/or toilets with poor conditions. In developing countries it is not uncommon to find toilets with faucet/WC facilities that are not functioning, there is no water, no soap and amenities and an adequate dryer. This causes the easy spread of disease from one toilet user to another user.

Looking at the above conditions, many countries have revolutionized toilets to improve public health status and state image in the eyes of other citizens who visit both on vacation, watching matches, attending education or other purposes. Malaysia conducted a toilet revolution in 2006 to combat the dirty and dirty toilet conditions throughout the country (Toilet revolution, 2006). Singapore has the Happy Toilet program which was launched on 1 July 2003 (Happy Toilet, 2003). Toilet revolution also occurred in South Korea, which was pioneered by Sim Jae-
Proceeding of The 2nd Bali International Tourism Conference, 8 – 10 November 2018

duck, nicknamed Mr. Toilet (Toilet Revolution, 2002). Sim also initiated a "toilet culture" or a culture that is very important to be disseminated throughout parts of South Korea. In Japan the toilet revolution has been carried out since the 90's. Even in this country the toilet is used as a tourist attraction. If in Bali there is Kintamani Tour, Besakih Tour in Japan there is a Toilet Tour.

Indonesia does not have a special toilet revolution program. But the Ministry of Culture and Tourism is currently and will continue to hold the Clean Public Toilet Competition (LTUB) which targets the airport and then the museum, zoo and will proceed to the location of tourist attractions, terminals and stations. Public or tourist perceptions of public toilets in Indonesia and or Bali in general are still concerning. According to Atmojo (2010) 62% of public toilets in Indonesia are still dirty with wet, dirty and humid floors that are very suitable for breeding bacteria and microorganisms that are detrimental to human life. According to Adiwoso (2011), founder of the Indonesian Toilet Association, the cleanliness of public toilets in Indonesia was ranked 12th worst of 18 countries in Asia.

In Bali, since the leadership of Governor MangkuPastika, there is a program "Bali Clean and Green". Considering Bali as a destination, clean toilets become mandatory facilities for tourists. To be able to support the Bali Clean and Green Province program, studies are needed regarding current public toilet management. Based on the description on the background of the above problems, the main problem is how do tourists perceive the cleanliness and completeness of public toilet facilities on tourist objects and attractions in Bali? The results of this study are then expected to be used as input in making decisions in the management of public toilets in Bali, especially in tourist objects and attractions in Bali.

RESEARCH METHODS

This research location is a tourist attraction in Bali. The basic considerations for choosing this location are (1) Bali is proclaimed as a clean and green province, (2) tourist attraction is the front door in building a clean cultural image of the Balinese people, and (3) similar research has never been conducted in this area.

The population of this study is all public toilets that are spread on the attractiveness of tourism in all districts and cities in Bali. The toilet samples that will be used are 20 public toilets spread over tourist attractions in all regencies and cities in Bali and a sample of 10 respondents from each toilet or equal to 200 people.

Data collection methods used are interviews, observations, and questionnaires. This research is descriptive research. According to Whitney in Nazir (2005: 55) descriptive research is fact finding with the right interpretation. Analysis of tourist satisfaction on the quality of hygiene and public toilet facilities will be analyzed by Analysis of Interest and Performance. This analysis is used to compare the level of importance with performance (Supranto, 2001: 241). In this study,
the technical analysis was used to measure the level of suitability between tourist expectations and perceptions of the quality of cleanliness and public toilet facilities at tourist attractions in Bali. The steps in this analysis are as follows; (1) determine the average score of expectation and perception variables, (2) determine the average score of expectations and perceptions and (3) calculate the level of suitability.

RESULTS AND DISCUSSION
Public Toilet Design

The toilet comes from the French "toilette" which means "dressing room" from the word "toile" which means "clothes". Another name for a public toilet is "restroom". In a lexical restroom means a resting room, but this does not mean that people will rest in a room with a toilet. The term used is only euphemism or using indirect language so that it is more acceptable in oral and written communication. The vulgar term has been used before such as Pissoir or the place for pee and shithouse or dirt house. The other public toilet that has been used is washroom, lavatory, ladies 'room, gents' room, boys 'room, girls' room, loo, water closet (WC), can, cabinet, comfort station, comfort room, necessary room, the facilities, outhouse, privy, and throne (Straightdope, 2010). Toilet design is adapted to the culture of the user community. Besides that demographic factors are also considered, such as gender, age, physical condition including visual impairments, using a wheelchair, and others. The design of good public toilets meets the following requirements (1) clean and dry, (2) adequate ventilation, (3) easy to clean, (4) plans that are in accordance with traffic, and (5) pay attention to the needs of the disabled (Darmawijaya, et al., 2012). The main priority of the design of public toilets is the ventilation system. Incorrect ventilation systems can cause odorless air to be quickly extracted. While a good ventilation system will be able to extract odor air and avoid humid rooms so that mold or mildew is not easy to grow. Looscaping comes from the word loo which means toilet. Looscaping is an atmosphere or view in a public toilet. Public toilets can be beautified in a way; (1) there are indoor plants in public toilets to make a green and fresh impression, (2) to install paintings or photos that are beautified by lights, and (3) to place statues or other ornaments in the corner or near the urinals so that the appearance of public toilets becomes more beautiful, (Darmawijaya, et al., 2012). Based on the results of observation, the appearance of the toilet in the research object is not in accordance with the expected landscaping. If an object wants to make a public toilet it can refer to the standard assessment of public toilets. Public toilets can be assessed by using a toilet assessment assessment. According to Wong et al. (2011) assessment criteria for public toilets include conditions, maintenance systems and comfort levels, special facilities and ease of use. Toilet conditions can be assessed using the following attributes and variables; (1) entrance, (2) Hand Wash Area, (3) Water Closet, (4) Urinal, and (5) Fixture.
Assessment of public areas can be done with the following criteria; (1) the floor is clean and dry and free of garbage, stains and dirt. (2) Walls and wall tiles are free from dirt, stains, mold, scratches and chipped paint and no broken or broken tiles. (3) The ceiling is free of dirt, stains, mold and peeling paint. (4) Minimum lighting is 300 lux. The lights are free of dirt with an adequate amount. (5) Switch / switch / powerpoint free from dirt and stains. (6) Sanitary pipes and fittings function well, are complete and are not damaged, (Darmawijaya, et al, 2012)

Tourist Perception of Public Toilets

This study focuses on the quality of hygiene and public toilet facilities on tourist attractions carried out in eight districts and one city in Bali Province. These cities and districts are Denpasar City, Badung Regency, Gianyar Regency, Klungkung Regency, Karangasem Regency, Bangli Regency, Buleleng Regency, Tabanan Regency, and Jembrana Regency. Tourist attractions that are used as research objects are the Bali Museum, Art Center, Taman Ayun, Uluwatu, Nusa Dua Peninsula Beach, Monkey Forest, Goa Gajah, Kertagosa, Goa Lawah, Taman Ujung, Besakih, Pura Batur, Desa Penglipuran, Lovina, Hot Springs Banjar, Tanah Lot, Alas Kedaton, Bedugul Botanical Garden, Taman Kota Negara, and Rambut Siwi Temple. The choice of tourist attraction in each city and district is based on the popularity of the area to be visited by tourists. The average visitor to the tourist attraction of each city and district is 150 people every day.

Tourists who made as respondents were 200 people with a composition of 30% of foreign tourists and 70% of domestic tourists. Male sex composition is 100 people and women are 100 people. Of these 10% are less than 21 years old. While those aged 21-30 years, 31-40 years, 41-50 years, and more than 50 years, the percentage is 30%, 35%, 15% and 10%. The characteristics of these respondents have implications for the findings of this study.

Table 1

<table>
<thead>
<tr>
<th>Description</th>
<th>Expectation</th>
<th>Experience</th>
<th>Suitability</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. There is a toilet sign and is easily recognizable</td>
<td>4.59</td>
<td>2.64</td>
<td>58%</td>
</tr>
<tr>
<td>2. Women's and men's toilets have clear marks</td>
<td>4.65</td>
<td>2.77</td>
<td>59%</td>
</tr>
<tr>
<td><strong>Hand washing area</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Taps and hand dryers work</td>
<td>4.54</td>
<td>2.00</td>
<td>44%</td>
</tr>
<tr>
<td>2. The soap is filled and functioning</td>
<td>4.75</td>
<td>1.73</td>
<td>36%</td>
</tr>
<tr>
<td>3. In general this area is clean, dry and neat</td>
<td>4.83</td>
<td>2.07</td>
<td>43%</td>
</tr>
<tr>
<td><strong>Water Closet (WC)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. The toilet doors and walls are clean and free of doodles</td>
<td>4.55</td>
<td>2.29</td>
<td>50%</td>
</tr>
<tr>
<td>2. Door locks and hangers are available and functioning</td>
<td>4.79</td>
<td>2.50</td>
<td>52%</td>
</tr>
</tbody>
</table>
In Table 1, it can be seen that in general, tourists' expectations for cleanliness and toilet facilities in tourist objects and attractions in Bali are 4.68 greater than the experience obtained, which is 2.18. This means that the ability of public toilets to attract tourists to meet their expectations is 47%. While toilet user comments in general are public toilets on tourist attraction in Bali is smell, dirty, no tissue and no soap. So the aspects of cleanliness and public toilet facilities in this study are still far from the expectations of users, both domestic and foreign tourists.

From the above findings, the cleanliness and public toilet facilities at DTW in Bali can be categorized as follows (see Table 2).

**Table 2**

Category of Hygiene Conditions and Public Toilet Facilities in DTW in Bali

<table>
<thead>
<tr>
<th>Category</th>
<th>Sub Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanliness</td>
<td>Toilet sign</td>
<td>Generally dirty and seem unkempt</td>
</tr>
<tr>
<td></td>
<td>Sanitry tools</td>
<td>Generally dirty, wet and smelly. In some places the dirt dries because it has not been cleaned, there is no water and toilet faeces are not watered. Hidden parts like toilet hinges, latrines and water tanks are often overlooked and dirty.</td>
</tr>
<tr>
<td></td>
<td>Hand washing area, WC, Urinals</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other areas: Ceilings, walls, mirrors, doors, ventilations, floors</td>
<td>Generally the paint is rather dull, slightly peelled/moist/mildew and dirty.</td>
</tr>
<tr>
<td>Facility</td>
<td>Toilet sign</td>
<td>In some places just put it away without considering whether it is easy to see or not and does not pay attention to aesthetic aspects</td>
</tr>
</tbody>
</table>
Sanitery tools
Hand washing area, WC, Urinals
In some places the faucet is broken, the pipe is very rusty and the sanitary ware is not working

General area: ceilings, walls, mirrors, and floors
In some places the door was broken, the key was missing, the floor was cracked, and the mirror was missing.

### Category ### Description

**Security**
- Generally the walls/doors of the inside of the toilet are not equipped with a hook or hanging device or a special board to place items so that users who travel alone will have difficulty using the toilet. And there is also no safe deposit box

**Safety**
- The condition of toilets which are generally wet, dirty and not equipped with had washing soap and tissue/drying equipment creates an impressions that is not hygiene. This condition can threaten the safety of toilet users such as abdominal pain or itchy skin.
- Besides that, the condition of damaged facilities such as rusting, loose, and not strong can cause the risk of accidents such as injured, falling and or being hit.
- 

**Convenience**
- Public toilet services that do not provide soap facilities, adequate dryers will make it difficult for users because they have to prepare themselves
- Levies imposed on users in general are not matched by adequate services, even in some places toilet workers collect retribution before tourists use the toilet even though in certain case the toilet can not be used.
- Inadequate trash cans also disturb tourists’ comfort. For tourists who understand they will bring the garbage, but for those who do not understand it will throw the garbage on the floor so that it looks dirty and slum.
- Hanger and board facilities to put inadequate items make tourists uncomfortable in using the toilet

### CONCLUSION AND SUGGESTIONS ###

**Conclusion**

Based on the discussion in the previous chapter, it can be concluded that (1) the perception of tourists about the cleanliness of public toilets on tourist objects and attractions in Bali is 2.18, which means that the toilet is less clean. Tourist comments show smelly, dirty toilets, no tissue and no soap. (2) The level of suitability between experience and tourist expectations of cleanliness and public toilet facilities at tourist attractions in Bali is 47%. This shows that only 47% of tourist expectations can be met. While the remaining 53% cannot be fulfilled.

**Suggestions**

(1) Creating a clean toilet campaign program in Bali involving government, private sector, tourism professional associations, tourism business associations, schools, academics and the
community. (2) Improve the cleanliness and availability of public toilet facilities through education programs to users and training to cleaners and managers and the community. (3) Improve toilet design so that it can be easily used and environmentally friendly. (4) Improving the management system of public toilets by increasing the competence of managers through training involving all stakeholders.

**DAFTAR PUSTAKA**


ABSTRACT

Tourism is an important economic activity in Indonesia. Tourism contributes to the nation’s GDP and employment. The total contribution of tourism to employment reached 10.0% of total employment. The need for sustainable tourism is imperative for the industry to survive as a whole. Sustainable tourism, if well planned and managed can make a direct and positive contribution to Indonesia’s achievement of the Millennium Development Goals, inclusive of poverty reduction, rural development, preservation of culture and society, gender equity, and environmental protection. Employment creation remains a centerpiece of this strategy with the promotion of decent green jobs for the development of environmentally-friendly products, services and public works. In order to make the tourism sustainable, tourism actors became the main key in achieving the goal. Human resources with the green jobs should have a clear understanding about the sustainable for Indonesia tourism. International Labor Organization (ILO) and United Nations Environment Programme (UNEP) define that jobs are green when they help reduce the negative environmental impact and ultimately lead to environmentally, economically and socially sustainable enterprises and economics. The purposes of this study were (1) examine the understanding the concept of sustainable tourism by tourism actors (2) have the clear picture about green jobs for tourism actors. This research collecting data through interviews and observations with purposive and snowball sampling method. Research found that tourism actors already known the concept of sustainable tourism but still have obstacles to applied in their product or destination. Tourism actors aware that green jobs improving the quality of local communities, prosperous society and maintain the sustainable of environment. In additional the suggestion of this research is to make a sustainable planning program and guideline for every green jobs in tourism sector.

Keywords: Sustainable Tourism, Green Jobs, Tourism Actors

Introduction

Background

Tourism is a sector that has impact in other sectors including the employment in direct labor, indirect labor and induces labor in tourism factors. Indonesia’s number of workers in tourism industry in proportion to total workers, in 2015 total worker was 10.36% and increase to 12.28% in 2016 (BPS, 2018). The number labor of direct, indirect and induces are calculated from the total workforce employed in the economic sectors due to tourism activities. The number of direct and indirect labor in the tourism sector is calculated from the total workforce absorbed in the economic sectors due to tourism activities, either directly and indirectly. Job creation has begun since tourists will depart (tourist travel services), arrive at the airport (transportation workforce), and when doing tourist travel activities (tour guides and lodging).

Tourism is an important economic activity in Indonesia. Tourism development is seen as a way of improving Indonesia’ economy and social wellbeing, but if this development is not handled carefully, tourists will migrate to competing destinations or attractions. In the future, there will be
mounting pressure to develop tourism products with a sustainable focus, helping to fit in with the local environment and ensure its preservation. Tourism contributes to the nation’s GDP and employment. The total contribution of tourism to employment reached 10.0% of total employment. The need for sustainable tourism is imperative for the industry to survive as a whole. Sustainable tourism, if well planned and managed can make a direct and positive contribution to Indonesia’s achievement of the Millennium Development Goals, inclusive of poverty reduction, rural development, preservation of culture and society, gender equity, and environmental protection.

International Labour Organization (2010) stated that sustainable tourism describes policies, practices and programmes that take into account not only the expectations of tourists regarding responsible natural resource management (demand), but also the needs of communities that support or are affected by tourism projects and the environment (supply). Sustainable tourism is directly and positively linked to the SDGs, poverty reduction, rural development, preservation of culture and society, gender equity, environmental protection, climate change mitigation and shows a beneficial impact on climate change mitigation.

Tourism industry should aim to minimize the negative impact on the environment. If possible, strives to make a positive contribution to the preservation bio-diversity wildlife, natural and human heritage. That is, the development of the path of "green tourism" to minimize impact on the environment (both physical and social environment), will create environmentally friendly leisure options, making responsible travel, saving money, making choices on energy-saving technologies with low impact on the environment.

Employment creation remains a centerpiece of this strategy with the promotion of decent green jobs for the development of environmentally-friendly products, services and public works. Green jobs can be created through the development and promotion of green products, green services and green public works. Green labels and certification programmes support these products and services, but they are still underdeveloped in many tourism destinations. In order to make the tourism sustainable, tourism actors became the main key in achieving the goal. Human resources with the green jobs should have a clear understanding about the sustainable for Indonesia tourism.

Research Objectives

The purposes of this study were (1) examine the understanding the concept of sustainable tourism by tourism actors (2) have the clear picture about green jobs for tourism actors.

Literature Review

Sustainable Tourism

Sustainability principles refer to the environmental, economic and sociocultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. Thus, sustainable tourism should (World Tourism Organization, 2004):

- Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
- Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
• Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them (UNEP and WTO, 2005). Policy implications of a sustainable tourism agenda:

• Economic viability
• Local prosperity
• Employment quality
• Social equity
• Visitor fulfillment
• Local control
• Community wellbeing
• Cultural richness
• Physical integrity
• Biological diversity
• Resource efficiency
• Environmental purity

Green Jobs

International Labor Organization (ILO) and United Nations Environment Programme (UNEP) define that jobs are green when they help reduce the negative environmental impact and ultimately lead to environmentally, economically and socially sustainable enterprises and economics. Green jobs are decent jobs that contribute to preserve or restore the environment, be they in traditional sectors such as manufacturing and construction, or in new, emerging green sectors such as renewable energy and energy efficiency (ILO, 2016). Green jobs help:

• Improve energy and raw materials efficiency
• Limit greenhouse gas emissions
• Minimize waste and pollution
• Protect and restore ecosystems
• Support adaptation to the effects of climate change

The joint UNEP/ILO/IOE/ITUC report defined “a green job” as any decent job that contributes to preserving or restoring the quality of the environment, be it in agriculture, industry, services or administration. In practice these jobs: (1) reduce consumption of energy and raw materials; (2) limit GHG emissions; (3) minimize waste and pollution; (4) protect and restore ecosystems; and (5) enable enterprises and communities to adapt to climate change (ILO, 2013).

Given the above, it is possible to say that a green job is any job or self-employment that genuinely contributes to a more sustainable world, it may also be stated that a green job is a job related to the environmental sector. Further, a green job is the coming together of a company or organization, with an individual motivated and capable of performing the role. The company or organization can either be in a 'green' sector (e.g. solar energy), or in a conventional sector but making genuine and substantial efforts to green its operations (not just green wash).
Methodology

This research uses descriptive qualitative data which consist of primary and secondary data, using an observation and depth interview with 30 tourism actors in destinations located in East, West and Central of Indonesia. In order to get a widest variety of green job in tourism industry, hotels, restaurants, tour operators and tourist attractions were included in this research. The interview questions were adapted from Indonesia Sustainable Tourism Award (ISTA) questionnaire that used from 2017. This paper presents the results on tourism actors of destination that have complete information and knowledge’s needed in applied a sustainable tourism and green jobs.

Results and Discussion

This research found that tourism actors already known the concept of sustainable tourism but still have obstacles to applied in their product or destination. Tourism actors aware that green jobs improving the quality of local communities, prosperous society and maintain the sustainable of environment.

By applied the concept of sustainable in tourism, tourism’s investor helps local community a positive impact in their life quality. Local communities have equal opportunities to have jobs, training and work safety in their work place. Maintaining this concept also give support for local, small and medium entrepreneurs promoting and developing sustainable local products based on local nature and local heritage like handicrafts, art shows, agricultural products and others.

The other positive impact of sustainable tourism, local communities also get a direct economic impact from the contributions of tourist destinations, such as an increase in the number of visits that provide higher income to the local community, income per room of hotel industry and also increasing the investment in the destination. This research support Mohonk Agreement (2000) that stated in sustainable tourism, destinations has to minimize the impact of ecology, socio-culture and at the same time should give economic benefit for local communities.

Maintaining the sustainable of environment, in some destination, tourism actors aware that by helping and assisting companies in monitoring, reducing and reporting on water use, also aware the process and reuse liquid waste effectively will make the destination continuing provide a green area (ISTA, 2018). In some destination areas in Indonesia, tourism actors or owners have provided environmentally friendly transportation such as cycling make programs for visitors to actively use the transportation. Others also hold events like running, walking and jogging to reduce pollution in the area.

For maintaining environment, tourism actors recognize that environment is an important for the sustainable in destination, so they educate visitors and explain about the natural and cultural value in their destination. Tour operators are not only giving the information about tourist attractions, but also the do’s and don’ts behaviors. This also can be applied in hotel industry to become a green hotel. Hotel’s management can invite guest to participate in reducing water waste and minimizing plastic use in their products. There is a growing body of evidence that greening tourism can lead to broad economic, social and environmental benefits for the host countries and their communities (Klytchnikova and Dorosh, 2009).

In developing green jobs in tourism, company or organizations need to build cooperation with other stakeholder in tourism to promote their destination. Green jobs can be created through the development and promotion of green products, green services and green public works (Chernyshev, 2018). Green labels and certification programs support these products and services, but they are still underdeveloped in Indonesia destinations.
The understanding of and commitment for green jobs supporting an adequate transition for workers and employers towards a low carbon, climate change decelerating, environmentally friendly and socially respectful development should be a crucial part of sustainable tourism policies in any tourism oriented country. Green jobs therefore need to be integrated in all tourism related policies on employment and business as well as climate change mitigation with a view to their sustainability.

Tourism stakeholder realize the importance of the importance of an accurate interpretative information for natural and cultural sites, so information must be in accordance with the local culture, developed in collaboration with the community and communicated with relevant language for visitors. This guidebook or brochure will give all related information about destination and will be easy to access by online or offline.

Conclusions and Suggestions

Destination that applied sustainable tourism concept is directly and positively giving impact to environmental protection, gender equity, and preservation of culture, society and local heritage and also giving beneficial impact for local community in economy. Organization and people who works in tourism industry need an education, indicator’s standard that can be used by governance or organization to monitor the destination to get certified in sustainable tourism. Destination that applied sustainable tourism concept should have the commitment from their organization and employment to develop and promote the green product, green service and green work.

For future research, it is suggested that every tourism business should improve the quality of their employee and make an assessment for their products to optimize sustainability in the tourism sector. Furthermore, every destination with tourism as their core product should apply all four criteria in ISTA 2018 (governance, economic benefits, cultural and environmental preservation) that can be used as guidelines in helping all stakeholders in tourism in implement sustainable tourism in destination.

Acknowledgement

We like to extend our highest gratitude to Mr. I Gde Ardika (Chairman of Indonesia Sustainable Tourism Committee under Ministry of Tourism of Republic of Indonesia), Dr. Frans Teguh and Mr. Indra Ni Tua (Head of Sub-Directorate of Tourism) for giving an opportunity to observe destinations and interview tourism actors who participate in Indonesia Sustainable Tourism Award 2018. We also thank our Dean Dr. Diena M. Lemy, A. Par., M.M. and Dr. Amelda Pramezwary, A.Par., M.M. for the guidance and encouragement in our research project. Last, we sincerely thank all participants that giving time in accompanying visit destination and giving complete information during interview.

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THE ROLE OF MILLENNIALS ON PRESERVING HERITAGE

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Abstract

The 21st century is known as the age of postmodern tourism and heritage has been associated to postmodern tourism consumption. Postmodern tourism seek cultural and heritage experiences that become an essential part of the consumption practices. Millennials are open-minded, technologically, innovative, and creative generation. This generation is predicted as the largest market in industrial world and potentially as social difference. Cultural studies called this phenomenon as subculture where they individually sharing on ideology and certain practices. This article uses qualitative method with quantitative data. Data consist of primary data and secondary data. The data collection techniques are obtained by doing depth interview, observation, library research, and online and analyzed by using postmodernism and cultural studies theories. As the result, Indonesian millennials are expected to take part on 4.0 Industrial Revolution for tourism and travel services in one of the 12 sector in General Agreement on Trade in Services (GATS). Heritage has been a cluster of creative industry that worth doing for millennials. Social difference is a lifestyle for those millennials community that concerns with culture and heritage. The role of millennials are important on preserving heritage because by 2020 until 2030 they are supposed to make up 70% of the total productive age population in Indonesia.

Keywords: Postmodern tourism, heritage, millennials, lifestyle, and 4.0 Industrial Revolution.

Introduction

Cultural heritage is a universal trend of the postmodern society in this 21st century. Cultural heritage, either tangible or intangible, and the local culture that it holds are vital as they contain the local culture values of the group of people who inherit the culture. Cultural heritage is a destination and the main attraction for postmodern tourists and it has its own unique characteristics that make it different from the mass tourism. The reproduction of the past cultural heritage, packed attractively, is correlated to the consumption pattern of postmodern tourists, that is, indirectly involves the local cultures. This is the reason why cultural heritage is ‘exploited’ massively in many places as well as in Indonesia. The tugging of importance between cultural researchers/artists and tourism practices, and accusation often occurs as tourism are considered to be exploiting the cultural heritage too much.

Postmodern tourists use intellectual acuity in appreciating the messages of the cultural heritage that they see and build their own assessment of it. It is important to note that postmodern tourists are the generation of baby boomers and their tendency of travelling is to gain knowledge of the traditional social values and everything that is connected to the past. For them, authenticity and originality are two essential key points to have in the product offered to them. The combination of local and global features as this is the postmodernism manifestation, tourism is conceptualized as a complex string related to production. In postmodern tourism, reality and fantasy are tightly connected (Nuryanti, 1996:250). Post-modern tourism is also known as heritage tourism and cultural tourism.

Cultural heritage is considered important for the millennials generation as the 4.0 Industrial Revolution is suspected to have changed the way people live and work. The millennials have big opportunities to success since they have the ability to utilize information technology. Compared to the previous generations, the millennials are more diverse in ethnicity, more prosperous economically, and more educated. According to Rosyadi (2018), 52% of the workforce or around 52.6 million of employments in Indonesia potentially replaced with digital systems. This is a huge chance for millennials in Indonesia. In the attempt to cut the negative effects of technology towards millennials
and the shifting demands of job competition, technology can be used to look more deeply into the issues of cultural preservation, postmodern tourism, and the development of creative industry.

The society and millennials in Indonesia, basically, can be said, understand about cultural heritage preservation and postmodern tourism development. However, the resources are not yet directly proportional to that we have. There are about 81 millions of millennials in Indonesia at the moment and it is obviously a massive amount of human resource to build Indonesia. But since the launch of Asean Economic Community (AEC) in December 2015, there has not been any significant role of the millennials in Indonesia in terms of cultural heritage preserves and cultural tourism in the association of the countries in AEC. Two important fields in the part of ASEAN Socio-Cultural Community Blueprint is Preservation and Promotion of Asean Cultural Heritage, as well as Promotion of Cultural Creativity and Industry. The goal of AEC is to integrate the regional economy of Southeast Asia with the main characteristics being the forming of single production-based market, a competitive economic area, as well as an equitable and balanced economic development area (Surbakti, 2015).

**Method**

This article uses qualitative method with quantitative data. Data consist of primary data and secondary data. The data collection techniques are obtained by doing depth interview, observation, library research, and online. Related or required data are analyzed by using postmodern and cultural studies theories then.

**Result and discussion**

The millennials generation is the fourth generation after the traditionalist, baby boomers, and generation X in the graph of human generation in the world. According to Ali (2015), the millennials are known to be very different from the previous generations, they are considered special for their skills in utilizing the internet technology and pop/music culture. The millennials generation tend to live as hedonists and they cannot be separated from technology, especially internet; entertainment is their basic need. Further explanation from Ali in his writing with the title “Generasi Millennial Indonesia: Tantangan dan Peluang Pemuda Indonesia”, he elaborated that there are still very few research and study about the millennials generation in Indonesia. Viewing from the population in Indonesia, the number of those between the age of 15-34 is very big, around 34,45%. This huge number is actually the asset of human resource related to the issues of cultural preservation and postmodern tourism development, which has been the global tendency.

In the writings of the speakers in various seminars about the millennials generation in Indonesia, it is often explained that 81 million out of 255 million of people in Indonesia are millennials or in the age of 18 to 38 this year. This generation tends to care less about social matters around them, such as politics or economic development of Indonesia. They are often called as the “victims” of technology development. Where should they go? Should they hide? Such are the questions asked by millennials. The negative impact of technology on students has long been the attention of Daradjat (1982), who described that the moral deterioration of students is caused by the development of technology that is not balanced with the improvement of manners quality. On the other hand, technology development is crucial and is extremely needed by the nation in this globalization era.

As explained before, the millennials generation in Indonesia actually know and understand about cultural heritage preservation and postmodern tourism development. For instance, many cultural heritage preservation organizations are formed throughout Indonesia, such as Badan Pelestarian
Pusaka Indonesia (BPPI) in Jakarta, as a vessel the kind of organizations in Indonesia. There is also Pan Sumatra Net (Pansum Net) in Medan that accommodates other cultural heritage preservation organizations in Sumatera Island. There are many more of such organizations in Indonesia that have successfully preserved the cultural heritage in their own areas. But in relation to the term “millennial”, there has not been any real doings of this generation that are seen in the field of cultural preservation. The hedonist way of life is still the choice picked and the most important thing for them is style; they have not yet realized the big opportunity waiting right in front of their eyes.

According to Karnawati (in Rosyadi, 2018), the 4.0 Industrial Revolution is going to wipe out 35% types of work in the upcoming 5 years, and in 10 years, it will increase to 75%, because, gradually, human jobs will be replaced with digital program technology. This is a huge chance for millennials in Indonesia. Central issues of AEC 2015, especially in tourism, are still relevant to this moment. In AEC 2015, there are 8 fields included in Mutual Recognition Agreement (MRA) and one of them is skilled labour. Preservation attempt and cultural heritage as the central theme of postmodern tourism may synergize the preservation and continuity of the heritage of ASEAN countries in the differences and similarities dynamics. It is estimated that ASEAN tourism will contribute to the economics of ASEAN countries, with a target achievement of 460 billion USD and 5.8% growth in 2023 (Surbakti, 2015). The illustration of the types of work potentially automated relating to cultural heritage and postmodern tourism can be seen in the image below.

Compared to the countries in ASEAN region, the role of Indonesia millennials in preservation and tourism issues can be considered not maximal yet as there is no movement that unites it. The level of success of such activity is not yet prevalent in capital cities all over Indonesia, even though Indonesia is a country with rich cultures and resources. The role of the team from Jaringan Kampung Nusantara (Japung Nusantara) in the 12th Biennial Crossroads in Cultural Studies Conference in Shanghai University, Shanghai China, on August 12-15, 2018, is worth the mention here. Japung Nusantara is a community in which the activists form a network of villages, as well as actively interact and discuss through social media, website, and especially WhatsApp group, to help support, strengthen ideas, and synergize each other (http://japungnusantara.org/cultural-studies-conference/).

Young On Top National Conference (YOTNC) 2016 seminar specifically picks the topic “It’s Millennial Time to Lead This Nation” and was held in Balairung UI, Depok, on May 14, 2016. Since the first year of this seminar in 2011, it has attracted the attention of young generations. The purpose of this annual seminar is to motivate the young generations of Indonesia to reach success at young age by carrying on the tagline “Why wait until you’re old if you can be successful when you’re still
young?” In this seminar, millennials are hoped to be able to foster a fighting spirit to achieve success at a young age. Again, this kind of moment is expected by Indonesian millennials in AEC. AEC is one of the three pillars of ASEAN Society 2020. The other two pillars are ASEAN Security Community and ASEAN Socio-Cultural Community.

The expectation on the millennials generation has long been the attention of John Naisbitt. This millennial era offers opportunities to express the passion of postmodernism in cultural heritage. Japung Nusantara, for instance, has successfully made young people the spearheads of the village who are to be provided with leadership, hard skill and soft skills, to be a reliable human resource. Young adults must love and have pride on their village for them to be motivated to create and contribute for their village. Opportunities or luck that Naisbitt pictured is proven to be real in the matters of local culture, village tourism, natural and cultural uniqueness, and is developed based on the values in the conference explained above. It really is a big opportunity for the millennials of Indonesia to express themselves. Naisbitt (1996:61) elaborated his prediction in the following quote

“Regarding to coming Millenium, the year 2000 will have an increasingly strong gravitational pull on the last half of the 1990s which will exaggerate and intensify everything we are doing, all the things I have discussed –it will be a time of fantastic opportunity”.

Heritage, Postmodern Tourism, and 4.0 Industrial Revolution

The development of tourism is often accused to be the cause of the damage to culture that a lot of conflicts about importance always occur within the people in the development. There are also a lot of arguments stating that tourism takes on a big part in the preservation of cultural heritage. Commodification process is often done in postmodern tourism towards cultural heritage, this is allowed as there is effort of preservation and, obviously, it yields economic value. Cities in Europe has been using that method and it is considered as the most effective weapon to attract tourists. In fact, the society often unconsciously commodifies beyond the products offered in postmodern tourism. Richards (1996) explained this phenomenon as follows.

“Many authors have identified the collapse of boundaries between the “cultural” and “economic” as a key feature of modernity. The consumption of culture is increasingly used as a means of economic regeneration and the creation of cultural facilities is an important weapon in the competitive struggle to attract inward investment to European cities”.

The use of cultural heritage as a destination and attraction for postmodern tourism can be traced in the conference of tourism and cultural heritage held in Yogyakarta in 1992 (Surbakti, 2008). It was concluded in the conference that the chances of cultural variety and heritage being the products of postmodern tourism and cultural tourism are high. Therefore, issues about the preservation of cultural heritage and postmodern tourism development should be socialized to the Indonesian millennials by competent academicians and through scientific discussions in universities. Millennials are perceptive on global issues, and with their skills in utilizing technology, they could make millennials innovation in the creative industry based on cultural heritage and in the attempt to build Indonesian tourism. The explanation about cultural heritage preservation by Nuryanti (1992) in the following needs to be known by millennials.

“Tourism should be viewed as an asset or tool for the preservation of heritage, especially heritage sites. However, the concept of preservation should not be a ‘protectionist’ one but rather it should be seen as an integrated concept for the revitalization and development of culture”.

Indonesian government through Kemenristekdikti has socialized the policies in facing the globalization of education and 4.0 Industrial Revolution. It is mentioned that Indonesia has ratified World Trade Organization (WTO) and General Agreement on Trade in Services (GATS) as part of the WTO deal (Kemenristekdikti, 2018). Two service sectors in GATS, those are travelling service,
tourism and recreation service, and culture are parts of postmodern tourism science, also known as cultural tourism. The millennials have big opportunities in both of the service sectors, which is the development of creative industry based on cultural heritage. Various activities of the nation’s young people in introducing cultural heritage and Indonesian tourism has been done both domestically and internationally. However, it has not fully adhered to the concept of The United Nations World Tourism Organization (UNWTO) that supports both the economic tradition as well as the application of sustainable approaches.

Japung Nusantara has held a conference in Shanghai, China, in August 2018 with a big theme about cultural movement alternative for social transformation (The Nusantara Kampong Network: Cultural Alternative for Social Transformation). Around 600 people came to the conference, from professors, doctors, postgraduate, researchers, academicians, to cultural studies researchers from around the world (http://japungnusantara.org/cultural-studies-conference/). The success of the activists of Japung Nusantara can become an inspiration for millennials in Indonesia in creative industry according to the mandate of 4.0 Industrial Revolution and GATS. A large number of Indonesian millennials have yet shown any success in the matter of cultural heritage, community empowerment, and the economic value resulted. The negative effects of technology on Indonesian millennials should be replaced with cultural heritage preservation and postmodern tourism development activities. The development of human resource, especially millennials, is one of the important concern for the activists of Japung Nusantara where the government’s role is very much needed.

Following Hartley’s opinion (2010), the activities of Japung Nusantara community, as an example of a successful cultural heritage preservation and postmodern tourism development is called as a very good “life style” for Indonesian millennials. The life style with an identity context included in affinity politics, as a marker of differences in ethnicity, age, and life style. Chaney and Bourdieu in Ibrahim (2011) elaborated life style as a style or a way of using things, places, time, and place, typical to a certain community and depends highly on the types of culture. Life style is pictured as a plural way of life where people of social communities build their social habits. Therefore, this concept of life style is the right concept for Indonesian millennials to contribute along with the socialization of 4.0 Industrial Revolution. GATS is a part of WTO deal and GATS is furthermore viewed as an instrument to push the growth and development.

Tourism and travelling service, as well as cultural and recreation service, are two service sectors in GATS in the policy of Education Globalization & 4.0 Industrial Revolution that have been socialized by Kemenristekdikti. This sector of service is the area of postmodern tourism studies that has yet been widely known by the millennials generation in Indonesia and it can actually be the life style to identify oneself and as a millennial-self differentiator in social relations. According to Ibrahim (2011), the life style has yet become the force to life quality of millennials in Indonesia. Although there are some communities that have been successful in the cultural heritage preservation and cultural tourism development programs, such as Japung Nusantara, it is yet a full picture of Indonesian millennials. The success of the activists of Japung Nusantara is the result of them being in the right path of philosophy of science when working, which is the postmodernism philosophy that studies about cultural heritage and postmodern tourism development.

The life style concept is suitable for millennials in Indonesia as they like to work together in teams and always find innovations of creation and artificial adoption. As a concept of culture and media study, the term life style is interpreted as a complex concept, and as a form of social differentiator of life style, it is interpreted differently and becomes an open source of interpretation (Ibrahim, 2011). Life style is created, practiced, and recycled in a life cycle exactly as the common
millenials style as adherent of the global way of thinking concept. This life style is the place for millennials to express through the creative industry that is based on cultural heritage, where the disruptive mindset concept in 4.0 Industrial Revolution is in line with the postmodernism philosophy that connects three time dimensions: the past, present, and future. Disruptive is the creativity strategy that needs to be applied to acquire innovations through the creative industry for millenials.

According to Mannheim in his book “The Problem of Generations” (1952), millennials generation are a generation that in born in the same era, in specific time and space together, and is aware of their own history. The millennial era is not a threat, but instead, it opens a big path for Indonesian millennials generation to explore the creative industry that is now a significant sector in global economics. Creative industry is where traditional creative talents of design, performing arts, production, authorship, combined with media production, distribution technique, and new interactive technology are sheltered (Hartley, 2010). This spirit of creative industry suits the characteristics of the millennials generation that has a wide range of network and their interest in collaborating, as well as being born in the internet booming era. For instance, Michael Strobel, the founder of Bali.com that has successfully combined creativity, strategy, and technology in building the Bali tourism can be a motivator in the creative industry.

Indonesia is a country rich of cultural resources. The united movement of the millennials generation in Indonesia in the preservation of cultural heritage and the development of postmodern tourism in creative industry is needed to answer the challenge of 4.0 Industrial Revolution. Cultural heritage preservation and postmodern tourism development has been a global issue. Paradigm, concepts, and approaches in discussing it follows the concept of UNWTO as how the community of Japung Nusantara did is a development model with the correct theoretical conceptual and is integrative holistic. Biennial Crossroads in Cultural Studies Conference (2018) is a meeting place for experts and researchers of cultural studies from around the world to share information about the science of cultural studies. Cultural studies and postmodern tourism (cultural tourism) has yet been fathomed, let alone used in the development of tourism in Indonesia (Surbakti and Sebayang, 2018). As a contribution for Indonesian millennials, in the next step, scientists must discuss about literature concerning the travelling and tourism services, as well as cultural and recreation services in 4.0 Industrial Revolution.

The orientation of policies of Asian countries in global association has changed. The power of Asia has started to be taken into account and this is the right time for Indonesian millennials generation to express in this era of millennial. The 4.0 Industrial Revolution has been socialized by Indonesian government strictly mandates the role of the millennials generation in it. This matter has long been the prediction of John Naissbitt in his writing “Megatrends in Tourism” (1996). Naissbitt explained in his diction as follows.

“Throughout the continent, the voice of Asia is saying goodbye to Western dominance: politically, culturally, economically --Asia has joined the world as an equal partner and make its own decisions. Recognizing and appreciating this change in mindset is basic to building a successful East-West partnership”.

Conclusion

Cultural heritage is the main destination and attraction for postmodern tourism. Their tendency of travelling is to gain knowledge of the traditional social values and everything that is connected to the past. Cultural heritage is considered important for the millennials as the 4.0 Industrial Revolution have changed the way people live and work. There are about 81 millions millennials in Indonesia but since the launch of AEC in December 2015 and in relation to term “millennial” there
has not been any real doings of this generation. Indonesian government has socialized the policies in facing education globalization and 4.0 Industrial Revolution. Two service sectors in GATS, those are travelling service, tourism and recreation service, and culture are parts of postmodern tourism science.

**Suggestion**

Cultural heritage has been a cluster of creative industry that worth doing for Indonesian millennials. Social difference is a life style for those millennials that concerns with culture and heritage. As a contribution for them, scientists must discuss about cultural tourism concerning the travelling and tourism services as well as cultural and recreation services in 4.0 Industrial Revolution.

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http://japungnusantara.org/cultural-studies-conference/.
Roles of Community Leaders in Developing Dieng Kulon Tourism Village, Central Java, Indonesia

ABSTRACT

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Dieng Culture Festival is annually held since 2011 and able to attract a huge number of visitors to Dieng. In 2011, the number of visitors was 120,768, and it increased to 418,019 in 2016. The advancement in tourism sector can be achieved because community leaders played the role that supported initial ideas and are able to empower the local community to develop tourism village. The natural potential and indigenous culture of the village are packaged by the local community as the community based tourism attraction. Most of villagers who originally relied their living on farming, has worked in tourism sector for the last 5 years. The objective of this study is to examine and describe the roles of community leaders in the development of tourism at Dieng Kulon. The data and information were obtained from the interview with several community leaders, mainly those who played a big role since its establishment in 2009 until now. The data was obtained from records, photographs, and documentations of village. The findings showed that there were various development activities by tourism community leaders in various tourist attractions such as, the tour guides, homestays, culinary products, souvenirs, souvenir shops and others. It can be concluded that the community leaders played significant role in the development of tourism village, especially their role and contribution in empowering local communities.

Keywords: community leaders, tourism village, local communities, community-based tourism.

1. Introduction

Tourism village development has an important contribution to tourism activities and community life in Dieng Kulon village, Central Java, Indonesia (Lane, 2009; Sharpley and Creaven, 2001; Chin, 2014, Mili, 2012). The villagers of Dieng Kulon traditionally work as potato, cabbage and carrot farmers. The development of tourism in Indonesia influences the way of thinking and inspires the idea of community leaders in Dieng to develop tourism activities in their village (Tang, 2012; Local leadership for rural tourism development). In 2008 several tourism village figures initiated and encouraged villagers to develop tourist villages jointly. The communities were given the insight and trained to work on the village potential to be the attractions and cultural tourism attractions. The concept of tourism village which was based on community empowerment encouraged citizens to directly participate in the development of tourism village. The success of the community in developing tourism village was reflected in various business activities, services and the growth of tourism sector institutions in the last 8 years. Tourism village development was a positive and concrete result of community leaders in empowering the community to work in the tourism sector. The natural tourism attraction, cultural potential and individual creativity have been packaged into a cultural wizard to attract tourists to Dieng. Since 2011, cultural events that combine customs, traditions and cultural arts became the annual festival known as the Dieng Cultural Degree to increase tourists’ visit to Dieng (Getz, Anderson & Larson, 2007 in Getz, 2008).
From field observation it is found that there was a reality of community activities, facilities, tourism infrastructure and services as a form of readiness to welcome the tourists who visit Dieng village. The example of community activities are making tour packages, homestay management, food specialty makers, souvenir makers and sellers, and other community creative industries (Nilnopakkum, 2013). The growth of community institutions is including Homestay Association, and Dieng Tourism Association. The number of homestay at the early of tourism village development in 2009 was recorded about 9 homestays, and in 2017 there were 120 homestays. Carica fruit and Purwaceng plants were processed and packaged into specialty Dieng beverage products. The number of residents who work as local guides was 70 people and has received a certificate from HPI. The number of community institutions in the tourism sector has grown and received recognition from the government. Tourists’ visit to Dieng also showed positive improvement, for Domestic and Foreign tourists in 2010 there were 120,765 and 2016 421,876 visitors respectively. The purpose of the study is to examine and explain the role of village leaders in the development of tourism village in Deing Kulon as well as the impact from economic, socio-cultural and environmental aspects.

2. Literature Review

Community leader in this research is the figure of a person who has the idea, the ability to motivate and empower the community in the development of a tourism village. His or her leadership can influence his or her group to work together to achieve a common goal (Zmys, 2014). His or her figure is utilized to encourage the villagers to achieve his or her vision which is a tourist village for community welfare (Lopez, 2017: because his or her figure has great social capital and is used to empower his group as an instrument to achieve the goals). Sorenson and Epps, 1996 in Beer, 2014 said that effective leadership could manifest the development of economic, social and commitment, had the commitment, and was able to motivate individuals and groups in achieving their vision (Beer, 2014). Simson, 2009 stated that leaders / local leaders must be flexible, able to share the roles and have a deep-rooted entrepreneurial spirit (Beer, 2014). One of the important WTO issues in 2012 was to increase local figures in the development of tourism in the village (Edgel, 2012). The figure played a role in providing knowledge, having access / network both at local level in Dieng, Regional (Central Java) and national level to be able to build effective collaboration with stakeholders as partners in the process of developing tourism village (Prideaux, 2009 in Tang, 2012).

3. Methodology

The primary data and information were obtained through observation and direct interviews with the leaders who were directly related to the development of tourism village since the early of 2009 until now. Secondary data was obtained from various documents, photos, videos, newspapers and magazines.

4. Results and Discussions

The role and influence of community leaders were found in the development of tourism villages. Field findings became the important factor because after going through the investigation, it was found that tourism village of Dieng Kulon would be developed without the strong role of community leaders. They had the ideas and were able to participatory encouraging community members in developing tourism village. Those
village leaders were ordinary people, not special individuals, but Dieng indigenous who had the passion as well as the knowledge and they understood the needs of the village's future. The role of local community leaders or village tourism managers can be analyzed as follows.

Community leader 1 was villager who worked as potato farmer in the village. Previously known as the Chairperson of the Youth Organization and Chair of the Tourism Awareness Group, this figure had ideas and became the major initiator in the development of tourism activities in the Village (Lopez, 2017). As a young figure who lived in Dieng, he thought that Dieng Kulon village has lovely, outstanding and beautiful natural tourism. However, every time there were tourists to Dieng, most of the residents were only the spectators since all tourism actors were outsiders. It happened because the lack of human resources from tourism knowledge, expertise, services, and networks. Dieng youths then were given insight to tourism and technical training in serving tourists. As a figure or leader who knew more about tourism, leader 1 was trusted as a facilitator of village development in Dieng by the Ministry of Tourism in 2009 (Tang, 2012). This opportunity was optimized to develop ideas and with the support of local, regional and central governments, the capital, access and the opportunities were opened to analyze their ideas. (Waligo, 2014). In 2009 a tourism village was formed, entrusted to leader 1 as the Chairman. Village tourism potential is managed jointly with residents to become a tourist attraction. Cultural potentials such as customs, art, historical heritage were managed to be a cultural attractions. The combination of those two potentials became the strength of a tourism village in attracting international tourists. A person who was able to turn a vegetable-producing agricultural village into an agro tourism village enabled make the peasant youth becoming a tourism actor. This figure was able to empower the community becoming tourists' host in which the tourist visit increased from 120,765 in 2011 to 421,876 in 2016. Tourism village that had identity and were able to obtain national level achievement as the Best Tourism Village in 2014 from Ministry of Tourism and in ASEAN Level as the best CBT 2015. (Dieng Kulon tourism village, 2017) As the important figure, leader 1 was able to get awards at the National and International Levels. Without leader 1, there was highly unlikely for Dieng to become renowned destination in Indonesia.

Leader 2 worked as a trader, initiator and pioneer of Carica fruit and Purwaceng plant processors as specialty fruit and beverage of Dieng. Carica Fruit (Carica Pubescens) is a native fruit from Dieng and according to leader 2 it is almost extinct because people in Dieng consider it has no value of use. A village leader who knew the benefits of the Carica fruit then multiplied both the plants and the fruit to be processed as specialty drink (Zhao, 2011: Waligo, 2014). In 2006, leader 2 began to produce them but they were only sold 6 cartons per week. Along with the development of tourism village, leader 2 proved their peculiarities and obtained feasibility in the BPOM Banjarnegara laboratory test. In the establishment and development of tourism village, leader 2 acted as a work unit for the development of specialty Dieng culinary. Leader 2 and leader 1 were partners in initiating ideas and developing tourism village. As a local entrepreneur, he is an important factor in supporting the development of people's businesses in Breset and Backman villages, 2005 in Zhou, 2017). His business has now grown rapidly, and is able to sell thousands of products per month. Carica drinks became famous as a specialty gift of Dieng, and its production absorbed hundreds of village workers also increased the
business of local SMEs. In the attempt to make Carica as a symbol of Dieng's culinary, at the opening ceremony of Dieng Culture Festival the manager gave this specialty drink to tourists.

Leader 3 works as a guide, and community initiator to be employed as Dieng tour guides. This person becomes the direct spokesperson and representative of tourism villages to tourists. As a senior tour guide figure, his role is quite challenging and important to increase the number as well as the quality of tour guides, so they provide good services to the tourists. Consolidation among the tour guides continuously pursued and it is followed by the active participation in Guide Association, thus the outside information and knowledge can be followed by Dieng's HPI. Considering the importance of the tour guide profession for the tourism village, the third leader’s relation with Travel Agent, Homestay Association and outside parties should be maintained to be continuously measured. The image and performance of tour guides should be well maintained, therefore it does not harm the outsiders.

Leader 4 previously worked as a traders and homestay manager who later was chosen to be the initiator for homestay development. The selection of the housewives as homestay leaders strengthens the mission of the tourism village to involve women in managing homestay businesses (Vujko, 2016). The main objective of developing homestays, in one side, is to prepare the accommodation for the tourists to stay in Dieng. Yet, on the other hand is to strengthen community participation (Atkocuniene, 2004; Samsudin, 2015). Homestay development became priority because based on guides’ observation and experience, tourists only visited a number of attractions and did not stay overnight in Dieng. Initiating the housewives as homestay managers is a sensitive and not an easy task. Encouraging the villagers to participate in homestay development provides motivation to jointly develop homestays and prepare food, drinks and make tourists feel comfortable in the village (Ling, and Wu, 2013). They formed a homestay association to provide guidance and organize the management of a homestay business based on the Shariah. The number of homestays that already had the official certificate was 120 in 2016, and this number was not including the residents who did not join the association. When there were cultural events and national holidays, lodging needs increased so that almost all of the houses in the village were turned into accommodation facilities. This gives positive impact since it increases community’s income and improves village welfare.

Leader 5 worked as the head of Dieng Kulon village for 2 periods, local government at the village level. Leader 5 is always be with the community in developing tourism village. In the early of the tourism village, he was still an ordinary resident, but had a commitment to help tourism village development. As a government representative, he together with leader 1 and leader 2 participated in initiating and realizing the development of tourism activities in his village. As the Village Head, the commitment to assist the development process was to support the policy for homestay development and severely restricted hotel permits in Dieng. With the policy, homestay in the village would grow and develop. Policies that were carried out as village heads reflected in the rules that had been implemented, and for the sake of necessity and advancement of tourism village, regulations which supported tourism village was emerged, for example a ban on building new hotels (Jones, 2005 in Borligo, 2016). The budget allocation for the
construction of village infrastructure was directed to the physical construction of roads, waterways, and communication. In repairing the homestay facilities, the sub-district also became the facilitator to the bank. In the program at the sub-district level, he was able to accommodate the tourism village aspirations to district officials. The advancement in the art and culture also received attention from the village to be able to be developed.

5. Conclusions

The tourism village in Dieng Kulon which was built since 2009 was able to develop into a tourism destination in Central Java, Indonesia. It is due to their togetherness and the intention to develop tourism activities in the village. The community guided by community leaders is able to build tourism facilities and infrastructure as well as the service needed by tourists (Beer, 2014). Their cooperation, work coordination and cooperation establishment with outside parties have been able to promote tourism products and cultural events at Dieng Kulon Tourism Village which can attract tourists to visit Dieng. The entire work establishment can be manifested due to the role of village leaders who understand the needs of the resident.

6. Acknowledgments

The writer would like to express the gratitude to all Tourism Village Management of Dieng Kulon who have given their support in this research.

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VISITOR EXPERIENCE IN THREE EDUCATIONAL TOURISM DESTINATIONS IN BANDUNG CITY

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Abstract
One of the visitors’ motivations for traveling to the city of Bandung is gaining new knowledge. Nevertheless, not many managers of tourist destinations in the city are aware of such a motivation. Educational tourism is a tourism concept that applies non-formal education about gaining knowledge and learning experience to those visiting a tourist destination. The visitors’ experience of educational tourism is associated with individuals’ subjective evaluation of events relative to tourism activities in themselves before, during and after travel. Educational experience in the current study was measured through four dimensions, including object experience, cognitive experience, introspective experience, and social experience. The study employed a descriptive quantitative method from which the data was collected through distributing questionnaires. The number of samples taken was 302 respondents (i.e. those who had visited educational tourism destinations in the city of Bandung). The analysis results suggested that the visitors’ cognitive experience had the highest percentage, i.e. 78.14%. This is because the visitors get a high level of knowledge and insight when visiting tourist destinations in Bandung City. Meanwhile, the visitors’ social experience gets the lowest percentage, i.e. 73.50%. This is due to the lack of facilities to support their activities in gaining knowledge in the destinations they visited. In conclusion, the visitors have a relatively good experience of educational tourism in the city of Bandung.

Keywords: educational experience, educational tourism, Bandung

Theme: Consumer Behavior in Tourism

1. Introduction
Tourism destination is a geographical area that is built to facilitate tourists to enjoy all the offered tourism products. A good destination must be supported by interrelated components such as tourist attractions, accessibility, amenities, supporting facilities, and ancillary services (Sunaryo, 2013). One of the Indonesian cities having these five components in full is the city of Bandung. The city offers highly diverse tourism attractions, ranging from heritage tourism, shopping, and culinary tourism, recreation and culture, MICE, to educational tourism (Octaviany & Utami, 2017).

Educational tourism is a tourism concept that applies non-formal education to tourists visiting a tourist attraction. Currently, educational tourism is getting more popular among tourists, especially those who are interested in an outdoor education with its various supporting facilities or activities. Various educational tourism attractions available in the city of Bandung include museums, various educational institutions, natural education package, and city parks.

Unfortunately, the high demand for educational tourism is not supported by the well-maintained condition of its products or supporting facilities in the city’s educational tourism destinations. The issue includes the maintenance of tourist attractions, the availability of existing physical facilities and infrastructure, human resources who are not
ready to serve tourists, and the availability of diverse activities to create a memorable experience for the tourists.

2. Literature Review

2.1. Educational Tourism

Educational tourism is a tourism product that offers tourists a travel program loaded with learning experiences by directly visiting the locations such as ecotourism sites, heritage sites, rural or agricultural sites, and student exchanges between educational institutions (Hillsborough and Tampa, 2013: 2).

Williams (2010) claims that educational tourism is a form of tourism activity where tourists, during the trip, will get knowledge and learning, either the learning is a little or major factor in the travel. Cohen (2008) defines educational tourism as all tourism activities that include learning about history, geography, language, religion, and culture, through important site visits, involvement in research, and conferences. The main purpose of educational tourism is education and research so that schools or colleges and historical sites become the main destinations of educational tourism.

2.2. Educational Tourism Experience

Alma (2009) defines experience as an emotional value that is offered to tourists by satisfying their needs for a tourist product that they cannot feel or get elsewhere. Ooi (2004) states that a tourism destination can manage the experiences to be felt by visitors through packaging its tourism products to satisfy the visitors' desire to know and learn new things so that they can get a memorable experience. Wu, Li, and Li (2014) in Octaviani & Ervina (2016) explain that experience quality serves not only as an attribute provided by a destination but also as a method of how memorable experiences can be remembered after the tourism activity has been completed.

Educational tourism experience occurs when during the trip, the tourists get educational experiences and are able to absorb lessons from event taking place in the trip by means of interactive involvement, either intellectually or physically (Pine and Gilmore, 1999). The experience of getting out of this reality requires greater involvement and participation. A person who participates in other reality experiences does not only start but also feel the whole activities.

The educational experience is created when the tourists are actively involved and the offered tourism products attract their desire to learn something. Hence, an educational tourism experience can be formed once tourists are directly involved in learning certain activities that can improve their knowledge.

The dimensions of educational tourism experience, according to Pekarik, Doering & Karns (1999) in Jan Packer (2008), include:

1. Object experiences. It is a time when tourists can see all the educational tourism facilities directly.
2. Cognitive experiences. It is an interpretive or intellectual aspect of the experience, such as getting information or knowledge that can enhance insight.
3. Introspective experiences. It is how tourists figure out, imagine, remember and connect the knowledge they get with their daily lives.
4. Social experiences. It is the level of interaction that occurs when tourists are enjoying educational tourism products with friends, family, other visitors, or employees.

3. Methodology
This study belongs to descriptive quantitative research. According to Kasiram (2008), quantitative research processes numerical data. In this study, the data was collected through interview, questionnaire, and observation. The questionnaires were distributed to 300 visitors who once visited and enjoyed educational tourism attractions in the city of Bandung. The collected data was analyzed through editing, coding, frequency calculation, data analysis, and discussion.

4. Results

4.1. Visitor Experience at the Museum

Figure 4.1 shows that out of the four dimensions of the visitor experience in educational tourism in the city of Bandung, the cognitive experience gets the highest score (assessment). It means that the visitors when visiting a museum in the city of Bandung, get information or knowledge that can enhance their insight. This indicates that educational tourism in the city’s museum can fulfill their expectations to know and learn new things. Meanwhile, the lowest respondents’ assessment is given to the social experience or the level of interaction between visitors and the surrounding environment such as friends, other tourists and museum staffs. This happens because when visiting a museum in the city of Bandung, the visitors tend to do their own activities without being assisted by the staffs and there are no programs made to enable the visitors to interact with each other.

4.2. Visitor Experience at the Nature Education Destination

Figure 4.2
Figure 4.2 shows that out of the four dimensions of the visitor experience in educational tourism in the city of Bandung, the cognitive experience gets the highest score (assessment). It means that the visitors when visiting a nature education tourism destination in the city of Bandung, get information or knowledge that can enhance their insight. This indicates that the Bandung City’s nature education tourism can meet the visitors’ expectation that they can know and learn things they did not know beforehand. Meanwhile, the lowest assessment is given to the object experience. This implies that the visitors are less impressed with the tangible aspects of the nature education tourism destination they visit. Although their knowledge and insight increase, the facilities and infrastructure which support the necessary activities are incomplete, such as the availability of information centers, the attractiveness of the layout, and atmosphere.

4.3. Visitor Experience at Bandung Science Center

Figure 4.3

Visitor Experience at Bandung Science Center

Source: Primary data analysis, 2018

Figure 4.3 shows that out of the four dimensions of visitor educational experience at Bandung Science Center, the cognitive experience gets the highest score (assessment). This indicates that the visitors of the Bandung Science Center get new knowledge and insight. However, they do not feel social experience since there are no programs that enable them to interact with each other.

4.4 Overall Visitor Experience of Educational Tourism in Bandung City

Figure 4.4

Visitor Experience of Educational Tourism in the City of Bandung

Source: Primary data analysis, 2018

According to Figure 4.4, the four dimensions of visitor experience of educational tourism in the city Bandung, i.e. object experience, cognitive experience, introspective experience, and social experience, get almost the same value (73-78%) from the visitors.
This suggests that, in general, the visitors get a relatively good experience during their visit in educational tourism in the city of Bandung.

5. Conclusion and Recommendation

5.1. Conclusion
Based on the analysis results as described previously, this study draws the following conclusions:

1. In term of the object experience, most visitors (75%) feel satisfied with the attractions, the tangible aspects, and the atmosphere of the educational tourism destinations.
2. In term of the cognitive experience, most visitors (78.14%) get new knowledge and insight upon visiting education tourism destinations in Bandung City.
3. In term of the introspective experience, most visitors (75%) feel happy when visiting educational tourism destinations in Bandung City since they can do tourism activities and get new knowledge in a fun way.
4. In term of the social experience, 73.50% of visitors can interact socially with other people. Most of them admit that they get the experience as expected before when visiting educational tourism destinations in the city of Bandung.

5.2. Recommendation
Despite the visitors’ good experience of educational tourism in the City of Bandung, there are some things that need to be considered further as follows:

1. The educational tourism managers in Bandung City need to more improve the attractiveness of the attractions and programs offered to visitors. They need to ensure that the visitors gain new knowledge and insight as well as interact with friends, other visitors and staffs so as to provide them with a memorable experience.
2. The educational tourism managers in Bandung City need to pay attention to the available tangible aspects, such as facilities and infrastructure, layouts, and atmosphere.
3. The educational tourism managers in Bandung City need to improve services to the visitors.

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THE IMPACT OF REGIONAL REGULATION NUMBER 2/2015 ON VISITING
PUPUTAN BADUNG PARK

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Abstract

Puputan Badung Park is a green open space located in the centre of Denpasar. The presence of street vendors (PKL) in Puputan Badung Park becomes a particular attraction for local tourists visiting or doing their leisure activity. However, the existence of street vendors becomes dilemma for the city government. This street vendors cause pros and cons between citizens and officers. To anticipate this situation, Denpasar city government issued a regulation. This research aims to assess and analyze empirically the impact of the Regional Regulation “PERDA” No. 2 of 2015 of the selling’s prohibition for street vendors in city park and in public places towards the interest of local tourists visiting Puputan Badung Park. This research is using positivism paradigm with quantitative data analysis. The X variable is the impact of regional regulation “PERDA” No.2 of 2015, and the Y variable is the local tourist interest visiting Puputan Badung Park. The result shows the relation between X and Y with a significance level of 0.008. The value of X and Y also shows a low value of 0.265

Keywords: Regional Regulation, Interests, Puputan Badung Park
Themes: Tourism Policy, Planning and Development

Introduction

Background

The dense population of Denpasar City must be balanced with the availability of green open areas as a means of recreation for its citizens. Puputan Badung Park is a green open space located in the centre of Denpasar city. The location is right in the heart of Denpasar or close to landmark that becomes the symbol of the midpoint of Bali, namely the Catur Muka statue, near the kilometer zero point of the provincial capital of Bali.

Puputan Badung Park has now become a crowded public space with the residents of Denpasar City. Various activities and creativity can be witnessed at Puputan Badung Park as a recreation place and city park also called as the lungs of Denpasar City. These activities include various dimensions, both dimensions of culture, religion, customs, governance, sports activities and other social functions. The most prominent activity is the Puputan Badung Park as a place of recreation and entertainment for city dwellers who pass the weekend with family.

The existence of street vendors also become a special attraction for local tourists who visit or have recreation to Puputan Badung Park, because tourists will easily get access to get snacks and various snacks they will buy at their location traveling with family. Some of the visitor are only looking for snacks or food sold by street vendor. However their existence sometimes become dilemma for the government. They raise pros and cons between citizens and officials. It is not uncommon seeing civil service police unit (Satpol PP) officers run after and arrest street vendors. To anticipate this, the Denpasar city government issued Regional Regulation No. 2 of 2015 concerning the prohibition of street vendors to sell in city parks and public places.
Research Objectives
To find out the impact of the Regional Regulation No. 2 Year 2015 on Prohibition of Street Vendors in Urban Public Parks and Local Tourists Visiting Puputan Badung Park

Literature Review

Previous research
Madjid (2013) conducted a study entitled "The Impact of Street Vendor Activities (PKL) on the Environment in DKI Jakarta". In his research findings explained that, Jakarta as well as other big cities in developing countries will continue to get population density, especially migration from outside Jakarta with poor quality education. This condition will increase the growth of the informal sectors. The informal sector, in this case the street vendors, in DKI Jakarta, its existence cannot be denied and is an economic subject in the population of DKI Jakarta. The problem of street vendors groups is actually a national problem, therefore the solution must be done nationally as well. It is impossible to handle it completely by the DKI Jakarta Regional Government itself. The problems that arise with regard to street vendors are mostly due to the lack of space to accommodate street vendors in urban areas, so that street vendors tend to occupy the road and sidewalks even on the banks of the river.

Public policy
Public policy is essentially a solid decision or "a standing decision" regarding public interest, by government officials and government agencies in the process of state administration. Decisions which are based on choices or considerations in order to realize a particular goal by using appropriate means (Esni Warassih, 2005). But one thing is certain that whatever the contents of public policy formulation, all comes down to one goal that is to fulfill the public interest (Sumaryadi, I. Nyoman, 2005)

Chief J.O. Udoji (1981) defines state policy as an "sanctioned course of action addressed to a particular problem or group of related problems that affects the society at large"

Policy Implementation
According to Jones (1994) in (Rafli, 2008: 55) implementation is defined as getting the job done and doing it, namely a job obtained from the results of the implementation. Meanwhile, according to Van Matter and Carl (1975) in Rafli, (2008: 56), said that the emphasis on an action carried out individually, in groups, government and private in order to achieve goals based on individuals, previous decisions.

Regional Regulation No. 2 of 2015
Regional Regulation Number 2 of 2015 concerning street vendors, arrange for arrangement and empowers them to be able to support a clean, comfortable, beautiful and healthy city environment and to improve the economy of the community in accordance with the vision and mission of Denpasar City that is inseparable from the iconic city with cultural insight. This regulation was socialized by Denpasar City Regional Secretary Anak Agung Rai Iswara at the opening of public order socialization in Denpasar on November 3, 2015.

Interest
According Tampubolon (1991) said that interest is a combination of desire and willingness that can develop if there is motivation. Whereas according to Djali (2008) that interest is basically an acceptance of something that is a relationship between oneself and something outside of oneself.
Interest can be interpreted as feeling happy or not happy in facing an object (Mohamad Surya, 2004)

According to M. Buchori (1991) interests can be divided into two types, namely: a) Primitive Interest. b) Cultural Interest. Interest is important to understand individuals and guide future activities. Pintrich and Schunk (1996) divide interest into three, namely; 1) personal interest, 2) interest in the situation, and 3) interest in the characteristics of psychology.

Factors that influence interest are (Widyastuti, et al, 2004): a) There are things that attract attention to an object or activity. b) There is a drive from within a person. c) There is encouragement from outside

**Hypothesis**
Impact of Regional Regulation No. 2 of 2015 concerning the prohibition of street vendors (PKL) to sell in city parks and public places has a significant negative effect on the interest of local tourists to visit Puputan Badung Park attractions, Denpasar.

**Research model**

![Research Model](image)

**Methodology**

**Types of research**
This study uses a quantitative method with the positivism paradigm used to examine certain populations or samples, the sampling technique is done randomly, data collection using research instruments, data analysis is quantitative / statistical with the aim to test the hypothesis that has been set. (Sugiyono, 2004)

**Research Site**
The scope of the research site is at the Puputan Badung Park Tourism Site

**Research data**
Research data sources use primary data obtained or collected directly in the field. This primary data, also called original data or new data. (Hasan, Iqbal. 2002). Data collection in this study uses questionnaires.

**Population and Sample**
The study population was visitors to Puputan Badung Park Objects, Denpasar, using nonprobability sampling method with accidental sampling quota form, namely anyone who
incidentally met with researchers who could represent the population dimensions, related to the topic being studied, in this study taken 100 samples.

Research variable
Independent variable (X) Impact of policy Regional Regulation No. 2 of 2015 concerning the prohibition of street vendors (PKL) to sell in city parks and public places derived from visitors' perception of Puputan Badung Park attractions. Dependent Variable (Y) Visitors' interest is a preference derived from knowledge and experience during a visit to Puputan Badung Park attractions.

Variable Operational Definition
Policy Impact (X) is measured using four items: 1) I think the implementation of the policy will have an impact on the decrease in the number of visitors. 2) In my opinion the implementation of the policy will have an impact on the quiet of visitors. 3) I think the impact of implementing the policy will have an impact on increasing the number of unemployed. 4) I think the implementation of the policy will have an impact on the refusal of traders and visitors.
Tourist Interest To Visit The Puputan Badung Park (Y) is a potential customer who has the meaning of a customer who has or has never been and who is visiting or using the product or service to be used.

Data analysis technique
Data analysis techniques using SPSS to look for Validity and Reliability Tests, descriptive analysis that serves to describe or give an overview of the project under study through sample data or population as they are, without analyzing and making conclusions that apply to the public (Sugiyono, 2007). The next step is a simple linear regression analysis using the method of calculating ordinary least square (OLS).

Hypothesis Test (t test)
Hypothesis testing in this study was conducted to determine how far the influence of an independent variable individually in explaining the variation of the dependent variable

Results and Discussion
Validity test
According Santoso and Tjiptono (2002), to find validity can use a comparison between the results with 0.30 for calculations using SPSS, the results can be seen from the corrected item total correlation column. Because all the results are positive, and the result is > 0.30, the question or indicator item can be declared valid and if the correlation of each factor is positive and the magnitude "r = Pearson Correlation" is 0.30 and above then the factor is a strong construct.

Reliability Test
Instrument reliability testing in this study uses Cronbach alpha test with SPSS graphics software. According to (Sugiyono, 2007) an instrument is said to be reliable if the Cronbach alpha value is above 0.60, variable X is 0.784 and variable Y is 0.795, all variables and indicators in the study have a Cronbach's Alpha value that is greater than 0.60 so this research instrument can be said reliable to be used as a measuring instrument.
**Normality Test**

In accordance with the Kolmogorov Smirnov Test, that: 1) Variable X shows that in the column is significant (Asymp. Sig (2-tailed)) is 0.200 or the probability is greater than 0.05 then $H_0$ is accepted which means that the population is normally distributed. 2) Variable Y shows that in the column is significant (Asymp. Sig (2-tailed) is 0.000 or the probability is less than 0.05, so $H_0$ is rejected which means that the population is not normally distributed. Although one of the variables of this study is not normally distributed, regression analysis remains can be continued because in this study using research instruments that produce data in ordinal measurement scale, which is ordinal value between values 1, 2, 3, 4, and 5.

**Descriptive Statistical Analysis**

Profile or characteristics of respondents in this study are grouped by gender, age and type of work.

**Simple Linear Regression Analysis OLS Method**

**Correlation Analysis (R)**

According to Sugiyono (2012) "Correlation is used to see the strong weak relationship between independent and dependent variables. Determination of the correlation coefficient using the Pearson correlation analysis method. Correlation analysis results between variable X and variable Y has a low level of relationship that is $r = 0.265$

<table>
<thead>
<tr>
<th>Coefficient Interval</th>
<th>Relationship Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.00 – 0.199</td>
<td>Very Low</td>
</tr>
<tr>
<td>0.20 – 0.399</td>
<td>Low</td>
</tr>
<tr>
<td>0.40 – 0.599</td>
<td>Medium</td>
</tr>
<tr>
<td>0.60 – 0.799</td>
<td>Strong</td>
</tr>
<tr>
<td>0.80 – 1.000</td>
<td>Very Strong</td>
</tr>
</tbody>
</table>

Source: Sugiyono (2007)

**Determination Analysis**

Determination analysis aims to find out variations or changes in Local Tourist Interests to Visit Puputan Badung Park in Denpasar which can be explained by the variable Impact of Regional Regulation No. 2 of 2015 concerning Prohibition for Street Vendors for Selling in City Parks and Public Places that are expressed in percentage terms (Sogyarto Mangkuatmojo, 2004). The formula is as follows:

$$D = r^2 \times 100\%$$

$r = 0.265$. $r^2 = 0.265 \times 0.265 = 0.070$. $D = 0.070 \times 100\% = 70\%$

This means that changes in Local Tourist Interests to Visit Puputan Badung Park in Denpasar are able to be explained by the variable Impact of Regional Regulation No. 2 of 2015 concerning Prohibition for Street Vendors for Selling in City Parks and Public Places by 70%, while the remaining 30% will be explained by other variables not included in this study, or outside the regression model.
T-Test Analysis

Table 4.9 T-Test Results (T-Test)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X (Impact of Regional Regulation No. 2 of 2015 concerning Prohibition for Street Vendors (PKL) for Selling in City Parks and Public Places)</td>
<td>8,273</td>
<td>0,847</td>
<td>9,773</td>
<td>0,000</td>
</tr>
<tr>
<td>X</td>
<td>0,185</td>
<td>0,068</td>
<td>0,265</td>
<td>2,719</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Y (Local Tourist Interests To Visit Puputan Badung Park in Denpasar)

Source: Lam-5_Uji Interval Regression

To find out whether the results obtained are true or obtained by chance, it needs to be tested. Testing criteria; Ho is rejected if the significance of $t \leq 0.05$, Ho is accepted if the significance is $t > 0.05$. The results of the T-test analysis for variable X shows a significance value of 0.008 where the value is smaller than $\alpha (0.05)$ so that it can be concluded that there is a real relationship between variable X and variable Y.

Regression Equations

From the results of simultaneous regression analysis, regression equation is formed as follows: $Y = a + bX + e$

$Y = 8,273 + 0,185X + e$

Where: $Y = $ Local Tourist Interests To Visit Puputan Badung Park in Denpasar.

$X = $ Impact of Regional Regulation No. 2 of 2015 concerning Prohibition for Street Vendors for Selling in City Parks and Public Places. $a = $ Constants. $b = $ Regression Line Direction Coefficient. $e = $ error / disturbing variable

This can be interpreted that; if the variable X is increased by one unit then the variable Y increases by 0.185 units. This prediction can be used because the relationship between variables X and Y is a significant or real relationship.

Conclusion

As for some conclusions that can be expressed from the results of the description and analysis results of this study are as follows; 1) The low number of street vendor who sell in Puputan Badung Park tourism which is the impact of the implementation of Regional Regulation No. 2 of 2015 did not reduce the number of local tourists to visit Puputan Badung Park attractions. This is because local tourists have a very pleasant impression when visiting Puputan Badung Park attractions. Besides that, visitors will also recommend to friends or their families to visit Puputan Badung Park attractions. 2) The lack of number of street vendor due to the implementation of Perda No.2 of 2015 does not have an impact on increasing the number of unemployed in the city of Denpasar.

Suggestion
Based on the conclusions obtained, the researchers can suggest several things to decision makers, among others; 1) Socializing the Regional Regulation number 2 of 2015 to the street vendors. 2) The Denpasar City Government must take a policy on street vendors affected by the implementation of Perda No. 2 of 2015 by relocating and providing certainty place of business namely in the markets, shops and places of industry. 3) Providing assistance in legal consultations and capital assistance.

Acknowledgement
Researchers would like to thank 1) Direktorat Riset dan Pengabdian Masyarakat Direktorat Jendral Penguatan Riset dan Pengembangan Kementerian Riset, Teknologi, dan Pendidikan Tinggi who has funded this research. 2). I Made Sudjana, SE.,MM.,CHT.,CHA, the director of Sekolah Tinggi Pariwisata Bali Internasional (STPBI) for his support and encouragement in finishing this research. 3). Dr. I Nengah Laba, S.Pd.,M.Hum, the director of Denpasar Institute who has assisted researchers in completing the research.

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Wellness Tourism in Puncak West Java Indonesia Area
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ABSTRACT

Wellness tourism is one of the attractions that has become a trend both in Indonesia and in the world, in addition to providing business opportunities and can also have a positive impact on health and fitness that have not been managed optimally. The area that has the potential of wellness tourism is in Puncak area which is found in West Java, especially in the PTP Nusantara VIII Gunung Mas area, which has a tea plantation as well as a spring in it. The distance that is not too far from the capital city of Jakarta, makes this area a tourist destination for escape or relaxation from routine activity.

This study uses a descriptive qualitative approach where data collection uses in-depth interviews, documentation and review literature from various sources and where the results obtained are presented thoroughly to get a complete picture of the potential of wellness tourism in the peak regions.

The results obtained in this study are that the management and regulation of wellness tourism are felt appropriate to be developed in this area, due to the natural potential possessed in accordance with the background or motivation of tourists who come to this area. In addition, wellness tourism that is based on nature and managed jointly with the local community will contribute positively to the improvement of the economy of the surrounding community and environmental preservation that will be maintained over time.

Keywords: Wellness Tourism, Puncak area

INTRODUCTION

Background

The progress of a technology makes people's lifestyles unhealthy because everything is facilitated by technology, start from getting up from sleep and getting back to sleep almost all activities related to technology. It made our routine activity become unhealthy lifestyles, many people do activities for wellness to get out of the fatigue of routine daily activities.

Wellness tourism has now become a lifestyle and according to the Global Wellness Economy, predicts that by 2015, a wellness lifestyle will reach a market of around $118.8 trillion which will concentrate on North America, Asia and Europe, more details can be seen below.

![Figure 1. Life style wellness](Source: Global Wellness Institute, 2015)
Based on the diagram above, it can be seen that more and more people are aware of the importance of wellness tourism, it is clear as illustrated by the diagram above Asia Pacific revenue in the field of wellness tourism reaches a figure of over $ 41 billion and Indonesia has reached $ 922.9 in 2016 and also this is not just a good for health but it also turns out to be a promising business because it generates substantial income both for stake holder and for the country. Regarding the tourism and leisure industry, the senior-targeted market provides superior and innovative business opportunities for service and products within the traditional tourism and leisure industry (Szmigin; Carrigan, 2001; Feng, Hsiang Chang; Hsiou, Hsiang Liu; Kaung, Hwa Chen, 2013).

Indonesia especially West Java which is Gunung Mas accordance with the requirements on location and environment can be create as wellness tourism and with state holder corporation for sustainable development, so that the target and the results will be maximal, then this will be a promising income as a good business, because until now its consumers already exist and revenue in the wellness field has been proven based on data the author got in 2016.

![Figure 2](image)

**Figure 2**

Data on the number of visitors to Gunung Mas

Source of Regency Tourism Office - Bogor, 2017

Refers to diagram above, it can be seen that the number of visitors experienced an increase and decrease in 2012 and 2014 and experienced another increase in 2015 and a slight decrease in 2016. But with this data proves that there are still many visitors who come to enjoy the Gunung Mas, Gunung Mas is one of the leading tourist attractions, especially in the tea plantation sector which is a natural tourism that has the potential to be developed. And it has become the current trend to be able to live healthy and fit.

Bogor Puncak area is one of the areas that become the magnet of the capital city residents and the surrounding community to visit, although to reach this location will be faced with extraordinary congestion, but does not ignite the spirit of visitors not to stop and enjoy the fresh air in the Gunung Mas, the more visitors who come to the location will automatically have a positive impact on the surrounding population, because it can provide better income.

Location of gunung mas, can be reached within 45 minutes until 1(one) hour from Jakarta. Gunung Mas Puncak Tea Plantation is one of the largest tea plantations in West Java, established in 1910 and is one of the business units of PT. Perkebunan Nusantara VIII, whose management is under a State-Owned Enterprise (BUMN). Gunung Mas Agro Tourism is one of the tourist attractions in the Puncak area. Tourist attractions can be divided into 3 (three) parts, namely: 1). Nature is a tourist attraction of the creation of God Almighty which is in the form of a
natural state of flora and fauna. 2). Culture is an attraction of special interest tours such as hunting, mountain climbing, caves, industry and crafts, shopping places, fast water rivers, places of worship, places of pilgrimage and others. 3). Man Made is a tourist attraction created by human beings in the form of museums, historical relics, art and culture, agro tourism, hunting tours, nature adventure tours, recreational parks and entertainment complexes

Gunung Mas Puncak combines between Culture and Man Made, Culture because there is a Ciburial spring that comes from nature, Man Maid because the Gunung Mas is the result of human work in the form of agro tourism. According to data from the Bogor Regency Tourism Office, the number of visitors coming to Puncak, especially Gunung Mas, is not stable, it up and down.

Based on data above the tourist attraction of Gunung Mas until now still in demand to be visited by tourists both domestic tourists and foreign tourists. Judging from the location, Gunung Mas Puncak is very appropriate when used as a fitness tour.

Based on the explanation above, it can be concluded as follows: (i). Is Gunung Mas Puncak has the potential to be used as a wellness tourism, (ii). Can it have an economic impact on the surrounding population (iii). What the Government can provide to support Gunung Mas Puncak is a potential for wellness tourism

Research Objectives

This study aims to find out whether Gunung Mas Puncak has the potential to be developed into a wellness tourism and whether it has an economic impact on the surrounding population and the role and support of the government to make Gunung Mas Puncak a potential for wellness tourism.

LITERATURE REVIEW

Wellness Tourism

Wellness can be defined as the balanced state of body, spirit and mind, including such holistic aspects and dimensions as self-responsibility, physical fitness/beauty care, healthy nutrition, relaxation, mental activity and environmental sensitivity as fundamental constitutional elements ( (Kulezyeki, Luck, Rodrigues, & Kastenholz, 2010) refer to the theory above it clearly mention in wellness there is 7(seven) element who support each other for wellness tourism. Without those element, we couldn’t say it potential for wellness tourism development. Physical fitness/beauty care in several study it refers to one hiking exercise, Hiking tones muscles, contributes to loss of weight, reduction of stress, improvement of both sleep and mental alertness ( (Hansmann et al., Herzog et al, Aurea, Elisabeth, & and Apolonia, 2010). Gunung Mas is the appropriate place for hiking because they have Mountain tea for tea walk guide by tour guide, actually the environment and the view is one of tourist attraction, but they have problem with infrastructure who supported in wellness tourism and to fix it and develop still on discussion because it quite expensive that’s way, need corroborate with stake holder, infrastructure is one the most important for tourism destination to attract, visitor to come, good infrastructure especially in walking trails will create memorable experience indirect, Additionally, walking trails are infra-structures that are less expensive to develop than alternative wellness facilities, e.g. SPAs, and more appropriate to be integrated in the rural tourism context, also given the possibility of combining within the hiking experience culture and nature experience ( (Rodrigues et al., 2010)
Wellness tourism has become a trend lately, most people from big city looking something different for refreshment and also good environment with fresh air on it and most of them want to have refreshment outside from their busy daily activity.

Wellness tourism is all about the happiness and from the happiness we can create quality of live. Wellness includes various related concepts, such as well-being, happiness, quality of live, holistic practice, and perceptual (Adam, ; Kaung, Hsiou, & Feng, 2013). The most important in wellness is to made quality of live start from Mind, Body, Health, Relaxation ending with happiness. Same opinion mention from (Messerli & Oyama, 2004) “viewed wellness as a way of live to create a healthy body, soul and mind through acquired knowledge and positive intervention. Same opinion with (Smith and, Boulay, & Dr.M.Hritz, 2012), definition of wellness tourism, this study specifically defined wellness tourism as travel for the purpose of health on one or more of the six wellness dimensions; physical, social, intellectual, emotional, psychological, and spiritual. Recently, other studies have focused on escapism, how travel may benefit an individual’s psychological wellness by relaxing at the beach, a spa or mountain areas (Pechlaner & & Bachvarov &, 2006); (Boulay & Hritz, 2012). Because most of visitor travel focused on escapism to relax axing by visit tourism destination such as mountain to full fill what they need. Motivation factor are internally driven traveler travel because the destination it self has attribute that meet their need. Push and pull factors have traditional been used to examine relationships between motivation and destination choices (Crompton, 1979); (Boulay & Hritz, 2012). Destination will be chosen by visitor because there is motivation from tourism attraction.

**METHODOLOGY**

**Research Location and Time**

This research is located at Agrowisata Gunung Mas Puncak. This study use a descriptive qualitative data include: information, location, opinions, ideas, expression, impression and criticism that come from citizen and community surrounding Puncak area especially Agrowisata Gunung Mas.

**Data Collecting**

Primary data are derived from the community and visitor Gunung Mas while secondary data are gathered through the study of literature and other previous studies. In this research using data collection techniques as follows:

1. Observation, direct observation to the location looking information related with wellness tourism based on dimension
2. In-depth interviews based on guidelines interview with visitors, management and community of Agrowisata Gunung Mas. Through this interview we will get deeper information and in detail
3. Document, based on document in photos and video
4. Literature, from theory and the result of previous research and writing which can be use for this research based on any kind of reference related

**Data Analysis**

The technique used to analyze the data is a descriptive qualitative analysis, that is all the collected data is analyzed and searched the threads with the theories provided so as to presented and draw conclusions based on the observation so it could become wellness tourism.
RESULTS

Interviews were conducted to 30 informants at different times with the following explanation, Gunung Mas Puncak area has the potential to be developed, this is stated by several interviews that the interview writer, and is visited by many visitors because of seeing in terms of natural conditions and fresh air, which cannot be possessed by other tourist attractions, refers to “Additionally, walking trails are infra-structures that are less expensive to develop than alternative wellness facilities, e.g. SPAs, and more appropriate to be integrated in the rural tourism context, also given the possibility of combining within the hiking experience culture and nature experience” ((Rodrigues et al., 2010)because only Gunung Mas Agro Tourism has a good natural culture so that its natural potential is far more prominent than the tourism others, who are around this is the same like theory “Wellness can be defined as the balanced state of body, spirit and mind, including such holistic aspects and dimensions as self-responsibility, physical fitness/beauty care, healthy nutrition, relaxation, mental activity and environmental sensitivity as fundamental constitutional elements” ((Kulezyeki, Luck, Rodrigues, & Kastenholz, 2010)

To attract tourists who visit, then in addition to the mountains of tea, look for other potential that can attract tourists, but still express what is already in nature today and one of the tourist attractions that can be developed for the time being, which many contain properties for body freshness. Water that comes out of the soil as a spring, contains many properties, especially for the freshness of the body, because it is a factor that many visitors come to enjoy the fresh spring, springs that come out of the ground have good health benefits and also the water can be drunk directly without having to be cooked first, Development must be supported by the Department of Tourism, on condition that it does not damage nature and the development must have a positive impact on the surrounding community, especially affecting the economy and regional income.

Based on the results of interviews from several information, it can be said that the the Gunung Mas Agro Tourism area can directly affect the body's freshness.

The facilities that exist in the tourist attraction, are still very simple, need a lot of renovation so that the visitors who come can feel the comfort in traveling, lack of facilities. the success of a tourist area depends very much on the facilities owned by tourist destinations, the facilities that have been owned to date are still very minimal, therefore, visitors those who arrived were still few, up and down the percentage, and for the time being the visitors who arrived, many came during the weekends on Saturday and Sunday, New facilities or additions from existing ones are very important, so it can develop according to current tourism development. Based on the above interview it is clear that, facilities are very important in a tourist attraction, besides being able to attract tourists to come to visit, it can also provide an unforgettable experience by visitors, and is expected to attract tourists, then the income of the people around them can increase.

Facilities are very important in a tourist attraction besides being able to attract tourists to come to visit, it can also provide an unforgettable experience by visitors, and is expected to attract tourists, then the income of the people around them can increase. Access to the location, is one of the considerations of visitors to come to visit and also will be problematic to the development of the attraction, so that access to the location is not difficult for visitors,
Observation Result Data

Based on the observations that the author has done so far it can be concluded as follows:

a. Attractions

The tourism potential that can be developed is the Ciburial spring swimming pool, and the spring pool itself, so in that location 3 ponds were built, the first was the Ciburial spring pool where everything was still natural, the pond was still made of soil and no changes could be made. Because it will reduce its attractiveness, the second pool is specifically for children where the pool has a touch of man-made, so the beauty has disappeared, and the last is the pool for adults with the same model as the children's pool only the depth is different, and if there is development, it will focus on pool number two and number three, because only the pool that can be developed or enlarged, because the current conditions, the size is still very small is less large, not comparable with visitors.

Because the pool comes from a spring, that's what has been the main attraction for visitors, to try it, while the number one pool is not used for swimming because it is the main pool and at the same time the pool irrigates the number two and number three pools.

In addition to springs, the paragliding landing attraction is one of the attractions that can be enjoyed by visitors and also visitors can enjoy the beautiful panorama of the vast and green tea mountains plus the cool air.

The tourist attraction is in accordance with attraction theory based on Cooper (2000), "Attraction or attraction is the main product of a destination. Attractions related to what to see and what to do. What tourists can see and do in the destination. Attractions can be in the form of beauty and uniqueness of nature, local culture, heritage of historical buildings, and artificial attractions such as games and entertainment facilities."

Based on this theory, attractions are tourist attractions in which there is something unique that attracts visitors. And these attractions can actually be combined with several existing attractions, such as making tour packages in which there are Paragliding, tea walks and Ciburial springs so that they become a single unit, and of course will increase income for all parties that exist both the manager and the surrounding community.

b. Accessibility

Still with the same theory, Cooper (2000), according to Cooper's accessibility such as local transportation and the existence of a terminal, based on observations, the location of the Ciburial spring located in the southern Tugu can be reached by public transportation using public transportation 02 (Bogor - Cisarua) or can also use a mini cab with Bogor - Cipanas route or when using a bus with the Bogor - Bandung route. In addition to public transport can be taken also by using private vehicles both two-wheeled and four-wheeled vehicles.

c. Amenitas

According to Cooper (2000) amenitas such as the availability of accommodation, restaurants, and travel agents while according to Middleton (2001):

"Amenitas or facilities in which there are akomoodasi, restaurant, transportation, activities, facilities, and services in which discuss the rental of equipment"

and the current one at Mata Ciburial, only provides swimming equipment such as tire rental at a price of Rp.5,000 / tire, for restaurants not available until now, for food only relying on street vendors, and before selling must be recorded first by the manager, and traders are required to pay a levy of Rp. 15,000 per month, in addition there are 5 gazebos, 2 canopies, 2 toilets that become one with flushing after swimming, and there
are 4 trash cans with a fairly large size, and provided a tricycle rental for Rp. 15,000, the mosque is located close to the Ciburial spring and the parking area is divided into 3 points, namely, the first drop is close to the spring pool, the second point is above the plant, and the third point is above which is adjacent to the paragliding landing location

**DISCUSSION**

**Potential Ciburial spring is a fitness tour based on observation**

The development of the Ciburial spring potential as a tourist has fulfilled the 3A aspect. Based on Cooper (2000), a benchmark for developing a tourism destination can be seen from the 3A aspect which consists of Attraction, Accessibility and Amenity. With more management, Ciburial springs can develop optimally. Ciburial spring as a health tourism in Bogor Regency based on 3A aspects including:

a. **Accessibility**
   
   Accessibility is a very important factor in the development of Ciburial spring tourism attractions. The main accessibility to the Ciburial spring is in accordance with the accessibility theory according to Cooper (2000), "Accessibility or accessibility is a means and infrastructure to get to a destination." Based on this theory, accessibility is a very important aspect to bring tourism to these destinations. And for now access to the location can be reached by using a variety of means of transportation, two-wheeled vehicles, four-wheeled vehicles, and public transportation, public transportation with the direction of Cisarua - Bogor or using the Bus with the aim to Cipanas or Cianjur and the latter can use L -300 special transports from Bogor go to Cianjur, so all access can be used, as needed. And for hospitals the location is not far from the Ciburial spring.

b. **Amenities**
   
   The atmosphere in the Ciburial spring corresponds to Cooper's (2000) theory, "Facilities or amenities are all supporting facilities that can meet the needs and desires of tourist while in tourist destinations." Based on this theory, amenities is the main support for tourists to get appropriate services when traveling. Here are some of the facilities in the Ciburial spring, namely parking lots, pondopo, canopy, public toilets, sign boards, information posts, security posts and places to wash after swimming.

c. **Attraction**
   
   Tourism potential that can be developed in the Ciburial Spring, the spring itself, the properties of water from the spring is very good for health and fitness, a green and cool natural panorama coupled with paragliding sports activities. It can be developed into a fitness tour, its position is in the middle of nature and will be the only SPA that is located in the immediate nature, so the effect of fitness will be felt immediately, during the treatment until it is complete. And also the use of tea products for SPA ingredients which can be used for scrubs or for scrubs and can also be consumed as one of the best herbal drinks for health, especially green tea.
The tourist attraction is in accordance with attraction theory based on Cooper (2000), "Attraction or attraction is the main product of a destination. Attractions related to what to see and what to do. What tourists can see and do in the destination. Attractions can be in the form of beauty and uniqueness of nature, local culture, heritage of historical buildings, and artificial attractions such as games and entertainment facilities." Based on this theory, attractions are tourist attractions in which there is something unique that attracts visitors.

**CONCLUSION**

Based on the analysis and discussion, it can be concluded that:

1. Visitors who come to Gunung Mas Agro Tourism especially the Ciburial spring, Tugu Selatan Village, until now have experienced a decline due to many other tourist attractions that grow whose position is along the road to the top, and in addition due to the location Gunung Mas, which has to go through several traffic jams.
2. After observing and analyzing and also adjusting to the existing theories, the development of the Ciburial spring, with the natural conditions, and seeing the uniqueness that its competitors do not have in the location of the 5km to 15km radius, suitable development is tourism development fitness / wellness tourism which currently has become a world trend and also in Indonesia, because in addition to having a good impact on health, and also from the economic side can increase the income of managers and surrounding communities, the development uses the 3A theory issued by Kotler (attraction, access, amenities).

**ACKNOWLEDGEMENT**

The author like to thank the for Bogor School of Tourism (STP Bogor), who has given assistance in the form of finance, The author also thanked to the TRISAKTI School of Tourism (STP Trisakti) who giving the opportunity to the author as a student of STP Trisakti Postgraduate from to do Field research at Gunung Mas Puncak Area

**REFERENCE**


THE GEOTOUR GUIDE COMPETENCY ON HAZARD MANAGEMENT IN BATUR GEOPARK, BALI, INDONESIA

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ABSTRACT

Indonesia's natural resources have a lot of potentials to be used as a tourist attraction, one of them is geotourism as part of ecotourism activities. Geotourism, as a new alternative tourism is also a powerful tool for tourism sustainability development and it is still in its early stages, thus, it requires more attention, particularly on the geotourism’s human resources that has a role to provide the appropriate services to tourists. Based on the evaluation of the circumstances at Geopark Batur in Bali, the hazard management need to be put in the geotour guides’ standards competency because of the incident risk possibility in the geopark is greater than in other mass tourist destination.

Keywords: Batur Geopark, geotourism, geotour guide, hazard management, tourism sustainability, tourism attractions

1. Introduction

The Indonesian government since 2014 have sought to focus on maritime tourism as one of the maritime strategy commitments under the presidency of Joko Widodo which aims to promote Indonesian marine sectors that have long been neglected (Abubakar 2006; Khaeron, 2012; Rhama, 2016). Moreover, the policy is also expected to create a unique and distinct trend in global tourism that tend to be oriented on urban tourism which emphasises the place identity/imagery (Govers & Go, 2016; Uysal, 2013; Vanolo, 2015). Therefore, in order to support the policy of maritime tourism especially to facilitate the access of tourists, the Indonesia Government added 38 ports and 3 entry immigration gate in eastern Indonesia (KemenPPN / Bappenas, 2014).

In general, the choice to focus on the nature-based tourist development is the right option should be taken to compete in the global tourism because Indonesia is a developing country which has no urban tourism, particularly city tourism (Law, 2002) to compete for other major cities in the world such as London, Paris, San Francisco and Sydney (Gregory & Stephen, 2011). However, the government need to realise that nature-based tourism has an elements drawbacks of place identity/imagery that is owned by urban tourism as a trend in global tourism (Farias, 2010; Glenda & Stephen, 1997; Selby, 2004; Sharpley & Roberts, 2005). The elements of place identity/imagery like unique monuments or typical buildings such as the Eiffel Tower, Pisa Tower, Big Ben or Times Square, which is emphasised by urban tourism is growing rapidly due to the support of technology, particularly social media which allows tourists share their experiences with others and show the places they visited, even in real time (Mang, Piper & Brown, 2016). In contrast, nature-based tourism is lacks of place identity/imagery because it has similarities to each other, such as beach attractions, waterfalls and geological landscapes. Only travellers who have a special interest able to identify the characteristics of a nature tourist destination (Trauer, 2006). In addition, accessibility is also a challenge and need to be consider in order to enjoy nature-based tourism because the time needed as well as a big effort to reach locations that are sometimes
located far from population centers (Hall, & Boyd, 2005; Lundberg & Fredman, 2012; Tangeland, Vennesland & Nybak, 2013).

Nevertheless, the nature-based tourism has the advantage to compete with urban tourism. It provides the element of escapism which is sought by modern society that exhausted with everyday life (Cole & Hall, 2012; Devesa, Laguna & Palacios, 2010; Pine & Gilmore, 1999; Telfer, 2015). The nature-based tourism subjectively also allows individuals has a unique and different experience (Ham & Weiler, 2012; Tetik, 2016) where it cannot be provided by urban tourism that has already had rich information so tourists’ interpretation and imagination have many similarities (Cherifi, Smith, Maitland & Stevenson, 2014; Lean, Staff & Waterton, 2016).

Unfortunately, the nature-based tourism development policy in Indonesia which is focused on maritime tourism also leaves the question of the development of emerging alternative land-based tourism such as geotourism as part of ecotourism. Geotourism is defined as special interest nature-based tourism on the rocks or geological landscapes which is also a powerful tool for sustainable development (Dowling, 2011, 2013; Farsani, Coelho & Costa, 2012; Newsome, Dowling & Leung, 2012; Robinson & Roots, 2008). In fact, Indonesia has 40 geoheritages where 4 of them have become national geopark managed by the local government and the Ministry of Forestry, which are Kaldera Danau Toba, Merangin, Ciletuh and Rinjani. In addition, there are 2 other geoparks which have been recognised by UNESCO, which are Batur and Gunung Sewu (Kemenpar, 2016; Oktariadi, 2014). The Global Geoparks Network is also growing rapidly and become the attention of the international community because it prioritises community participation through geotourism.

The development of geopark as a tourist destination requires thorough planning and attention. The mistaken planning chose to attract tourists such as using urban tourism approach can give a negative impact. For example, the development of Geopark Cliffs of Moher’s visitor centers in Ireland that promote unique architecture and high technology multimedia applications was disappointing visitors because the modernisation is presented on nature-based tourism that does not fit in with their expectations (Healy, van Riper & Boyd, 2016). The aspects of modernisation presented in the nature-based tourism would make subjective interpretative cannot be achieved because of the overload commercialisation and information influences. In addition, the management of ecotourism, in particular in Geopark, also cannot use the urban tourism management approach because of the incident possibility that may be experienced by tourists in geopark is larger than in other mass tourist destinations (Bentley, Cater & Page, 2010; Cater, 2006; Ritchie & Reid, 2013). Thus, the development of nature-based tourism, especially geotourism in Indonesia must also be done thoroughly and carefully, even when land-based tourism is not a priority of government land Indonesia, by considering the tourists’ subjective interpretation and security and aspects.

Batur Geopark in Bali has been proclaimed as a Center of Excellence Geopark Indonesia by the Ministry of Energy and Mineral Resources to implement the best practice of geopark programs that involving school children and communities (Ministry of Energy, 2016). Even so, the recent attention is more on the spatial location context than tourism (Oktariadi, 2014). Therefore, to support the development of geopark became a tourist destination, the human resources of tourism especially geotour guides who have special competence hazard management needs to be prepared beforehand.
2. The Geoparks Development Stages

Generally, the development of tourism can utilise a promotion or branding approach, the economic approach, especially from the perspective of industry, unique geography approach, or community perspective and sustainability approach (Getz, 1987; Hall, 2002, 2008; Telfer & Sharpley, 2016). All tourism development strategy approaches involves a lot of elements activities integrated into a single unit, ranging from marketing policy, accommodation development regulation, to the development of tourism facilities and infrastructure (CTO, 1993; Sharpley, 2001). Recently, the sustainable development becomes an important issue because it is required to protect the attractiveness of tourist destination due to the high impact of tourism development in the aspects of economy, social and environmental results in lower competitiveness with other destinations (Hall, 2008; Ioannides, Apostolopoulos & Sonmez, 2001; Sharpley, 2003).

Therefore, local communities nearby tourist destinations are encouraged to be more active so they can feel the direct benefits of tourism, thus, rising sense of belonging, care and support of tourism activities, which result in location protection in accordance with the concept of sustainable development that emphasises community participation (Jamal & Dredge, 2015; Salazar, 2012). However, the involvement of the community, especially to be a tour guide sometimes ignores the tour guide competency skills because it is assumed that competence can be increased autodidact (Brandth, Haugen & Kroken, 2011; Christie & Mason, 2003). In fact, the concept of sustainable development that has a long-term trait required the tour guide standards competency in order to keep the principal implementation is in line and always on track (Weiler & Ham, 2002). In addition, the tour guide standard competency is an added value for nature-based tourism to be able to compete with urban tourism. It can equip tour guide for helping tourists enjoy the intrinsic beauty of nature and guiding their subjective interpretation of nature (Christie & Mason, 2003; Rokenes, Schumann & Rose, 2015). Therefore, the knowledge and skills of tour guides are also a key to the success of the nature-based tourism (Ham & Weiler, 2012; Weiler & Ham, 2002).

However, a tourism destination ideally must go through several stages in order to be feasible and successful to become a geotourism destination, namely: (i) inventory stage for gathering information by classification, descriptions and mapping; (ii) assessment stage for interpreting information; iii) diagnosis stage for selecting useful information related to geoconservation and geotourism, and; (iv) regulatory stage for governing geoconservation and geotourism (Martin-Duque, Garcia & Urqui, 2012). However, in reality, the geotourism activities have been done in practice, thus, the geotourism issues more focus on tourists’ access and security (Rutherford, 2012). Therefore, the geotour guide competence is urgent to be examined than geotourism destination development stage although all still have to be planned in detail and run together (Newsome, Dowling & Leung, 2012).

3. The Geotour Guide Competence

A study conducted by Tetik (2016) showed the geotour guide competence development is a new issue in literature and has not fully implemented. However, a general tour guide framework is widely found in some works of literature (eg. Black & Weiler, 2015; Hansen & Mossberg, 2016; Hu & Wall, 2013; Luoh & Tsaur, 2013; Mossberg, Hanefor & Hansen, 2014; Weiler & Black, 2015; Weiler & Walker, 2014), but they were not specifically discussing geotour guide which has distinctive characteristics and focuses. The geotour guides should not only have good
communication, able to entertain and support the daily needs of tourists during their visit (Robinson & Roots, 2008), but they also must have knowledge related to geology and biology (Kikuchi, Iwata, Watanabe, Matsumoto & Koide, 2011). In addition, the geotour guide should also understand the interpretation of the mythological object from a local perspective so they can provide added value to the location and stimulating the tourists to have their own interpretation, which in turn creates a unique experience for the visitor (Bryon 2012; Mossberg, Hanefors & Hansen, 2014). Moreover, geotourists are willing to pay more for a tour package that has a geotour guide in order to support them finds new things, different sensations in social interaction and escapism (Cheung, 2014).

Tetik (2016) in her study proposed that the geotour guide has two competencies, namely external competence and internal competence. External competence relating to the geotour guide competence such as: giving directions, access, control, representation and organisation, and behaviour modification or motivator to minimise the impact of tourists on geopark. The competence of giving directions, access and control are geotour guides competences which generally involving geotour guides’ leadership abilities (Almagor, 1985; Cohen, 1985; Geva & Goldman, 1991; Holloway, 1981; Mossberg, Hanefors & Hansen, 2014; Pond, 1993; Weiler & Davis, 1993). They lead groups of tourists to geotourism objects such as thermal baths, forests, parks and mining sites. They also educate tourists to understand the location through their interaction with the natural environment and local culture (Hughes & Ballantyne, 2001; Fine & Speer, 1985; Pond, 1993; Randall & Rollins, 2009; Schmidt, 1979). In addition, the presence of the geotour guide is also expected to provide a sense of comfort as well as demonstrate the ability to manage the daily needs of tourists related to their journey (Weiler & Black, 2015). Another geotour guides’ competence of modification behaviour or motivator to minimise the impact of tourists to the location are the implementation of the ecotourism principles where geotour guides and tourists educate each other to deliver positive impact, or at least minimise the negative impact that may occur at the geotourism location (Black & Crabtree, 2007; Hu & Wall, 2012).

The internal competence of geotour guides related to the social relationships, communication and geosite interpreter. The social competencies include the management of tension, integration, morale and animation in order to help tourists enjoy the journey by creating the spirit of encouragement and delivers positive experience for tourists and avoid internal conflicts, which generally is started by a complaint or a tourists’ passive behaviour (Ham & Weiler, 2003; Davidson & Black 2007; Peake, 2007; Skibins, Powell & Stern, 2012; Dioko, Harrill & Cardon, 2013). Meanwhile, the ability of the guide as a communicator is focusing on tourists in order to make a selection, information, interpretation and fabrication throughout the journey (Macdonald, 2006; Weiler & Yu, 2007). The competence of selection is an ability to select any knowledge that is deemed necessary for tourists individually (Cohen, 1985). The competence of information provides the knowledge of biology, geology and hydrology at the sites (Tetik, 2016). The competence of interpretation aims to reveal the importance of a location, its heritage, inspire visitors and persuade visitors to preserve the sites based on scientific knowledge or its mythological (Howard, Thwaites & Smith, 2001; Hu & Wall, 2012; Poudel & Nyaupane, 2013; Tetik, 2016). The competence of fabrication aims to fascinate tourists so they can obtain a new interpretation or new things throughout their visit (Macdonald, 2006; McGrath, 2007; Weiler & Yu, 2007). Indirectly, the geotour guides’ internal competency in the sustainable development is also the ability to promote the long-term environment protection behaviour for tourists and other stakeholders that interact with the geotour guides (de la Barre, 2013; Henning, 2008; Hu & Wall, 2012; Huang & Weiler, 2010; Jensen, 2010; Pereira & Mykletun, 2012; Poudel & Nyaupane,
This competence is increasingly important, especially when the discourse of sustainable development is implemented at locations that have abundant geology natural resources.

The complexity of geotour guides’ competencies discussed above can be described in a matrix as shown in Figure 1. Because of its complexity, some scholars said that they are the true actor of geotourism activities (e.g. Cheung, 2015; Cheung & Jim, 2013; Cheung, Cheung & Tao, 2013; Farsani, Coelho & Costa, 2012).

Figure 1. The geotour guides’ competences

Source: Tetik, 2016

4. The Geotourism at Batur Geopark, Bali

The high demand for tour guides in Bali shown is shown in a study conducted by Resmayasari (2012) which showed that 32% of tourists, mainly from France, need tour guide services. However, not all tour guides have a standard competency or guides certification (Pop Bali, 2013; Voice Reform, 2012) even though they have been created the standard minimum fees between Rp. 162,000-762,750 per package tour, determined by the number of participants, duration of the tour and the difficulties of tour location (ASITA, 2016). In addition, the tour guide also gets 30% commission on sales from souvenir shops (Shaw & Shaw, 1999). However, the tour guides still feel the service fees are not enough to increase their welfare and propose the government to increase their service fees (Asdhiana, 2014). Nevertheless, from the tourists’ perspective, they feel that the tour guides sometimes do not work in a professional manner, for example, tour guide wants to finish the service as soon as possible so the service given does not satisfy the tourists. This example is quite common happen when a tour package is led by a tour guide who works at tour operator because of their tight schedule (Shaw & Shaw, 1999). This is supported by Rudita and Sitorus (2012) study which showed that the behaviour of the tour guide sometimes still leave a negative impression for tourists due to lack of competence and professionalism.
In general, 88% geotourists use a tour guide to enjoy geopark (Farsani, Coelho & Costa, 2012). In Batur Geopark, the tour guide is hired especially to accompany tourists do hiking and trekking activities at the area which has an altitude of 1717 meters above sea level and has a number of attractions such as lakes, mountains, geological landscape, traditional villages and farming areas/estates. However, the tour guide is more often asked to accompany tourists to enjoy the natural scenery such as lakes and mountains than to learn its geological landscape (Ruswanti et al, 2014).

This is in line with the Bali Tourism Office statistics (2015) which showed that 39% of Batur Geopark visitors came for regular tourism, 20% for sports purposes and 19% for learning. And in total, Batur geotourism activities contributed on average 5-6% of tourist arrivals to Bali from 2010-2014 as shown in Figure 2 below.

Figure 2. Tourist’s arrival in Bali and Batur Geopark

Source: Bali Tourism Office, 2015

The low geotourism activities in Batur is also shown by Ruswanti (2014) study based on the Batur Geopark carrying capacity perspective which is only 24% used, thus, it can also be interpreted if geotourism gives low negative impacts to the environment. However, the impact of tourism in the Batur Geopark area have already been seen clearly such as, by increasing holiday houses on the slopes hill, roads damaged due to traffic, changes in the availability of agricultural labor to the tourism industry, excessive reliance on tourism and a lack of tourist facilities (Ruswanti et al, 2014). Indirectly, it also affects the level of visiting return of tourists to Batur Geopark which is 33% according to Saputra (2016: 87) study.

Nevertheless, Ruswanti et al (2014) study showed 70% of Batur Geopark’s tourists considered that the tour guide service is quite good though their availability is insufficient compared to the number of visitors (Agustan et al, 2016). Unfortunately, the geotour guide services assessed in her study is underpinned on information competence, which is the knowledge of the geological and natural environment, and limited on other competencies such as security, leadership and social relationships. Whereas, the adventure nature of geotourism such as visiting an active volcano in Batur Geopark is certainly demanding special competence of geotour guide that need to be added.
to the general tour guide competencies mentioned in Tetik (2016) study. The several accidents that killed tourists in Geopark Batur demand the geotour guide not only has the knowledge of volcanology but also has the competence of risk management, particularly hazard management in order to take appropriate steps for the tourists safety or to take appropriate action when a problem occurs (Erfurt-Cooper, 2010; Hasan, 2010; Wiradarma, 2012; Zhang, Li and Ma, 2014).

Several pieces of trainings have been delivered to the local tour guide in order to emphasise the principle of community participation, especially in the traditional village in Batur Geopark (Baturgeopark, 2016; Zukhri et al, 2013). However, this tour guiding training should be reconsidered in order to generate an integrative geotourism guidance for all Batur area, which is not only from the aspect of service and knowledge of volcanology, but also the management of the hazard. As an alternative, volcanology stakeholders from both government and scholars such as instructors, experts related to the disaster management or the scholarly communication forum can be involved to be a geotour (Agostinho et al, 2014: 63). The potential of geotourism stakeholders in Batur Geoparks related to hazard management is shown in Table 1. Moreover, it also shows their strength as a geotour guide based on their background to support a comprehensive guidance in the geopark.

Table 1. The competence of geotour guide in Batur Geopark, Bali

<table>
<thead>
<tr>
<th>Competencies</th>
<th>Experience Background</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Government</td>
</tr>
<tr>
<td>Leadership</td>
<td>High: the representative of the authority</td>
</tr>
<tr>
<td>Mediation</td>
<td>Low: formal relationship and communication</td>
</tr>
<tr>
<td>Natural Resources Manager</td>
<td>High: underpinned sustainability development principal, particularly from the perspective of the Ministry of Energy and Mineral Resources</td>
</tr>
<tr>
<td>Hazard Management</td>
<td>High: can collaborate with another agency such as the Indonesian National Board for Disaster Management (NBDM) and Local Agency for Disaster Management (LADM)</td>
</tr>
</tbody>
</table>

Source: Adapted from Cohen's (1985), Weiler and Davis's (1993), Tetik (2016)

Based on the table above, several institutions focus on emergency situations such as search and rescue institution, NBDM and LADM should be involved to provide training and certification of
hazard management competencies (eg. Incident Standards Operating Procedures, safety routes/locations, safety cultures) in order to deliver the comprehensive of geotourism guidance. In addition, the training and certification are believed to be a powerful tool that the tour guides reach the expected standards and competencies (Black & Ham, 2005; Huang & Weiler, 2010; Yamada, 2011). Thus, the possession of the hazard management competency certification at least delivers a sense of security to tourists as well as professional services complement in accordance with the principles of ecotourism so tourists can fully enjoy their visit at geopark.

5. Conclusions

Even though the maritime tourism becomes the Indonesian government's focus recently, the land-based tourism development still requires the government's attention, especially on the new ecotourism potential such as geotourism which is globally growing rapidly and in line with the principle of sustainable development. As part of its principle, especially in community participation, therefore, a community can be involved as geotour guides in tourism activities. However, the geotour guide standards competency in Batur Geopark, Bali need to be created because of their different capabilities. Increasing their competencies can be done through training and collaboration with relevant stakeholders, thus, a comprehensive guiding in a journey can be achieved, not only in line with the principle of sustainable development but also providing valuable experience for the tourists. Therefore, the guiding training should be conducted by a dedicated agency that integrates all institutions which is not only emphasises the service competence and scientific knowledge but also skills for hazard situations, especially in the geopark that is accident-prone locations.

The geopark tourist guiding framework proposed by Tetik (2016) study can be expanded by including safety and hazard competency. This can be applied not only to the specific geotourism object such as volcanoes, but also other geotourism objects such as valleys, former quarries, caves, karsts and plateaus with their various hazard potentials such as the risk of landslides, lost and fallen that require urgent assistance during the tourists’ visitation.

References


Indonesia contains the largest Muslim population of all countries in the world. The current number of Muslim inhabitants is estimated to be around 222 million individuals. This large number implies that approximately 13 percent of the total number of Muslims in the world live in Indonesia, thus indicating that Indonesia contains a clear Muslim majority population. Indonesia is also the world's most dynamic Muslim-majority country, with incredible diversity among different streams of Islam, different ethnic groups and different religious communities. These 222 million Indonesia Muslim are potential Halal travelers. Indonesian Muslim are potential target for tourism industry in Indonesia and other country. Halal tourism is needed to attract Indonesian Muslim traveler to visit tourist destination. Halal tourism consists of different sectors which are related with each other. The main purpose of this study is to examine and define the concept of Halal tourism from Indonesian Muslim perspective with its elements such as Halal hotels, Halal transportation (Halal airlines), Halal food, Halal tour packages and Halal finance. This study examines the Indonesian Muslim tourist’s behavior and needs when their travelled to other country with limited Muslim facilities. Interviews by using structured questionnaire are employed to elicit responses from Indonesian Muslim representatives such as Islamic expert, travel guide, academic, and traveller.

Keyword: Halal, Indonesia, Tourism

Introduction

Indonesia has a population estimated at 266.79 million in 2018. Indonesia is also the world's most populous Muslim-majority country, as just over 87% of Indonesians declared Muslim on the 2010 census. 9.87% are Christian, 1.69% are Hindu, 0.72% are Buddhist and 0.56% practice other faiths. The Indonesian constitution grants religious freedom although the government only officially recognizes Islam, Protestantism, Roman Catholicism, Buddhism, Hinduism, and Confucianism. Last year based on the latest data, the number of Indonesian tourists traveling abroad reached 9.1 million people, increasing from 2016 which totaled 8.4 million people. There are several factors that lead to more Indonesians going abroad for a holiday. Firstly, over the past year travel agents have been offering affordable holidays abroad. Secondly, more Indonesians undertake the umrah, an Islamic pilgrimage to Mecca (Saudi Arabia) that can be done at any time of the year. Thirdly, more Indonesians work or study abroad. Fourthly, Indonesia's middle class is rising sharply and therefore there are more Indonesians who can afford a trip abroad.

Most Indonesian tourists go to Singapore, conveniently located not far from Indonesia. The richer segments of Indonesian society in fact sometimes visit Singapore just for a few hours to do some shopping. Also Malaysia (specifically Penang and Kuala Lumpur), Thailand, Hong Kong and China are important Asian tourist destinations for Indonesians. Meanwhile, due to the hajj and umrah, more than one million Indonesians travel to Saudi Arabia each year. Indonesian travel agent Panorama JTB Tours, added that Vietnam is now emerging as a new popular destination for Indonesian tourists. For the richer segments of Society, Japan and South Korea are gaining popularity.
Table 1. Indonesian Tourists & New Passports

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Indonesians Going Abroad (in million)</strong></td>
<td>8.1</td>
<td>8.1</td>
<td>8.4</td>
<td>9.1</td>
</tr>
<tr>
<td><strong>Indonesians Making Passport (in million)</strong></td>
<td>n.a.</td>
<td>2.9</td>
<td>3.0</td>
<td>3.1</td>
</tr>
</tbody>
</table>

Source: https://www.indonesia-investments.com

Some countries that are favorite of Indonesian tourists are countries that are predominantly non-Muslim, such as Singapore, Thailand, Hong Kong, China, Japan and South Korea, while the majority of Indonesian tourists who travel are Muslims. Muslims have an obligation to worship every day like five daily prayers and eat Halal food. Finding a place of prayer and Halal food in a country that is not a Muslim majority is a challenge for Muslims who travel to the country. Fortunately Halal tourism has continued to grow in recent years and countries are competing to meet the needs of Muslim tourists because of the huge potential for travel carried out by Muslims around the world.

**Literature Review**

The behavior and the profile of Muslim travelers have changed over the last two decades. They are increasingly looking at destinations with high levels of services which take into account their unique needs. They are also looking at destinations which are safe for Muslims, as both real and perceived safety have become a high priority. A few destinations – namely Malaysia, Dubai and Turkey – have been able to benefit from this changing behavior, as they have begun to offer Muslim travelers accommodation, facilities and services that cater to their needs.

Halal is an Arabic word meaning lawful or permitted. In reference to food, it is the dietary standard, as prescribed in the Qur’an (the Muslim scripture). The opposite of Halal is haram, which means unlawful or prohibited. Halal and haram are universal terms that apply to all facets of life. These terms are commonly used in relation to food products, meat products, cosmetics, personal care products, pharmaceuticals, food ingredients, and food contact materials.

According to Fazal Bahardeen Founder & CEO of Crescentrating there are six faith-based needs are identified as the main areas for Muslim travelers. While the majority of Muslim travelers adhere to some of these needs, the level of importance varies among Muslims. Those six faith-based needs are Halal Food, Prayer Facilities, Water-usage Friendly Washroom, Ramadhan Services, No-Non Halal Activities, and Recreational Facilities and Services with Privacy.

Akyol and Kilinc: 2014 said that as a niche market “Halal friendly” tourism includes; Halal hotels, Halal transport (Halal airlines), Halal food restaurants, Halal tour packages and Halal finance. Therefore, Halal tourism consists of different sectors which are related with each other.

Muslim travelers are demanded to adhere to stipulation of dress, conduct, food and prayer (Zamani-Farahani and Henderson, 2009). For example, mixing among non-mahram women and men, gambling, alcohol drinking, inappropriate dressing by exposing other than face and hands for women (aurah), consumption of non-Halal food, unpermitted entertainment for instance disco and involve in prostitution are to be prohibited during travelling (Din 1982; Hashim, Murphy, and Mohammad 2006).

**Methodology**

This study uses a qualitative method. In order to obtain primary data using interview, observation, survey, documentation and literature study.
Result & Discussion

Based on the interview result conducted to Islamic experts, academic, traveller, and guide. All stated that the main need for Indonesian Muslim tourists is Halal food and prayer room when they are traveling. Halal foods are those that are free from any component that Muslims are prohibited from consuming according to Islamic law (Shariah) and processed, made, produced, manufactured and/or stored using utensils, equipment and/or machinery that have been cleansed according to Islamic law. Along with technological developments, looking for Halal food at tourist attractions, especially in non-Muslim countries, can be done simply by searching through the browser whether Halal food available or not. If not available, some solutions that are carried out by Indonesian Muslim tourists are bringing their own foods, buying bread, buying seafood, and avoiding foods made from pork and alcohol.

Prayer room are also very needed, but if there is no place to pray when traveling, Indonesian Muslim tourists often pray in vehicle, find a quiet place, or return to the hotel to worship first. Muslims must be clean, therefore toilets that use water are considered very important by Indonesian Muslim tourists who travel.

The availability of Halal hotels is quite needed by Indonesian Muslim tourists when traveling, but not all Indonesian Muslim tourists choose to stay at Halal hotels, because there are still a number of considerations such as the location and price of the hotel which is the decision of tourists choosing a hotel.

Table 2. Indonesian Muslim Tourist Needs

<table>
<thead>
<tr>
<th>Resources</th>
<th>Indonesian Muslim Tourist Needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Islamic Expert</td>
<td>Halal Food &amp; Drinks, Halal Hotel, Prayer Room, Cosmetics, Medicine</td>
</tr>
<tr>
<td>Academic</td>
<td>Halal Food, Qibla direction, Prayer Room with Wudhu facility</td>
</tr>
<tr>
<td>Guide</td>
<td>Halal Food, Prayer Room, water-usage friendly washroom</td>
</tr>
<tr>
<td>Traveller</td>
<td>Halal Food, Prayer Room, water-usage friendly washroom</td>
</tr>
</tbody>
</table>

Source : processed by researcher, 2018

All of them agree two main needs when Muslim is travelling are Halal food and prayer room. Guide and traveller both stated that water-usage friendly washroom also needed while Muslim Indonesia travelling. Whereas according to Islamic expert Halal tourism must include everything from Halal food, prayer room, Halal hotels, cosmetics, and medicines. Halal food must be certified to provide Halal guarantees in order to provide a sense of calm to Muslim tourists. Prayer room to provide comfort to Muslim tourists while praying. Halal hotel with the concept of sharia, that is only husband and wife who can stay overnight, Halal food available, qibla direction available, not selling alcohol, and prayer rooms available. Cosmetics should have a Halal certification so that the ingredients used to make the product are also derived from Halal ingredients. Nowadays China, Europe and South Korea have a lot of Halal certification requests to the Indonesian Ulema Council. South Korea is a country that has a large cosmetic product, currently they are trying to give a Halal certification to their cosmetics because they see a large market from Muslim women. Medicines also have a large market but there are still many who do not have a Halal certification so that the Halal is not guaranteed.
Conclusion

Along with the growing awareness of Indonesian Muslims about Halal products, the demand for Halal facilities and products is increasing in various places, including domestic and foreign tourist attractions. As a country with a majority of the Muslim population, most of the food sold is Halal even without a Halal certification. Only when traveling abroad, especially non-Muslim countries, Indonesian Muslim tourists began looking for products with Halal certification because they were not sure about the product.

In line with previous research that Muslim tourist with different levels of faith-based consciousness will also have different levels of practice adherence. While strictly practicing Muslims would want most of their faith-based needs to be fulfilled during travel, less practicing Muslims may focus more on the “Need to Have” components of Halal Food and Prayers. Based on the researched, Halal food and prayer room are Indonesian Muslim tourist main needs when they are travelling. However, the higher the knowledge of their understanding of Islam, the higher the need for Halal tourism facilities is not only food and prayer places. Halal hotels, cosmetics, and medicines are just a few examples of Halal products whose demand is increasing along with the increasing number of Muslim tourists.

The diversity of Muslims in Indonesia makes the views of Indonesian Muslim tourists towards Halal tourism not as strict as the middle east Muslim. Indonesian Muslims currently need Halal food prayer room, and water-usage friendly washroom while traveling. But awareness of Halal products also continues to grow in Indonesia with evidence that products that have a Halal certification are more in demand than products that do not have a Halal certification. Tourist attractions that target Muslim tourists should start providing Halal food, prayer room, and other facilities that provide comfort to Muslim tourists. Halal certification in Indonesia for small entrepreneurs are actually free so they can put Halal logos on their products without paying certification fees. This can attract Muslim tourists who want to try the product without worry.

Acknowledgment

This research was supported by Sekolah Tinggi Pariwisata Bogor. The Author is very grateful to KH Muhyiddin Junaidi, Chairman of the Foreign Relations Division Indonesian Ulema Council (MUI) who was willing to be interviewed to help complete this research. Thank you very much to all resources who give thoughts and opinions to complete this research.

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STUDY OF CARRYING CAPACITY AND MEMORABLE TOURISM EXPERIENCE IN CIKADU TOURISM VILLAGE, BANTEN, AS A TOURISM DESTINATION

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ABSTRACT

The establishment of tourism special economic zone (KEK) of Tanjung Lesung will be very potential for the development of tourism industry in Pandeglang regency. Cikadu Tourism Village is an ecotourism activity with the concept of development and empowerment of local community. Educational and unique local activities, equiped with the atmosphere of rural nature become the main attraction in Cikadu Tourism Village located in Tanjung Lesung area. The carrying capacity that supports the tourism activities is needed to reach a destination’s achievement. A research related to the carrying capacity is required for tourism development in Cikadu Tourism Village, thus, the tourism activity can run effectively and provide wide positive benefits to the local community. The effect of good carrying capacity will create a pleasant tourist experience. This research was conducted by using core characteristics of mixed method research which combines various methods, philosophy and research design orientation. The results showed that the carrying capacity of Cikadu Tourism Village is still likely to be capable of accommodating and bringing in 40-70 tourists in each visit, especially in three areas, namely attractions of Cikadu batik studio, Cikadu art studio, and Cikadu waterfall. According to the survey results on memorable tourism experience, Cikadu Tourism Village has not realized the maximum expectation of the experience felt by tourists during a visit to the village.

Keywords: carrying capacity, memorable tourism experience, tourism village

INTRODUCTION

The Ministry of Tourism is currently developing and improving itself in every region that has tourism potential by making a program of 10 Priority Tourism Destinations (DPP) scattered throughout Indonesia. 10 Priority Tourism Destinations of Indonesia are expected to provide distribution of tourism activities in the territory of the Republic of Indonesia to support the equitable distribution of community welfare, to open employment and business opportunities, as well as to provide solutions for the areas of tourism with maximum capacity in Indonesia. One of the DPP is Tanjung Lesung. The establishment of tourism KEK of Tanjung Lesung will be very potential for the development of tourism industry in Pandeglang regency. However, tourism KEK of
Tanjung Lesung, as the forerunner of tourism industry grown in Pandeglang Regency in particular, should get attention from local government and all stakeholders involved in order to be directly proportional to contribute in improving the society welfare and environmental conservation.

Table 1.1. Data of Tourist Visit in Tanjung Lesung

<table>
<thead>
<tr>
<th>Year</th>
<th>Wisman</th>
<th>Wisnus</th>
<th>Total</th>
<th>Accretion (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>6,190</td>
<td>798,586</td>
<td>804,776</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>20,643</td>
<td>1,472,558</td>
<td>1,493,201</td>
<td>0,86</td>
</tr>
<tr>
<td>2010</td>
<td>15,408</td>
<td>1,647,549</td>
<td>1,662,957</td>
<td>0,11</td>
</tr>
<tr>
<td>2011</td>
<td>13,437</td>
<td>2,017,223</td>
<td>2,030,660</td>
<td>0,22</td>
</tr>
<tr>
<td>2012</td>
<td>11,837</td>
<td>2,410,584</td>
<td>2,422,421</td>
<td>0,19</td>
</tr>
<tr>
<td>2013</td>
<td>2,625</td>
<td>3,001,177</td>
<td>3,003,177</td>
<td>0,24</td>
</tr>
<tr>
<td>2014</td>
<td>4,139</td>
<td>3,146,761</td>
<td>3,150,900</td>
<td>0,05</td>
</tr>
</tbody>
</table>

Source: Administrator of Tanjung Lesung Special Economic Zone, 2015

The number of tourist visits each year in Tanjung Lesung Tourism has increased significantly. In order to achieve the purpose of tourism development, it is necessary to develop an integrated tourism policy that ensures the sustainability of tourism development in Pandeglang regency. The area of Tanjung Lesung has beautiful coastal area and breathtaking panorama of the sea. It also has a tourism village called Cikadu Tourism Village which is a destination being developed by the local government to become one of the leading tourism in Banten province. To support the running of tourism activities, a carrying capacity is needed.

Cikadu Tourism Village is an ecotourism activity with the concept of development and empowerment of local community. Educational and unique local activities, equipped with the atmosphere of rural nature become the main attraction in the village. It offers outbound adventure tour, cultural tour and culinary tour that will provide an unforgettable experience to tourists who travel in the village. Tourists can also interact directly with the local community. Cikadu Tourism Village has an integrated tourism program with several components such as travel tour, trekking, traditional culinary tour of the village, and regional cultural arts tour.

The tourism sector is expected to be able to provide multiplier effects for the community such as the expansion of employment opportunities in the field of tourism through the development of tourism and tourism industry, increasing the PAD, as well as
increasing the visit number of foreign and domestic tourists. Development of the area followed by the expectation of additional tourists will impact on the experience of tourists so that the calculation of carrying capacity is very concerned.

The meaning of environmental carrying capacity according to Law No. 23 of 1997 on Environmental Management is the ability of the environment to support the life of human beings and other living things. According to Greymore (2005), environmental carrying capacity is the maximum number of humans that can be supported by the earth with available natural resources. The maximum amount is the amount that does not cause damage to the environment and life in earth can run sustainably. Greymore also stated that the carrying capacity of the environment is largely determined by consumption patterns, the amount of waste generated, the impact on the environment, the quality of life, and the level of technology. In its later development, the concept of environmental carrying capacity was applied as a calculation method to determine the number of living organisms that can be supported by an ecosystem continuously, without destroying the balance within the ecosystem. Decline in quality and damage to the ecosystem are then defined as an indication of overcapacity of the environment.

The potential existed in Cikadu Tourism Village, Tanjung Lesung, equipped with its natural beauty, makes the Tanjung Lesung tourism continue to grow. Research on the carrying capacity is required for tourism development in the village so that the tourism development can run effectively, provide positive benefits to the local community, and provide a good travel experience for tourists (Memorable Tourism Experience).

LITERATURE REVIEW

Carrying Capacity

The concept of environmental carrying capacity comes from the management of livestock and wildlife (Soemarwoto, 1997). The carrying capacity indicates the dimension of the environmental capacity to support the animal life expressed in the number of tails per unit of land area. The number of animals which life can be supported depends on biomass (organic plant materials) available for animal feed. According to Lenzen and Murray (2003), the human living needs toward the environment can be expressed as the area needed to support human life. The area to support human life is called as the ecological footprint. Lenzen also explained that in order to know the level of sustainability of natural and environmental resources, the necessities of human life were then compared with the actual area of productive land. The comparison between the
ecological footprint and the actual area of productive land is then calculated as a comparison between available land and required land. Therefore, environmental carrying capacity contains a sense of the ability of a place in supporting the life of living creatures optimally in a long period of time. The carrying capacity of the environment can also be defined as the ability of the environment to provide organisms with a prosperous and sustainable life in a particular region.

Analysis of carrying capacity is done based on the maximum number of visitors that can be physically accommodated in the area provided at a certain time without causing disruption to nature and humans. This carrying capacity analysis is used for the utilization of Coastal Tourism with recreational activities and mangrove tourism as well as Maritime Tourism with snorkeling, marine sports and diving activities. The area used for marine tourism and coastal tourism can be known from the results of conformity analysis. In principle, this analysis is a space requirement that can be accommodated in an appropriate area (s) and/or conditional (sb) for coastal tourism (pp), marine tourism (pb) and aquaculture (bl) at any given time without causing interference in nature and human.

DDK calculation formula referring to Yulianda (2007) is:

$$DDK = \frac{K \cdot L_p \cdot W_t}{L_t \cdot W_p}$$

Figure: Formula of Carrying Capacity

Where:
- DDK = Carrying Capacity of an Area
- K = Visitors’ ecological potential per area unit
- Lp = Length of area that can be utilized
- Lt = Area unit for a particular category
- Wt = Time provided by the area for tourism activities in one day
- Wp = Time spent by visitors for each particular activity

**Definition of Tourism Village**

Tourism Village is one of the expressions of human life that presents the settlement tourism destination. In the realization, the tourism village should be able to meet the existing demands related to the tourism facilities, the circulation, and the processing of outer space that has a lot of diversity. 10 tourism destination areas are particular areas that have potential attractions and tourism destinations supported by the
cooperation of traffic, tourism facilities, tourism businesses and the community. The purposes of a tourism are for:

- Recreation/vacation.
- The need for knowledge and culture.
- Purposes of tasks, etc.

Characters of Tourism Village

Tourism Village is a tourism potential that can support the economy of a particular region. Tourism village can be regarded as a potentially tourism area if it has a uniqueness in the form of daily life of local people, customs, local culture that become an attraction for tourists. Some characters that support the success of a tourism village as follows.

- Tourists targets; the more tourists that come, the more information about the tourist area will spread all over the world.
- Locations that have attractive tourism potential can be an attraction for tourists.
- Tourism facilities; facilities become a supplement which can be enjoyed by the tourists and become a tourist attraction.
- Architecture or atmosphere must have something special in accordance with the character of local tourism.

The image of a tourism village is a picture of the character of the village that forms a unique and distinctive identity. They can be formed by bringing the feel of rural and local culture as well as local traditions into the tourism village.

The development of the Tourism Village concept is considered to be very effective in order to introduce and give maximum opportunities to the village community to understand the essence of tourism world and to enjoy the results of the tourism. For areas that have characteristics and uniqueness, especially in the daily life of the village community, the development of this concept is highly recommended. There are three main advantages in applying this concept to a region, namely:

1. With the existence of a tourism village, then the manager must explore and maintain the value of cultural customs that have been going on for decades in the village.
2. Preservation of cultural values is a major attraction for tourists.
3. Villagers who in fact have less economic capabilities can play an active role in the continuity of the village tourism. The end of this concept is of course to improve the standard of living and the economy of society will be more maximized.

Memorable Tourism Experience

The experiences of tourists are a result that is felt by tourists after visiting. According to the theory of tourist experience (in Jong Hyeong Kim, 2009), the experiences of tourists are categorized into several dimensions, namely:

- **Hedonism** is an experience associated with tourist emotions such as fun, excitement, and enjoyment.
- **Novelty** provide a unique experience felt by tourists, giving a different impression.
- **Local culture** is a tourist experience about the local community of a tourism destination along with its hospitality.
- **Refreshment** is attributed to the feeling of freedom of tourists that makes the experience become unforgettable.
- **Meaningfulness** is the involvement of tourists to tourism activities.
- **Involvement** is a tourist activity where tourists are involved in tourism activities.
- **Knowledge** provides new experiences and cultures to tourists.

RESEARCH METHODS

Research Design

This research was conducted using mixed method or hybrid, and its kind, which is initially marked by various definitions, but currently definition which unifies the various perspectives that ever existed is developed. Definition based on core characteristics of mixed method research is a method that combines various methods, philosophy, and research design orientation. This research uses qualitative descriptive analysis approach. Sugiyono (2010) revealed that qualitative research is conducted because researchers want to explore descriptive phenomena that can not be quantified such as the process of a work step, a formula of a recipe, notions of a diverse concept, the characteristics of a good and service, images, styles, ordinances of a culture, the physical model of an artifact and so
forth. In addition, Sugiyono (2012) also proposed qualitative research as a research method based on postpositivism philosophy, which is used to examine the condition of natural objects, where researchers are as a key instrument, data collection techniques with triangulation, data analysis is inductive or qualitative, and the results of qualitative research emphasize meaning more than generalization.

**Determination Technique of Respondents and Informants**

Sampling is a process of selecting and determining the type of sample and calculation of the size of the sample that will be the subject or object of research. There are various sampling techniques to determine the sample to be used in the research. This study used two subjects, namely tourists and managers.

1. Respondents included 32 tourists visiting Cikadu Tourism Village.
2. Informants interviewed by tourism office and community leaders of Cikadu Tourism Village.

**Data Analysis**

Interactive Analytical Model from Miles and Huberman divides the steps in data analysis activities into four sections, namely data collection, data reduction, data display, and conclusion withdrawal or verification.

1. **Data Collection**
   
   Data collection of interviews and observation results as well as various documents is conducted in the first model analysis based on categorization in accordance with the problem of research. Data sharpening is then developed through further data search.

2. **Data Reduction**
   
   Data reduction is a form of analysis that sharpens, classifies, directs, discards unnecessary data and organizes data in such a way, thus, the final conclusion can be drawn and verified (Miles and Huberman, 2007). According to Mantja (in Harsono, 2008), data reduction continues steadily as long as the study has not finished. The product of data reduction is a summary of field notes, either from initial notes, extensions, or additions.

3. **Data Display**
Data display is a set of information that enables research conclusions to be done. Presentation of data is intended to find meaningful patterns and provide the possibility of drawing conclusions and provide action (Miles and Huberman, 2007). According to Sutopo (in Harsono, 2008), the presentation of data can be in the form of narrative sentences, figures/schemes, work networks and tables as narration.

4. Conclusion Withdrawal

Conclusions are part of a full configuration activity (Miles and Huberman, 2007). Conclusions are also verified during the study. The conclusions are drawn since the researchers compile records, patterns, statements, configurations, causal directions, and various propositions (Harsono, 2008).

DISCUSSION

Carrying Capacity

Analysis of carrying capacity is aimed at the development of Cikadu Tourism Village by utilizing the potential of natural resources and culture.

\[
\text{DDK} = K \times \frac{L_p}{L_t} \times \frac{W_t}{W_p}
\]

Where:

- DDK = Carrying Capacity of an Area
- K = Visitors’ ecological potential per area unit
- Lp = Length of area that can be utilized
- Lt = Area unit for a particular category
- Wt = Time provided by the area for tourism activities in one day
- Wp = Time spent by visitors for each particular activity

The ecological potential of visitors is determined by the condition of the resource of activities that will be developed (Table 4.1). The dimension of the area that can be used by visitors considers the natural ability in tolerating visitors so that the authenticity of nature is maintained. The results of calculation on visitor's ecological potential (K) and the dimension of area of activity (Lt) are presented as follows.
Table 4.1 Visitor potential (K) and area of activity (Lt)

<table>
<thead>
<tr>
<th>Activity</th>
<th>( \sum ) Tourist (person)</th>
<th>Area (Lt)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cikadu Waterfall</td>
<td>1</td>
<td>20 m(^2)</td>
<td>within 10 m x 2 m</td>
</tr>
<tr>
<td>Making Batik at Cikadu Batik Studio</td>
<td>1</td>
<td>15 m(^2)</td>
<td>within 10 m x 5 m</td>
</tr>
<tr>
<td>Watching and Experiencing the Arts (traditional dance, martial arts, \textit{degungan} and \textit{Bendrong Lesung})</td>
<td>2</td>
<td>20 m(^2)</td>
<td>within 10 m x 2m</td>
</tr>
</tbody>
</table>

Source: Observation Results

The carrying capacity of the area is adjusted with the characteristics of the resource and designation. For example, the distribution and condition of coral reefs are determined for the carrying capacity of diving tourism, the length or area and condition of Batik Cikadu studio building are determined for the carrying capacity of Batik tourism in Cikadu Tourism Village. Human need for space is assumed with the need for horizontal space to be able to move freely and not feel disturbed by the existence of other human beings (tourists). For Batik tourism activity, it is assumed that each person needs 10m because tourists will perform various activities that require a large space, such as sketching, applying the wax, coloring and drying.

Time of visitor activity (Wp) is calculated based on the length of time spent by tourists to conduct tourism activities. Tourism activities can be detailed again based on the activities undertaken. Time of the area is the length of time the area is opened in one day, and the average working time is about 8 hours (8 - 16 hours).

Table 4.2 Predicted time required for each tourism activity

<table>
<thead>
<tr>
<th>No</th>
<th>Activity</th>
<th>Time required Wp (hour)</th>
<th>Total time in one day Wt (hour)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Making Batik at Cikadu Batik Studio</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>2</td>
<td>Watching and Experiencing the Arts (traditional dance, martial arts, \textit{degungan} and \textit{Bendrong Lesung})</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>Cikadu Waterfall</td>
<td>4</td>
<td>8</td>
</tr>
</tbody>
</table>

Source: Observation Results

Based on the formula of carrying capacity of the area, the attractions in the destination will be calculated to find out how many limits of tourists can be
accommodated per attraction. The results of the calculation of the carrying capacity of the area are presented as follows.

- **Batik Studio**
  
  \[
  K = \frac{L_p}{L_t} \times \frac{W_t}{W_p} = \frac{180}{15} \times \frac{8}{2} = 9 \times 4 = 48
  \]

  Based on the calculation of carrying capacity, the maximum limit of the number of tourists for the attraction of Batik studio is 48 tourists per visit.

- **Cikadu Waterfall**
  
  \[
  K = \frac{L_p}{L_t} \times \frac{W_t}{W_p} = \frac{400}{20} \times \frac{8}{4} = 20 \times 2 = 40
  \]

  Based on the calculation of carrying capacity, the maximum limit of the number of tourists for the attraction of Cikadu waterfall is 40 tourists per visit.

- **Art Studio**
  
  \[
  K = \frac{L_p}{L_t} \times \frac{W_t}{W_p} = \frac{350}{20} \times \frac{8}{2} = 17.5 \times 4 = 70
  \]

  Based on the calculation of carrying capacity, the maximum limit of the number of tourists for the attraction of art studio is 70 tourists per visit.

<table>
<thead>
<tr>
<th>No</th>
<th>Activity</th>
<th>Area</th>
<th>Number of Tourist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Making Batik at Cikadu Batik Studio</td>
<td>180 m²</td>
<td>48 wisatawan</td>
</tr>
<tr>
<td>2</td>
<td>Watching and Experiencing the Arts (traditional dance, martial arts, degungan and Bendrong Lesung)</td>
<td>350 m²</td>
<td>70 wisatawan</td>
</tr>
<tr>
<td>3</td>
<td>Cikadu Waterfall</td>
<td>400 m²</td>
<td>40 wisatawan</td>
</tr>
</tbody>
</table>

Source: Observation Results

Table 4.3. Calculation results of carrying capacity
The calculation results of the carrying capacity of the area showed that each attraction in Cikadu Tourism Village still has the potential to bring in tourists as many as possible. However, there are still a lot of things that need to be noticed including the access and amenities that exist in the village. The distribution of the tourists to other possible tourism attractions can be done if there is a density of tourists and this problem needs a proper cooperation between the organisers of each attraction.

Memorable Tourism Experience

The results of the questionnaires about travel experience in Cikadu Tourism Village using indicators of tourist experience according to Yuniawati can be seen from the table below.

Table 4.4. Survey results on memorable tourism experience

<table>
<thead>
<tr>
<th>No</th>
<th>Statement</th>
<th>Survey Result</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hedonism (Tourist Emotion)</td>
<td>2.00</td>
<td>Disagree</td>
</tr>
<tr>
<td>2</td>
<td>Novelty (Unique experience)</td>
<td>2.22</td>
<td>Disagree</td>
</tr>
<tr>
<td>3</td>
<td>Local Culture (Cultural experience)</td>
<td>2.55</td>
<td>Agree</td>
</tr>
<tr>
<td>4</td>
<td>Refreshment (Giving unforgettable experience)</td>
<td>2.27</td>
<td>Disagree</td>
</tr>
<tr>
<td>5</td>
<td>Meaningfulness (Meaningful experience)</td>
<td>2.53</td>
<td>Agree</td>
</tr>
<tr>
<td>6</td>
<td>Involvement (Tourist Involvement)</td>
<td>2.56</td>
<td>Agree</td>
</tr>
<tr>
<td>7</td>
<td>Knowledge (Obtaining new knowledge)</td>
<td>2.83</td>
<td>Agree</td>
</tr>
</tbody>
</table>

Source: Observation Results

1. Hedonism (Tourist Emotion)

Hedonism indicator is associated with the pleasure and sensation felt by the tourists. According to the results of the questionnaires of tourists who visit Cikadu Tourism Village, majority argue disagreement toward the indicator of hedonism which means that most tourists do not feel the emotion such fun and different sensation when visiting the village.
2. Novelty (Unique experience)

Novelty indicator is associated with the unique experience obtained by the tourists. According to the results of the questionnaires of tourists who visit Cikadu Tourism Village, the majority argue against the novelty indicator which means that most tourists do not get a unique or different experience when visiting the village. This is because there has no difference compared to other similar tourism destinations.

3. Local Culture (Cultural experience)

Local Culture indicator is associated with experience or impression that tourists get when interacting with local communities. According to the results of questionnaires, the majority of tourists tends to agree on this indicator. This is because the people of Cikadu village give a friendly attitude to every tourist who come because tourism in this village is being developed.

4. Refreshment (Giving unforgettable experience)

Refreshment indicator is associated with experience or impression of refreshing mind from the routines perceived by the tourists. The results of the questionnaires showed that the majority of tourists argue disagreement toward this indicator. This is because the Cikadu Tourism Village is still in the development stage, so the tourism attractions offered are still relatively few.

5. Meaningfulness (Meaningful experience)

Meaningfulness indicator is associated with the travel experience providing benefits to the tourists. The majority of the tourists agree with the statement based on the results of questionnaires. It is because every tourism attraction in Cikadu Tourism Village gives advantages such a training on making batik provided by batik art studio.

6. Involvement (Tourist Involvement)

Involvement indicator is associated with the experience the tourists can get when interacting directly with local communities. Based on the results of questionnaires, the majority of the tourists think they agree because every tourism attraction in Cikadu Tourism Village offers a direct interaction with the local community.

7. Knowledge (Obtaining new knowledge)

Knowledge indicator is associated with the travel experience which provides knowledge to the tourists. The majority of the tourists agree with the statement based on the results of questionnaires. This is because every tourist attraction offered by
Cikadu Tourism Village contains elements of culture and local wisdom, so that tourists also get knowledge about the culture and local wisdom of Cikadu community while visiting.

CONCLUSIONS

The carrying capacity of Cikadu Tourism Village still has the opportunity to accommodate and bring in 40-70 tourists in each visit. This is based on the calculation of the carrying capacity of the area. According to Yulianda, the areas that can be counted are the attractions of Cikadu batik studio, Cikadu art studio and Cikadu waterfall which still have the potential to bring in more tourists. If there is a surge in the number of tourist visits in one day, the strategy of dividing tourists to the possible destinations can be done, for example, tourists from batik studio tour can be directed first to the art studio and vice versa.

Based on the survey results on tourist experience, Cikadu Tourism Village has not realized the maximum expectations of experience felt by tourists during a visit to the village. According to the results of the questionnaires, the tourists tend to disagree with the indicator of Hedonism, Novelty, and Refreshment because the tourists have not felt the different pleasures during a visit to the village. The current tourism attractions in Cikadu Tourism Village have not brought up the uniqueness of the village, thus, the tourists cannot get any unforgettable experience during a visit to village. Otherwise, the indicators of local culture, meaningfulness, involvement and knowledge are agreed by the tourists because they feel different sensations during a visit to Cikadu Tourism Village. In addition, the village also has a diversity of cultures which provides new knowledge for tourists who visit. The local community is also very friendly to new people, especially to tourists, so the tourists can interact directly with the local community of Cikadu Tourism Village.

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Undang-Undang Republik Indonesia Nomor 10 Tahun 2009 Tentang Kepariwisataan

Undang–Undang Republik Indonesia Nomor 23 tahun 1997 tentang Pengelolaan Lingkungan Hidup


What Does It Take to Branding the Music Festival?
Antecedents and Consequences of the Audience Happiness

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ABSTRACT
Currently Indonesia’s music festivals become an attractive scene and buzzing around the millennial tourist. Besides the performer line from the musicians, the uniqueness in the music festival could be found from the audience attitude toward the brand of the festival itself. Although there were less published studies, branding the festival event is important to be understood in order to promote it effectively.

The research model was modified from the previous studies and more focused on the brand development where brand could contribute to happiness through the experience and brand identification as well. This research aims to test and investigate the antecedents effect to the constructs of the brand experience dimension (sensory, emotional, relational and cognitive) that may influence happiness orientation (pleasure, meaning and engagement) and further turn it to the audience happiness. In parallel with brand identification to happiness through the positive emotion. Consequently this happiness may lead to the loyalty intention as revealed in the revisit intention and willingness to pay a premium price outcome.

A partial least squares structural equation modelling (SEM) deployed for data analysis from eligible 140 respondents and primary data were collected through the online survey by the scaled questionnaire instrument. The result of this study demonstrated that festival audience happiness orientation depart from both audience brand experience and brand identification, while the variation in the brand experience dimensional effect was discussed. Furthermore audience happiness construct that generated from the happiness orientation and positive emotion has a managerial relevance and significant direct effect on each; revisit intention to the same festival and willingness to pay a premium ticket price of the festival. This result could provide practical suggestion for the music festival organizer to develop their festival brand especially for the millennial audience and take customer happiness into account. As this study was limited in the brand scope, the experience toward the music performance and the festival ambiance could be added for the further study of happiness construct.

Keywords: happiness, brand experience, brand identification, happiness orientation, positive emotion, revisit intention, willingness to pay premium price, and music festival

Background
The world would be a very quiet place without music, listening to music could be described as one of treasured experiences in human being. Everyone could enjoy music and this become more apparent in most of the live music event. One of the benefit in music is how it could bring people together, there is something about listening to the music performance together such in the music festival that make people feel connected, feel happy and keep the good memories.

Music festival in Indonesia were chosen as an event domain for this study since the music festival experience particularly could be viewed as an entertainment and also as a way to express the lifestyle status (Bowen and Daniel, 2005). Currently there are many music festivals performed annually in Indonesia with the attractive scene and marketed under the specific event brand. The emerging popularity of the festival among millennial audiences make it important for
the event management. Within the event studies, music festival could be a distinct, since music occupy a special place in the mind, almost in all cultures and therefore become interested object by scholars in disciplines of marketing. Other perspectives appeal in music festival studies are associated with the scope for arts, creativity, attracting crowds, shareable moment and generating emotional responses which contagious. In that way, the music festivals as a part of the entertainment business, often featured annually become more prominent elements in tourism agenda.

Previous study have shown events are an important motivator of tourism, and therefore need to develop with the good branding (Getz, 2008). However not all the tourism event are market oriented, some of it face the unexpected result associated with less adopted customer voice. Festivals in particular have been examined in the context of social change and behaviour which are more customer oriented (Picard & Robinson, 2006). Music festival in specific also has been the subject of the current research (e.g. Bowen & Daniel, 2005) somehow it was observed that festivals including music festival in particular display a lack of concern for orientation that tends to ignore customer emotion related to commercial realities.

Although festival tourism linkage have been noted in leisure activities such as music show, concerts or other staged performances to the development of customer experience, there will always remain question between those experience from the annual music festival and the brand equity of the event itself (Zarantonello & Schmitt, 2013). Following the suggestion from Bowen and Daniel (2005) music festival planners could use different marketing tactics to broaden a festival appeal and that it is risky for event managers to only rely on the music itself or a specific performer to expect large festival crowds. Equally important is creating a festive atmosphere that offers ample opportunity to socialize and have new and non-musical experiences.

Despite the festival performance, event branding requires audience role in processing festival brand related messages, such as event advertisements, the brand story among friends, or the symbolic references that come out as brand clues, (e.g. logo, design, caption) adopted in a popular culture (Carbone, 2004). Albeit the increasing number of articles addressing brand experience, the research area in the festival branding, in specific based on the audience emotion construct remains underdeveloped and not well established such as other marketing construct for the tangible products such as perceived quality and brand equity (Zarantonello, & Schmitt, 2013). Along with the shifting interest to the hedonic facets of consumption (Pine & Gilmore, 2011) experience marketing offer a new approach to address brand for long term advantages such in loyalty (Ramaseshan & Stein, 2014). In consumer cultural research the symbolic value of brands experience has also been studied, current research explain various influencer of hedonic consumption to the happiness, as leisure activity levels in which brands might influence consumers psychological wellbeing. Ahuvia (2005) for instance, report on consumers experiencing brand related personal emotions from the high level as love ranging to the hate feeling. Even happiness become more important in the experiential marketing, along the way researcher still trying to answer the fundamental question of whether brands can make customer happy (Bettingen, & Luedicke, 2009). Even though some scholars have indicated the increasing relevance of brand happiness, according to new insight form Schnebelen, S and Bruhn, M. (2018) marketing researchers have devoted, actually little attention to this new concept so far.

The construct of happiness has receive growing attention from scholars, thus studies examining happiness in consumer research have been done in several area of industry (Schnebelen, S and
Bruhn, M. (2018). The new concept was revealed that brands should contribute to consumer, in this sense is audiences happiness through the experiences. This in line with the finding that there is a meeting point between brand experience and happiness, the two unique areas in marketing and psychology that are scholars afforded more exploration (Brakus, Schmitt & Zarantonello, 2012). The approach in winning consumers heart and mind is based from idea that the target audience should be involved in an active experience of the festival brand values and therefore create a relation between customer and brand (Schmitt, 2012). The idea indeed generally the same, when a consumer actively feels positive emotions in association with a brand then they are more likely to develop loyalty within, in this context have an intention to re-visit the music festival under the same brand in the future and willing to pay the premium price of the festival ticket as well.

The main aim of this study is to test the modified model that focus to a happiness construct with the antecedent of brand experience dimensions to the happiness which are consist of sensory, affective, behavioural and intellectual, and through the three orientations happiness which are pleasure, meaning, and engagement as was structured from the previous research (Peterson, Park & Seligman, 2005; Almandil, K. & Yen, D. (2017). The other antecedent pathway that integrated to the model is brand identification to the happiness through the positive emotion (Han, Jun, Miyea, and Sookyoung, 2018). Further to examined the consequent of this happiness construct which divergent to the revisit intention and willingness to pay premium price in the context of the music festival audiences.

**Literature Review and Hypothesis Development**

This study want to understand the brand of the music festival event holistically, from brand evaluation toward to the brand, and positive emotion brought from the event through the actual experience in relation with the customer future behaviour. As brand and emotion relationship is attracting interest in marketing research, emotion are accepted as causes, effects, mediators, and moderators of consumer behaviour. Among the positive emotions, happiness is essential to consumer behaviour (Bagozzi, 1999). As also stressed by Lee and Sirgy (2004), marketing strategies that contribute to consumers happiness are expected to result in customer trust and ultimately commitment. The new definition of happiness in this study was referred to Schnebelen, S and Bruhn, M. (2018) who brand happiness is a consumer's greatest emotional fulfilment, a moment- based experience of pleasant high and low arousal emotions, induced at different brand contact points (e.g., via purchase, consumption, advertisements).

The structure of the study is based on the logic of research framework of happiness proposed by Bettingen and Luedicke (2009) while also adopted the model from Al Mandil, K and Yen, D (2017) that integrating the brand experience related to individual constructs happiness orientation. The audience experiences could be conceptualized and studied in terms of four dimensions which are cognitive, behavioural, affective and sensory (Brakus, J.J., Schmitt, B.H. & Zarantonello, L. (2009). When consumers are exposed to various of brand experience stimuli, different effect are recognized. Therefore this research model is following the previous finding that every dimension will lead to more consumer happiness through three different routes or orientations (Peterson, Park & Seligman, 2005). Based on the literature review from the previous research finding the hypotheses were developed as follow;
H1a-c; Brand experience sensory dimension have positive influence to each of happiness orientation; pleasure, meaning and engagement

H2a-c; Brand experience affective dimension have positive influence to each of happiness orientation; pleasure, meaning and engagement

H3a-c; Brand experience behavioural dimension have positive influence to each of happiness orientation; pleasure, meaning and engagement

H4a-c; Brand experience intellectual dimension have positive influence to each of happiness orientation; pleasure, meaning and engagement

H5; Happiness orientation pleasure have a positive influence to the happiness

H6; Happiness orientation meaning have a positive influence to the happiness

H7; Happiness orientation engagement have a positive influence to the happiness

Integrate to this model is the customer brand identification were originally come from social identity theory (Tajfel H, 1982) that explained the key of the formation, which could be extend that strong relationships between consumers and brand based on the concept of identification where consumers associate and identify themselves with brand to satisfy one or more of their self-definitional needs. Furthermore, in order to achieve the stage of identification, the cognitive and evaluative components are necessary to which the brand is incorporated into personal self-concept. It was found that brand personality congruence and reputation affect that brand identification, which in turn impacts on brand loyalty. (Kuenzel, & Halliday, 2010). In building the happiness framework, the previous study examined and shown the importance of congruency between ideal self-image and brand image that could influence a sense of happiness. When ideal self-image and ideal social self-image are congruent with brand image a sense of happiness can be enhanced through brand identification and positive emotions. (Han, Jun, Miyea, and Sookyoung, 2018). Therefore brand identification was added to this research model and this study hypothesized:

H8; Brand identification have a positive influence to the positive emotion

H9; Positive emotion have a positive influence to the happiness

According to Bettingen and Luedicke (2009) happiness may result from consumers experiences with brands. Based on the premise that brands can affect happiness, one may expect that brands could make customers happy will and gain have a competitive advantage that may result in brand preference and brand loyalty. Previous study from Al Mandil, K and Yen, D (2017) demonstrated the unique influences of each of brand experience dimensions on two behavioural outcomes in the service field which are brand loyalty and price premium, based on that finding this study furtherly hypothesized:

H9; Happiness have a positive influence to revisit intention

H9; Happiness have a positive influence to willingness to pay premium price
This research novelty was in the new model proposed, developed from the related research which tempted to integrate and examined brand experience with brand concept together. The modified model drawing as below figure:

![Figure 1. Conceptual Framework](image)

This framework of happiness fulfilment follow consideration from Schnebelen, S and Bruhn, M. (2018) that customers often appraise a brand in relation to themselves, therefore guided more by internal appraisals and likely to evaluate brand features in terms of the significance and congruence they have with their personal concerns (e.g., goals, needs).

**Methodology**

Respondents in this study are the audience who have attended of the music festival performed at least a year ago. They were asked to recall and named the specific music festival as their personal reference to answer the question. The sample taken by the convenient sampling technique and collected on June to July 2018. The structured questionnaire with the likert scale 1-7 was developed based on previous research and conducted by online survey form to measure the constructs and the gather the related information. Different approaches have being used to measure happiness (Bettingen & Luedicke, 2009), including single item scales, by merely asking how happy one feels or how happy a situation makes one feel and also multi-item questionnaire. Happiness orientation measured as subjective well-being and by physiological responses of the individual. The concerning measuring happiness within marketing research include adapting the adequate measurement of more validated and reliable scales. Therefore in prior there was pre-test to check the respondent understanding and respond to the item of questionnaire, after eliminated invalid item, 28 item questionnaire were used. There were 214 respond collected from the survey however only 140 eligible within the criteria to proceed.

Structural equation modelling PLS was deployed to test the study hypotheses specifying brand experience dimensions and brand identification as exogenous construct while other constructs as
endogenous constructs. Sample size of 140 respondents was refer to ten times larger than number of construct in the inner model with the df. 128 (Hair et al., 2014). Partial least squares structural equation modelling (PLS-SEM) is a variance-based structural equation modelling technique that has been used to model latent variables and the relationships between them (Henseler, 2012) therefore it is a useful tool for testing hypotheses. As drawn in the research model, this study focus to investigates the mediation effect which consider the presence mechanism that transmits the effect of antecedent variable to an outcome. Hence, mediation refers to underlying effects that link antecedent and consequences variables. According to Hair et al., (2017) despite the continuous use of mediation testing, studies with PLS-SEM often do not consider mediation effects in their hypotheses and therefore do not analyse the relevance in relevant structural models, scholar tend to focus only on direct relationships and overlook mediation effects. Therefore this study attempt to emphasize the indirect effect in the research model.

Findings

The characteristic of the respondent and their preference were explained as in the below table. Only 15% of the respondent age above 15 years indicated almost respondents were millennial. The big three of the annual music festival lead by Java Jazz, follow by We Fest and Djakarta Warehouse Project which are relatively new festival in the city. As music differ as an individual interest the two top main reason to attend the festival were musician line performers and the favourable music genre.

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
</tr>
<tr>
<td>Age</td>
<td>&lt;27 year</td>
</tr>
<tr>
<td></td>
<td>27-44 year</td>
</tr>
<tr>
<td></td>
<td>&gt;44 year</td>
</tr>
<tr>
<td></td>
<td>DUKI Jakarta</td>
</tr>
<tr>
<td></td>
<td>Outside Jakarta &amp; surrounding area</td>
</tr>
<tr>
<td>Occupation</td>
<td>Student</td>
</tr>
<tr>
<td></td>
<td>Employees</td>
</tr>
<tr>
<td></td>
<td>Professional</td>
</tr>
<tr>
<td></td>
<td>Housewife</td>
</tr>
<tr>
<td></td>
<td>Entrepreneur</td>
</tr>
<tr>
<td></td>
<td>Others</td>
</tr>
</tbody>
</table>

Table 1. Respondent Characteristic

Table 2. Respondent Preference

Outer model measurement was performed where outer loading produced for each variable indicator which confirmed all of 28 outer loadings greater than 0.7, while AVE for all variables found above 0.5. All the values of composite reliability were larger than the threshold 0.80 providing a great reliability (Hair et al., 2014). The overall model fit shown by SRMR in this model 0.098 less than 0.1 and NFI 0,539 indicating the model still acceptable (Hu and Bentler, 1999). The application of the Fornell-Larcker criterion was used for discriminant validity.
purpose, where each root of construct average variance extracted (AVE) compared with other constructs in the model and found higher for all the construct as in the table below.

Table 3. Outer Model Result

<table>
<thead>
<tr>
<th>Construct</th>
<th>R Square</th>
<th>Composite Reliability</th>
<th>AVE</th>
<th>Squared Inter Construct Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Experience Behavioral</td>
<td>0.66</td>
<td>0.901</td>
<td>0.751</td>
<td>0.067</td>
</tr>
<tr>
<td>Brand Experience Affective</td>
<td>0.51</td>
<td>0.804</td>
<td>0.590</td>
<td>0.715</td>
</tr>
<tr>
<td>Brand Experience Intellectual</td>
<td>0.65</td>
<td>0.916</td>
<td>0.845</td>
<td>0.720, 0.682, 0.919</td>
</tr>
<tr>
<td>Brand Experience Sensory</td>
<td>0.56</td>
<td>0.808</td>
<td>0.587</td>
<td>0.711, 0.674, 0.593, 0.766</td>
</tr>
<tr>
<td>Brand Identification</td>
<td>0.71</td>
<td>0.800</td>
<td>0.573</td>
<td>0.560, 0.461, 0.536, 0.438, 0.757</td>
</tr>
</tbody>
</table>

The coefficient of determination (R²) is a measure of the model’s predictive accuracy where R² represents the exogenous variables combined effect on the endogenous variable. Respectively the result describing R² happiness (0.602) and pleasure (0.677) that are consider as substantial while revisit is moderate (0.450) levels of predictive accuracy (Hair et al., 2014). The effect size for each path model can be determined by calculating Cohen’s f² . The effect size of happiness to revisit intention is 0.670, positive emotion to happiness 0.197 which are above the threshold 0.15 revealed large effect while f² in pleasure to happiness with 0.08 consider low effect (Cohen, 1988). Bootstrapping process was performed for the inner model analysis with the one tailed and 0.05 significant level resulted for all 19 path as in below table. This study confirm that the T statistic of the 13 correlation was above the T table and P values less than 0.05 which indicate significant effect and therefore the hypothesis were supported.

Table 4. Correlation and Hypothesis Test Result

<table>
<thead>
<tr>
<th>Construct</th>
<th>Path Coefficient</th>
<th>Std. Deviation</th>
<th>T Statistics</th>
<th>P Values</th>
<th>Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Experience Behavioral --&gt; Engagement</td>
<td>0.240</td>
<td>0.132</td>
<td>1.814</td>
<td>0.035</td>
<td>Supported</td>
</tr>
<tr>
<td>Brand Experience Behavioral --&gt; Meaning</td>
<td>0.215</td>
<td>0.171</td>
<td>1.259</td>
<td>0.104</td>
<td>Not Supported</td>
</tr>
<tr>
<td>Brand Experience Behavioral --&gt; Pleasure</td>
<td>0.050</td>
<td>0.086</td>
<td>0.581</td>
<td>0.281</td>
<td>Not Supported</td>
</tr>
<tr>
<td>Brand Experience Affective --&gt; Meaning</td>
<td>0.500</td>
<td>0.109</td>
<td>4.580</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>Brand Experience Affective --&gt; Engagement</td>
<td>0.099</td>
<td>0.142</td>
<td>0.699</td>
<td>0.242</td>
<td>Not Supported</td>
</tr>
<tr>
<td>Brand Experience Affective --&gt; Pleasure</td>
<td>0.296</td>
<td>0.077</td>
<td>3.831</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>Brand Experience Intellectual --&gt; Engagement</td>
<td>0.202</td>
<td>0.123</td>
<td>1.643</td>
<td>0.050</td>
<td>Supported</td>
</tr>
<tr>
<td>Brand Experience Intellectual --&gt; Meaning</td>
<td>0.097</td>
<td>0.146</td>
<td>0.666</td>
<td>0.253</td>
<td>Not Supported</td>
</tr>
<tr>
<td>Brand Experience Intellectual --&gt; Pleasure</td>
<td>0.435</td>
<td>0.070</td>
<td>6.218</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>Brand Experience Sensory --&gt; Engagement</td>
<td>0.173</td>
<td>0.118</td>
<td>1.461</td>
<td>0.072</td>
<td>Not Supported</td>
</tr>
<tr>
<td>Brand Experience Sensory --&gt; Meaning</td>
<td>0.232</td>
<td>0.135</td>
<td>1.718</td>
<td>0.043</td>
<td>Supported</td>
</tr>
<tr>
<td>Brand Experience Sensory --&gt; Pleasure</td>
<td>0.148</td>
<td>0.083</td>
<td>1.777</td>
<td>0.038</td>
<td>Supported</td>
</tr>
<tr>
<td>Brand Identification --&gt; Positive Emotion</td>
<td>0.671</td>
<td>0.049</td>
<td>13.805</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>Happiness --&gt; Price Premium</td>
<td>0.357</td>
<td>0.074</td>
<td>4.855</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>Happiness --&gt; Revisit Intention</td>
<td>0.633</td>
<td>0.037</td>
<td>17.131</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>Engagement --&gt; Happiness</td>
<td>-0.005</td>
<td>0.070</td>
<td>0.074</td>
<td>0.471</td>
<td>Not Supported</td>
</tr>
<tr>
<td>Meaning --&gt; Happiness</td>
<td>0.240</td>
<td>0.086</td>
<td>3.368</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>Pleasure --&gt; Happiness</td>
<td>0.262</td>
<td>0.088</td>
<td>2.965</td>
<td>0.002</td>
<td>Supported</td>
</tr>
<tr>
<td>Positive Emotions --&gt; Happiness</td>
<td>0.366</td>
<td>0.070</td>
<td>5.253</td>
<td>0.000</td>
<td>Supported</td>
</tr>
</tbody>
</table>
The bootstrap of PLS-SEM provided results for indirect effects of a more detailed analysis of mediation effect in the model structures with multiple mediators as below, after eliminated insignificant route.

### Table 5. Indirect Effect Result

<table>
<thead>
<tr>
<th>Construct</th>
<th>Path Coefficient</th>
<th>Std.Dev</th>
<th>T Statistics</th>
<th>P Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Experience Affective → Orientation Pleasure → Happiness → Premium Price</td>
<td>0.028</td>
<td>0.014</td>
<td>1.924</td>
<td>0.027</td>
</tr>
<tr>
<td>Brand Experience Intellectual → Orientation Pleasure → Happiness → Premium Price</td>
<td>0.041</td>
<td>0.018</td>
<td>2.260</td>
<td>0.012</td>
</tr>
<tr>
<td>Brand Identification → Positive Emotion → Happiness → Premium Price</td>
<td>0.088</td>
<td>0.028</td>
<td>3.388</td>
<td>0.001</td>
</tr>
<tr>
<td>Brand Experience Affective → Orientation Pleasure → Happiness → Revist Intention</td>
<td>0.049</td>
<td>0.022</td>
<td>2.231</td>
<td>0.013</td>
</tr>
<tr>
<td>Brand Experience Intellectual → Orientation Pleasure → Happiness → Revist Intention</td>
<td>0.072</td>
<td>0.028</td>
<td>2.574</td>
<td>0.005</td>
</tr>
<tr>
<td>Brand Identification → Positive Emotion → Happiness → Revist Intention</td>
<td>0.158</td>
<td>0.057</td>
<td>4.159</td>
<td>0.000</td>
</tr>
</tbody>
</table>

The significant indirect effects were found in the six specific path whereas the stronger indirect effect depart from brand identification to revisit intention (0.156). Despite its significant indirect effect, the weak value of brand experience by affective and intellectual dimension were noted.

### Discussion

This study attempted to test the positive influence of brand experience dimensions and brand identification on happiness construct through the happiness orientation and positive emotion, following by the happiness effect to the customer behaviour. The this study contribute by demonstrated the unique influences of happiness antecedents to the two behavioural outcomes from the audiences of the festival brand which are revisit intention and willingness to pay price premium.

![Figure 2. Result Model](image-url)
The music festival brands used in this study tend to be hedonic in nature and its identified that the six brands could triggered and therefore could be seen as happy brand. (mean 4.6), it can be expected that hedonic brands should affect brand happiness and its effectiveness more strongly than utilitarian brands. Thus this study confirmed Schnebelen, S and Bruhn, M. (2018) who revealed, with respect to the brands with happiness scores, it can be expected that the effects of the determinants on brand happiness and the effects of brand happiness on brand behaviour will be significant.

There was no specific brand experience could influence to all three orientation happiness, it may related to diverse response from the audience to the brand of the music festival which not really owned strong equity. However intellectual dimension shown stronger influence to pleasure with value of 0.435 reflected that the audiences using the cognitive evaluation toward the brand evaluation This may related to the characteristic of the samples which dominated by millennial generation who are more critical to the value given for their leisure time (Twenge et al, 2010) The finding illustrated that among the other dimensions only intellectual and affective have the significance effect directly to the pleasure and to the happiness (figure indirect effect). From the happiness orientation perspective this study revealed the significant effect from pleasure and meaning, with the slightly value to the happiness while engagement respectively found have no significance influence to happiness. The concept of engagement in marketing itself is based on the perspective of managing services and relations to customers which should be done continuously (Vargo & Lusch, 2004). In this sense the annual festival might only did the contact to the customer in the promotion period prior to the festival. In the other side, findings from Rajah et al. (2008) showed that engagement of customers of companies providing tourism services increases customer satisfaction, which results in stronger relationship between the company and customers and customer loyalty. However the correlation between customer engagement and relationships is negative if customers do not feel satisfied, while this study found 25% respondent less satisfied with the event which might affect the overall effect. Other research stated that consumers happiness level could reinforces the positive relation between satisfaction, concluded that less happy customers require higher levels of satisfaction in order to commit the their brands (Belanche et al., 2013) This study result extends the current knowledge on the relative importance of each brand experience dimensions from the festival brand and add evidence in the literature relating to pleasure, meaning and engagement to happiness resulting from consumption.

Adding to the body of evidence form this research model result is the importance of the emotional component of brand identification particularly in the festival brand, where it proven to have strong influence to positive emotion (0.671). This is in line with Park et al., (2010) who proposed that emotions are evoked when self-brand connection is strong including the happiness from self-brand proximity. From the individual aspect it could be seen that audience fulfil their self enhancement needs if they perceived that is important when others look the festival well regarded such as prestigious and well-known (Bergami and Bagozzi, 2000). Additionally, emotional attachment tends to be stronger in more positively evaluated at the similar group, such as the audiences of the music festival, as these groups contribute more to the positive social identity (Ellemers et al., 1999).

Further this positive emotion happiness lead significantly to the happiness (0.366), where the fulfilment of this happiness could be great motivator to the next action. This in line with the finding that identification is associated with the individual commitment (Kressmann, et al.,
2006), where direct and indirect effects of self-image customer congruence on brand Loyalty were proven. This study result also confirm the finding by Park et al., (2010) that the more the brand is incorporated in the self, the more likely consumers expend their own social, financial and time resources in the brand to maintain this brand relationship. In this regard some consequences might apply to the consumption context such as revisit to music festival under the same brand and willingness to pay a price premium, also as they have a vested interest in the success of their brands for the personal benefits that accrue to them.

Positive emotion was found to be the key contributor to consumer happiness, on the other hand, happiness was proved to be a better predictor of revisit intention than willingness to pay the price premium. This is related to the mean value 3,540 for premium price while mean of 4,230 for revisit intention from the 1-7 scale (table 3). In festival branding contexts, this study is empirically revealed, how different customers achieve happiness through different routes, departure from the concept of happiness construct that could be viewed as an effect of customer brand evaluation both from their brand identification and experience route.

**Practical implications**

What does it take to branding the music festival? the results of this study suggest that although festival managers used to rely on the music itself to draw large crowd of audiences its important to develop the brand based on the customer perspective. In this study, the appeal of the brand identification following by intellectual dimension was the key variable that differentiated the brand. As the majority of music festival budgets are allocated to hiring music performer, planners should make promotional decisions that will maximize the appeal of their festival brand for by the right targeting. Finding and reach customer segment who accept themselves congruence with the brand identification, associates with music performers and appeal genre with affordable price (see, table 2) are the successful tool in supporting audiences happiness.

Further, managers in music festival who plan to enhance the two behaviour outcomes need to heed the relational elements when designing a great music festival experiences. To achieve this task, they should make the most out from the concepts of brand experience especially for the brands appealing with the audience cognitive evaluation following also by the affection. This managerial implication broadens the understanding of happiness from pleasure and meaning, therefore gives managers the opportunity to design the audiences experience according to their orientations. Considering that positive emotion from the brand was the best direct predictor to happiness and lead to revisit as well, managers are recommended to pay attention in the emotions embedded from the music festival. This should be done throughout all the touchpoints from of the promotion stage, pre-event, including post event, and create the communication content that match with the audience self-image. Those managerial implication give suggestion to develop festival brand in order to create the memorable events that will last longer and bring the commercial benefit.

The influence of brand in event marketing could be optimal when events are designed to create a strong brand experience which could stimulate happiness. There is room for improve the brand performance and this can be done alternatively by engineering experiential cues at music festival. According to Carbone (2004) who suggested in order to be effective in the festival; firstly, event should be rich in sensorial stimulation by targeting consumers hearing, sight, and touch from the pre event to the post event customer journey; second, event must understand their customer self-
congruent to brand process which able to trigger positive emotions in customer, such as happiness or joy; third, as this study confirmed, event have to stimulate consumers intellect, for example by making consumers think in new and different ways about the show in music festival.

Limitations and Future Recommendations

This study contribute more understanding of audiences happiness from the modified model with the scope limited to the brand evaluation, however the impactful experience of attending music festival is mainly by the music performance. Therefore the audiences emotion generated from the music stage performance and the audiences expectation could be integrated in the audience happiness model in the future research. Other limitation was appeared in regard to the different motivation of the audience in music festival which may affect their brand evaluation, this issue was raised by Bowen and Daniel (2005) who suggested cluster analysis of attendance motivations could be done four groupings the audience, which were given the following names based on their patterns of motivations: just being social, enrichment over music, the music matters, and love it all. This cluster may benefit in the sampling process for the future research.

Lastly, it’s not easy to study how the brand could bring happiness to the customer. Despite of the more representative samples needed to expand the study in term of number, the limitations of this study were pertaining to the issues in the research measurement. The effort to measure the audience happiness emotion toward the brand is based on their remembered experience of the impactful moments which could vanishing by the time and distract with bias information. Beside the happiness emotion correlates with the relative presence of positive but also negative emotions, such as moods in the time and occasion when respondent answer the survey. Therefore the primary data reported of the happiness model might be contaminated with bias. To minimize the measurement bias, it is suggested in the future research to employ the judgemental sampling method with the face to face interview in order to capture the mood levels and the true of happiness.

Reference


Commodification of Hindu Ashram in Bali Tourism

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Abstract

Foreign tourists have begun to be interested in enjoying life to Hindu ashram entering the 2000s. This has led to new products in spiritual tourism. The development of ashram into tourism products threatens the mandate of Cultural Tourism Regulation which mandates the guarding of Balinese cultural vision in tourism business. Therefore, this article describes the development of products Hindu ashram, the opinion of foreign tourists, and the process of commodification Hindu ashram in Bali tourism. This paper comes from qualitative research with descriptive statistical data analysis as a complement. This research uses the approach of product development theory, market segmentation theory and commodification theory. This research results reveal the facts that there was a process of Hindu ashram development as a tourism product oriented health benefits for foreign tourists. This product development is conducted to target Australian and American markets with the age of foreign tourists between 20 - 50 Years which is a productive age that have a high risk of stress level. It shows that the commodification Hindu ashram that can be seen from the process of change into a product and modification ashram to hotel to get closer to the consumer.

Keywords: Hindu Ashram, Tourism Product, Commodification

Introduction

Background

Since the movie "Eat Pray and Love" was published in 2006, Balinese spiritual culture began to become a part of Bali's tourism industry. Hotels and luxury villas are beginning to provide spiritual services such as malukat (water purified), yoga, meditation etc. Packages for meeting with Balinese spiritual figures are also sold by online. Those indicates that the spiritual originating from religion or belief has entered into the tourism. Its development is not only happening in Bali, but also in India, South Africa, the United States and other countries (Sutarya, 2016).

In Bali tourism, the attraction of spiritual masters has begun to be seen by foreign tourists since 1977, when I Ketut Arsana began yoga teaching in Ubud. After this year, Ratu Bagus Ashram in Muncan, Karangasem developed around 1993. After the 2000s, various ashram developed in some places of Bali (Sutarya, 2016: 86-87). Its development influenced by the demand increasing of spiritual services since 2000 (Sutarya, 2016: 217).

Research Objectives

The development of Hindu ashram into tourism, is a part of the business development in tourism business because there is a money flow in the process. Some ashram mentioned the money as dana punia (donation) for room and yoga teacher services, but the implementation of donation by fix tariff is dangerous for the Balinese culture such as for example Munivara and Ratu Bagus Ashram fixed 150.000 Indonesia rupiahs donation which it is same as a price.

The fixing of donation is potentially contrary to the vision of Balinese tourism culture. Based on the Regional Regulation No. 2 of 2012 on Tourism Culture Article 8 (2) mentioned tourism business should be characterized by Balinese culture, have a vision to preserve Balinese culture...
and participate in the development of Balinese culture. Its money as a fix donation can degrade Balinese culture, which derives from the concept of ngayah (voluntary), it changes to the mabayah (paid) so that it is not in the mandate of regional regulations on cultural tourism. The gap between the concept of preserving Balinese cultural vision and the facts of cultural products in the tourism industry become the research problems those are the development of Hindu ashram products, the opinions of foreign tourists, and the process of Hindu ashram commodification in Hindu ashram related in Bali tourism.

**Literature Review**

The article on the commodification of Hindu ashram is the first article related to educational instruments for Hindus in Bali tourism. Previous articles on commodification related religious are the commodification of religious ceremonies in tourism (Widyastuti, 2011), Commodification Pura Tirta Empul (Setiawan, 2011) and commodification barong dance in tourism (Subrata, 2012). Commodification of Hindu ashram was studied in Vrindavan, India (Carney, 2007). This study found the transformation of the ashram into a condo-ashram with a luxurious facility. But this study only mentions product form changing without commodification analysis. The article based by research on product form modification, market segmentation and commodification has never been done, so this article is a new article which is complementary article for the spiritual aspects of Hinduism in tourism.

**Methodology**

This research conducted from 2017-2018 became the basis of this paper. This paper is a result of qualitative research by using descriptive statistics. The theory that used in this paper are the tourism product development, market segmentation and commodification theory.

**Results and Discussion**

Hindu ashram as a center of Hindu education recognize in the Ramayana era. In the Ramayana story, Dewi Sita who doubt her loyalty by Sri Rama settle in Rsi Walmiki ashram (Titib, 2004: 76). Ashram institutionalized in post-Buddhist era about 400 years BC by the Vinaya scripture which contain the rules in ashram life for Buddhist monks (Keene, 2006: 72). This influence came to Indonesia, it based information on the Negara Kertagama which reveals the ruins of Buddhist temples near Candi Kegenengan (Riana, 2009: 189). In Bali, the inscriptions around the 12th century reveal the religious teachers of Shiwa for the Shiwa devotee and Dang Upadhyaya for Buddhists (Wiguna et al, 2008: 27).

In the colonial era around the 19th century, Bali remains a relic of padukuhan and grya. The good relations of the local rulers and the colonial government with the pedanda (Balinese priest) who is the descendant of Mpu Nirarta as a cause grya better known than padukuhan (Reuter, 2005: 408). In Post-colonial, modern Hindu movements take ashram models as a like in India to Bali as a reformers of Hindu traditions (Sutarya, 2017: 34). This modern ashram developed in Bali tourism later, because of its international network.

In tourism, Hindu ashram is a man-made attraction based on the classification of four types of tourism attractions such as nature, man-made, historical buildings, and performances (Cooper, 2012: 154). The full factors of destination are natural resources, climate, culture, history, ethnicity, and convenience (Mill and Morrison, 2012: 19). Therefore, the factors that cause the Hindu ashram have appeal are natural resource, climate, cultural, historical, ethnic, and accessibility factors.

Bali has a good temperature for spiritual practices. It is a searching points for foreign tourists, because spiritual training requires good climate and natural environment. Hindu culture, historical
background, and Balinese ethnic are main factors for the Hindu ashram development in tourism. Bali has a variety of tourism facilities that provide accessibility for foreign tourists to enjoy various attractions in Bali. These factors are related to the ashram development as a tourism product.

According the product development theory, there are three important things to develop product, such as core, tangible and augmented product (Seaton and Bennet, 1996: 121). The development of product is related to market segmentation. The relation between the development of the Hindu ashram as a tourism product to market segmentation is related to the commodification theory, because ashram which has the goal to prepare the moksha (spiritual happiness) becomes ashram that prepares the tourists to get the benefit.

The health benefit is a step to reach moksha, but for tourists, health become a goal, not a way to reach moksha. This is evident from the statement I Ketut Arsana who is the owner of Munivara Ashram. Arsana said, foreign tourists come to ashram because they want to get healthy. After get healthy, he then gave spiritual lessons. Ida Pandita Ratu Bagus said the tourists will believe in his spiritual lessons after being cured of illness (Ratu Bagus, Interview July 6, 2017).

The statement of Arsana and Ratu Bagus clarify the fact that the core products of the Hindu ashram are healthy. Its tangible products are healing by energy transfer services and yoga training as done by the both ashram. Munivara ashram organizes yoga and tantric exercises and the Ratu Bagus ashram organizes shaking training to get energy transfer. Its augmented product is a familial relationship between gurus and students at Hindu ashram, because both ashram always built close relationship between guru and student. The familial relationships, energy transfer and yoga practice are spiritual paths which bring the consumer to get health benefit. Therefore, spirituality is the foreign tourists hope to get health.

Suzan Brown (62) from Australia supports those statement, she said Australia could be a market target of Hindu ashram if the ashram could be a drug rehabilitation center, because Australia has many drug problems. Drug rehabilitation facilities in Australia are also very limited, while need similar facilities abroad. "Australia has a lot of problems in drug, ashram can become a rehabilitation center for Australia people," (Brown, Interview June 6, 2017).

The all statement indicate that the segmentation of ashram is a tourist who needs health by the spiritual alternative. Therefore, spiritual in this context is the way to get healthy, not healthy for spiritual. If the spiritual path to health is proven, spiritual teachings will be easily reached by foreign tourists as stated by Arsana and Ratu Bagus, owners of Hindu ashram. These pragmatic goals that led to the segmentation of the Hindu ashram were secular countries which require alternative therapy.

According the survey of 37 foreign tourists at the yoga training center in Ubud Tourism Area, 19 foreign tourists expressed interest in Hindu ashram. Of the 19 foreign tourists attracted to the Hindu ashram, there are 12 (63.16 percent) from Australia and 6 (31.58 percent) are from the United States. Foreign tourists who are attracted to the Hindu ashram, 47.4 percent are from the age of 36-50 years, 42.1 percent are from the age of 20-35 years and 10.5 percent come from age above 51 years. This means that foreign tourists who interested in the Hindu ashram come from countries those have high stress problems and from productive ages that have high levels of stress.

The results of this survey justify Arsana and Ratu Bagus statement that the main problem of foreign tourists who come to their ashram is a stress matter. Arsana states, stress is a problem for people in productive age, because they have working and relationships problem with colleagues. This is the same with the results of a survey which indicate that tourists from the productive age interested in Hindu ashram.
The data of the tourists purpose to the Hindu ashram for health indicate that there are changing in Hindu ashram, it is from facilities to get moksha to facilities to get healthy. Arsana said Hinduism canons teach that healthy is the way to reach moksha. Healthy is the first way to achieve a higher goal. It was also stated by Ratu Bagus that mental and physically health are the main conditions to get moksha. But the meaning of Hindu ashram in tourism has a different meaning, it is to achieve health. Health is a core product of the Hindu ashram.

The changing of cultural product to be commodity product in this case, is in accordance with Adorno's statement (in Dominic Strinati, 2009: 99) who reveals that the changing of product to be commodity also happened in cultural products, because the secret of success is a reflection of what is paid in the market. It is a logical consequence of historical materialism those reveal the fact that human conflict appears from physiological competition to survive and obtain food (Navicow in Scott, 2012: 134). The statements of these critical figures reflected that every human have a tendency to commodify everything. This commodification is done in the form of giving and receiving benefits for humans in the exchange process.

In the spiritual ways, this exchange takes form in education, health, counseling, training business, management theory and marketing (Carrete and King, 2005: x). The Carrete and King opinion is happened in the spirituality of Bali, which has changed into classes of education, health seeking and marketing. These forms are called commodification. The process of commodification is not only happened in Hindu ashram, but also happened in barong art at Batubulan, Gianyar. Barong which was originally a sacred dance that has modified into balih-balihan (profane) while foreign tourists can enjoy it (Subrata, 2012). Hindu ceremony at Ceto Temple, Central Java also faced commodification due to the influence of tourism (Widyastuti, 2011). The changing is happened in prayer time and larger ceremonial equipment. Therefore, commodification is not only happened from sacred to profane, but also the changing to adjust the product to be enjoyed by consumers.

The commodification process in the Hindu ashram is happened on the changing function of the Hindu ashram into a tourism facility, because the fund is determined as a tariff. Commodification is also happened in the form of expansion business, such as Munivara ashram for example has Hotel Omham Retreat to accommodate foreign tourists who have not been able to stay in the original ashram. This modification signifies the product approach to the consumer for a wider consumer can enjoy the product. This business expansion is like the expansion of Mac Donald to Indonesia which is adjusted with the tastes of Indonesian people. Mac Donald looks original but the taste has been adjusted to the condition of Indonesia while it closer to the consumer.

A product approach or product adjustment is a process which is found in the tourism business. Therefore, commodification in Hindu ashram is happened through adjustment with the consumer so the product can be enjoyed by consumers. In the process of adjustment, there was a change in the form of dana punia (funds) which was originally voluntarily adjusted to a tariff that use the word "dana punia". The adjustment process also occurs through the expansion of ashram services into hotels that provide ashram services for foreign tourists who have not been able to enjoy ashram as happened at Omham Retreat which is an extension of the service of Munivara ashram.

On the Ratu Bagus Ashram, the expansion of services takes place through the provision of villas near rivers reserved for certain tourists. The expansion of services for certain segmentation of foreign tourists is a process of product development in tourism marketing.

In this research, it is clear that commodification in the Hindu ashram is an adjustment and extension of service. The adjustment model is also happened on the commodification of religious ceremonies (Widyastuti, 2011), through time adjustments, but the extension of services is a model of commodification on the Hindu ashram in Bali. This is in contrast to that in Vrindavan, India which actually changed the ashram into condo-ashram (Carney, 2007). Hindu ashram in Bali does not change the form but create a new form to bring the product closer to the consumer (foreign
tourists). This new form is an extension of services so that ashram products can be enjoyed by more consumers with the same function for health through the spiritual path. This is in contrast to the commodification of barong dance at Batubulan which changed its form (Subrata, 2012), because its original form still exists but other services are made in order to be enjoyed by consumers with different functions from their original function. Its original function for sacred things, but its new form for performances alone.

This model of service expansion in the Hindu ashram is a form of commodification involving capital and professional human resources. The involvement of capital and professionals is one of the characteristics of mass tourism (Weaver, 1991). Hence, there has been a changing idea from voluntary service idea to mass tourism. Such modifications in cultures and religions are forms of mass industry that are criticized by cultural studies such as Adorno in his book “Culture Industry”. In this critique, Adorno describes the manufacturing of cultural products in the form of films that can be enjoyed among the wider. This fabrication involves owners of capital, entrepreneurs and professionals who market these cultural products. In this context, artists only become products marketed by the owners of capital, entrepreneurs and professionals.

The Hindu ashram manufacturing formed into hotels, villas and other lodgings that have the feel of ashram bring up the so-called ashram as if or simulacrum. This has happened also in Vrindavan, India (Carney, 2007) where there is an ashram which has a luxurious facility called condo-ashram in Vrindavan devoted to spiritual seekers. The condo-ashram is an ashram as opposed to the ashram image of a simple place and a place for restraint of material life. Therefore, commodification has built up the situation as if so foreign tourists actually do not achieve the real thing, but just achieve the unreal or shadow created.

Unreal circumstances threaten the development of Bali tourism, because the tourist searching is authenticity which formed a uniqueness (Apostolakis, 2003: 802). If Bali tourism cannot provide it, then there will be a gap the expectations and reality which is gave by tourist, dissatisfaction of tourists will be appear because of that. Dissatisfaction of tourists threaten the future of Bali tourism, because the tourism competition is getting tighter. In this competition, each destination seeks to provide authenticity expectations by providing authenticity, but tourism often only plays within the imagery area (Pitana and Gayatri, 2005: 47).

This imagery game is a criticism area in tourism studies, which is very dangerous for the development of Bali tourism. Because recently, a theory of falsehood or pseudo-experience and inauthenticity proposed in tourism critics (Pitana and Gayatri, 2005: 39). These criticisms can be true if its commodification continues. Therefore, Hindu ashram and tourism business should be separated. Hindu ashram teachers may do the tourism business to get funds for the ashram development, but it should be in the tourism business that it is not related to ashram. The hotel business in ashram and the expansion of ashram activities into the tourism business will bring up the shadow circumstance which it will lead to a false experience according to tourism critics.

**Conclusion**

This article describes that the Hindu ashram commodification in Bali tourism, appear in several things. First: the change function of ashram, it is from to get the spiritual goal into health. Second: from the change of Hindu ashram business to hotel forms to bring the ashram closer to the consumers who have the money. Both of these changes indicate the strong evidence of commodification. This commodity builds the false experience that it is dangerous for the development of Bali tourism, because the searching of tourists is authenticity by its uniqueness. If foreign tourists get falsehood then it will be dangerous for the future of Bali tourism, because Bali tourism will not be able to give the expectations of foreign tourists.
The development of the Hindu ashram into a tourism product connected with the game of image, by the formation of core products in the form of health with tangible products is a spiritual exercise and augmented product is a teacher and student relationship. The product development is also followed by market segmentation in developed industrial countries with productive age groups of tourists, thus it is reflecting the expected benefits from product development. In the product development, it has been appeared a Hindu ashram modification into the form of hotels to get closer to the consumer. This change reinforces the commodification of the Hindu ashram into tourism characterized by the development of products which it is called simulacrum. Its product development is dangerous for Bali tourism in the future, because tourism is a form of authenticity searching which if it is reduced, it will appear the dissatisfaction of foreign tourists. Therefore, Hindu ashram needs to create standards ashram which receive tourists so that it minimized the opportunities of commodification. It is necessary to keep authenticity in Bali tourism.

Acknowledgement
Foremost, I would like to express my sincere gratitude to my advisors Prof. Dr. I Gusti Ngurah Sudiana and Dr. Ida Ayu Tary Puspa, S.Ag., M.Par. for the continuous support of my research.

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Challenges and Strategic Planning for Sustainable Development for North Bali.

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Abstract
This research aims to explore challenges and strategic for sustainable development in the north of Bali. This research uses qualitative research methods. Data collection conducted from April to June 2018. Respondents were selected based on purposive technique sampling. Findings of this research are important in developing strategic policy for developing sustainable tourism in the north of Bali. There are several fundamental challenges that have been successfully summarized through interviews with tourism figures in North Bali and through Focus Group Discussions (FGD), including: (1) Buleleng does not have a tourism master plan; (2) Connectivity of North Bali and South Bali is still inadequate so it has not been able to support the development of tourism in Buleleng Regency; (3) Cultural tourism, eco-tourism and culinary tourism need advance development; etc. Further research to record urgent needs related to tourism in the North Bali (e.g. infrastructure, management, resources) and then develop strategic planning for North Bali is pivotal.

Keywords: Tourism, Challenges, Planning, Sustainable development, North Bali.
Theme: Tourism Policy, Planning and Development.

Introduction

Background
Bali is a world-famous tourist destination. As many as 5 million foreign tourists and nearly 9 million domestic tourists come to Bali in 2017 (BPS Bali, 2017). But the development of tourism in Bali is not balanced. The number of tourist visits to Buleleng Regency which is located on the north of the island of Bali is still far below other regencies in South Bali. Buleleng Regency is only able to attract 1 million tourists (Buleleng in Angka, 2017). Congestion and crowds that occur in southern Bali (Badung, Denpasar and Gianyar) do not occur in Buleleng Regency. There are positive and negative from this condition, in terms of income, Buleleng Regency earn far below Badung Regency, Denpasar City and Gianyar. However, in the other side, it means that Buleleng Regency has opportunity to plan its area for tourist destinations so that some planning errors in southern Bali do not occur in the north.

Tourism planning for a destination needs to consider several aspects related to government policies, community participation and consider the principles of sustainable tourism development. In general, tourism development can produce negative and positive impacts in the economic, political, social and cultural, environmental & ecological fields (Cooper, et al, 2008).
Good planning in developing tourism destination will give greater positive impact for community. Gunn (1988) argues that success suggests that success in tourism development in an area depends on the ability of planners to integrate tourist needs (demand side) and community side (supply side) into a tourism development plan.

Planning is the first step in a decision-making process. To be able to make the right decisions, information that is relevant and trustworthy. The availability of information is becoming increasingly important in this millennium era, where things are going faster and more complex. Suradnyana (2005) asserts that the availability of information from various dimensions is needed as a basis for decision making so that the plans made can be implemented and achieve results as expected by all parties. Research results can be one important information in the process of tourism planning (Suradnyana, 2005). Therefore, research aims to obtained data that relevant for Bali's future tourism development plans.

**Research Objectives**

Based on research background presented above, this study aims to: (1) explore the problems or challenges that occur in Buleleng Regency related to tourism development and (2) formulate strategic planning based on the principles of sustainable tourism development.

**Literature Review**

Ben Sarbini (2010) in his idea of tourism epistemology explains that there are several approaches that can be used in discussing tourism issues with the aim of obtaining truths, namely: (1) an advocacy approach that is an approach that emphasizes economic benefits from tourism development; (2) a cautionary approach that is an approach for understanding the impacts and implications that can result tourism; (3) an adaptable approach which is an approach that provides alternative options in developing a tourism trend by relying on an understanding of the problems that can arise from tourism, so that by understanding the impacts and implications that will result from tourism activities; (4) a knowledge-based approach that is an approach by combining the three approaches based on science.

Developing tourism destination requires critical and complex thinking. There are four criteria that should be applied in the tourism planning and development, namely: (1) All decisions in the tourism sector are made through consultation with local residents and accepted by the surrounding community; (2) Profits from tourism activities must be returned to local residents; (3) Tourism must be based on the principles of preserving the environment, culture and religious traditions of the local community and not placing the community in an inferior position; (4)
number of tourists should not exceed the local population and reduce the potential for social conflict with the community (Soekadijo, 2003).

In the explanation of government regulation (PP No. 50 of 2011), it is stated that RIPPARNAS (national strategic planning) is very important for Indonesia's tourism development because: (1) it provides the right development direction for tourism in terms of products, markets, spatial, human resources, management, and so on so that tourism Indonesia can grow and develop positively and sustainably for regional development and community welfare; (2) regulating the role of each relevant stakeholder both cross-sector, cross-actor, and across regions / regions in order to encourage synergistic and integrated tourism development.

Referring to these regulations, Buleleng Regency seeks to find a tourism development strategy in order to achieve the objectives of regional tourism development. The strategy of regional tourism development is a multi-sectoral and multi-disciplinary scenario of tourism development. In accordance with Law No. 10 of 2009 on tourism and in line with the Government Regulation of the Republic of Indonesia Number 50 of 2011 concerning the Master Plan for National Tourism Development (RIPPANAS) that tourism development includes aspects of: (i) tourism destinations, (ii) tourism marketing, (iii) the tourism industry, and (iv) tourism institutions. In developing the tourism development strategy in Buleleng, it is necessary to refer to RIPPARNAS, in which there are 4 aspects.

Tourism development planning must be balance with carrying capacity analysis so that later development does not bring negative impacts. Tourism development that is not balanced with the concept of carrying capacity can cause negative impacts such as conflicts with local communities because they do not get economic benefits from tourism (Hall & Sthepen, 2006). The concept of carrying capacity can be categorized according to Cooper (2008) to be: physical carrying capacity, ecological carrying capacity, social carrying capacity, and economic carrying capacity. Cooper explained that the carrying capacity is the ability of a site or region to move tourism activities without natural, social and cultural damage.

Methodology

Research Design

A qualitative approach is a type of scientific research that involves gathering information from research participants and actors to reveal the meaning and understanding of the issues under study. Much of the data is expressed by actors in their own words, unstructured, ambiguous (Dwyer, Gill, & Seetaram, 2012; Ercan Sirakaya-Turk, 2011; Guest, Namey, & Mitchell, 2013). The study was conducted in Buleleng regency (North of Bali) in 2018.

3.2 Types and Data Sources
The types of data to be taken are primary data and secondary data. Primary data is data taken directly from the research location. As for the primary data to be taken, among others: data regarding challenges of tourism development in tourism destinations in the north of Bali. Secondary data is data taken from data published by the government, industry and mass media, such as: statistic data on tourism.

Subjects and Research Objects
The subject of this study was the manager of hotels and restaurants in the research location and tourism stakeholders. The object of this research was challenges and strategic planning for tourism development in the north of Bali.

Data collection techniques
1) Interview
The main idea behind the interview is to reveal people's perspectives and experiences about a particular context. The interview is an exchange of ideas or perspectives between researchers and respondents regarding the topic under study (Jennings, 2010). The interview technique is used in this study because: (1) allows researchers to collect rich and solid empirical data about the topic being studied (Geertz, 1973, as quoted by Jennings, 2010); (2) can ensure its validity and accuracy (Dwyer, Gill, & Seetaram, 2012); and (3) interviews allow researchers to observe the surrounding environment, ask questions longer and achieve high response rates compared to survey methods (Neuman, 2012). Researchers managed to conduct interviews with 15 tourism stakeholders in the north of Bali. Data was collected from March to June 2018.

2) Focus Group Discussion
Focus group research is a qualitative technique by which researchers gather with approximately six to twelve people to discuss the issue (Neuman, 2012). The group discussion approach was applied in this study for the following reasons: Firstly, focus groups can produce more powerful knowledge and insights. Secondly, focus groups allow researchers to see the complex ways by which respondents position themselves in relation to each other as they answer the research questions in more focused ways (Denzin & Lincoln, 2011). There were 15 key stakeholders gather in UNDIKSHA to discuss tourism development challenges in the north of Bali and design planning for sustainable development.

Sampling Techniques
This study uses purposive sampling technique to identify key informants in this study. Patton (2002) explains that purposive sampling is a way to select study participants based on their involvement in research and to choose from which researchers can learn the most about major
problems or investigations. Criteria for sampling selection by purposive sampling, respondents were chosen because of their ability to provide rich information about the topic under study (Sirakaya-Turk, 2011).

**Data Analysis**

The data collected in this study will be analyzed with qualitative data analysis techniques. The thematic approach is used to analyze data. In thematic analysis, after data has been collected, the code is encoded to look for similar themes and patterns and then explore how categorization is presented by code from case to case, from settings to settings (Füssel, 2007). Veal (2006) mentions that the main activity of qualitative analysis is reading notes, documents and transcripts, listening to interviews and observation notes, copying data, and encoding, sorting and managing data.

**Results and Discussion**

There are some fundamental problems that have been successfully summarized through interviews with tourism figures in North Bali between April and June 2018. An inventory of these issues is included in this report with the hope that later they will be taken into consideration in making a policy. In terms of planning, Buleleng Regency as the region that has the largest coastal area does not yet have a tourism planning master plan. In terms of accessibility, the connectivity of North Bali and South Bali is still inadequate so it has not been able to support the development of tourism in Buleleng Regency. Not yet have a qualified study that is able to review the situation of the infrastructure of northern Bali including registering urgent needs related to tourism in the transportation sector.

In terms of developing tourist attraction, the agricultural sector has not received adequate polish to be packaged as a quality agro-tourism. With good infrastructure, the agricultural sector can be a quality tourist attraction. In addition, the museum has not received serious attention from the Government. The museum is still not considered a pride worthy of being displayed in quality to the public and tourists visiting the Buleleng Regency. Culinary tours also still have not received serious attention. There is no representative restaurant that can present the food of the people of Buleleng. There is no inventory that is able to summarize the existing DTW in Buleleng Regency with detailed and complete data on the existing conditions in each DTW, for example, which locations require parking, toilets, directions, handling security, insurance, etc.

In terms of security, there are several challenges, such as: (1) The absence of an integrated security system between local security and tourism police; (2) Road lighting that is not optimal in almost all tourism areas in Buleleng Regency; (3) Directions and signs for DTW are
inadequate; (4) The level of security and insurance needs to be informed to tourists. In terms of beauty and cleanliness, there are a number of issues that still need to be addressed, including: (1) piles of garbage in several tourism locations, (2) jogging tracks and garden landscape are highly needed in a tourist area;

Furthermore, the results of focus group discussions with Buleleng Regency tourism figures held in June 2018 are as follows:

- Buleleng needs gates as entry points to enter Buleleng Regency that identify the existence of tourist destinations in the north of Bali
- Agro-tourism activities in various regions require supporting facilities such as: parking lots, playground, food stalls, and roadside kiosks that sell agricultural products.
- Development of educational tourism and cultural travel activities in several tourist villages and old villages in Buleleng Regency needs to get serious support from the Government. There are several issues related to the development of cultural tourism in northern Bali which are discussed in the FGD, including:
  - Local genius from North Bali has not been explored. Cultural narratives are important to be made so that tour guides can provide correct information to tourists. Local genius that has been owned can be packaged well and can be the pride of the people of Buleleng to be displayed in classy and quality form of north Bali education tours
  - There is no documentation of ancient villages in North Bali. The ancient villages in East Buleleng that need cultural narratives include: Julah, Pacung, and Sembiran, Sidatapa, Cempaga, Tigawasa, Pedawa and Banyusri, Sudaji, Sinabun, Suwug and Sekumpul.
  - Training for tour guides needs to be done frequently so that the presentation of cultural stories to tourists is in accordance with the correct cultural narrative. Provision of correct information and interesting techniques to present is an important point in presenting high-value northern Balinese culture.
  - The presence of curators in cultural event events is also very important. Therefore, it is important to register curators in Buleleng regency and then invite them to participate in important events in Buleleng Regency
  - Tourism Stakeholders in Buleleng Regency need to discuss to create a model for packaging North Bali local genius products into educational tours or quality cultural tours. There are several quality locations that can be included in educational tours or cultural trips including: Small Sunda Museum, Panji Tisna House, Munduk Village, Sudaji Village, Old Villages in SCTPB, Intaran Houses in Bengkala Village, Surya Indigo, etc.
- North Bali as a "living museum" which can display Balinese culture that is genuine and attractive to tourists needs to be developed more seriously. The location, design and packaging need to be carefully designed so that the original culture can be presented well to tourists without damaging the culture itself.
- Enrich existing museums as a high-value heritage for future generations and also as a hub for tourism in Buleleng Regency.
- Government should support tourist destination with facilities such as: toilets, tourist information centers, shelter, changing rooms.

Of the several problems described above, some of the strategic plans proposed in this study include: (1) Preparing the Tourism Plan for Tourism in Buleleng. The master plan needs to be emphasized to change the paradigm of development "equity" which emphasizes "duplication" of development in South Bali to other regions, to maintain, strengthen the uniqueness of Buleleng tourism as a factor of differentiation and strengthening of identity; (2) Increasing connectivity between southern Bali and north Bali as well as providing supporting facilities for connectivity between tourist attractions in Buleleng Regency; (3) Improvement of the quality of existing tourist attraction. Working collaboratively with local tourism stakeholder to improve quality and competitiveness; (4) Improving the quality of tourism facilities such as hotels, restaurants / restaurants, tourist attractions, travel businesses, spas etc. in order to meet international standard criteria; (5) develop a "tourism emergency service system"; (6) encourage diversification of natural and cultural tourism attractions; (7) Apply the principle of "carrying capacity" both physically and socio-culturally; (8) Implementing consistently the guidelines of sustainable tourism destinations set by the Ministry of Tourism and UNWTO.

More detailed planning of this presentation will be included in the Buleleng Regency tourism strategic plan. The Buleleng Regency Government has been serious about embracing all tourism stakeholders in planning so that the negative impact of tourism development in Buleleng Regency can be minimized. Furthermore, good planning requires the support of all tourism stakeholders to be implemented and to achieve maximum benefit for the community.

Conclusion

Buleleng Regency is an area that has great potential in developing tourist objects and attractions. There are several fundamental challenges that have been successfully summarized through interviews with tourism figures in North Bali and through Focus Group Discussions (FGD), including: (1) Buleleng does not have a tourism master plan; (2) Connectivity of North Bali and South Bali is still inadequate so it has not been able to support the development of tourism in Buleleng Regency; (3) Cultural tourism, eco-tourism and culinary tourism need advance development; etc.. Therefore the development of tourism products should be planned appropriately in other to achieve sustainable tourism.
Acknowledgement

We would like to express our deepest gratitude to the Buleleng Regency Government, especially the Tourism Office and UNDIKSHA for supporting funding so that this research can be carried out well.

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Opportunities and Challenges Development of Tourism Education Model
For tourism conscious groups (Case Study of Cempaga Village as Bali Aga Village)

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ABSTRACT

This study aims to find out the opportunities and challenges in educating the Tourism Awareness Group in Bali Aga Village (Desa Cempaga). Through this research can be known the character of the old village community who have joined in an organization that cares about tourism. Through the results of this study, it is expected to be able to understand the character of Human Resources in the old village, from the results of this understanding then mapping the potential of human resources, so that a coaching model for tourism awareness groups in Bali Aga (Desa Cempaga) can be made. The success of Pokdarwis coaching will have an impact on improving Pokdarwis's ability to function properly and be able to contribute to Pokdarwis members and the local community on an ongoing basis. The research method used in this study is explanatory (explanatory research) that is research that wants to provide detailed and in-depth information about the opportunities and challenges of coaching tourism awareness groups in the Old Village. This research was conducted on the existing tourism conscious groups in the Old Village (Desa Cempaga) in Buleleng Regency, which was chosen based on urgency based on the problems faced and the potential of tourism. The research analysis used qualitative descriptive analysis that was applied to each analysis of existing problems. This analysis is used to provide a clear and objective picture of opportunities and challenges in conducting tourism education in old villages in Buleleng Regency. The findings are targeted and their application is a coaching model for tourism awareness groups that can be applied to tourism awareness groups in Cempaga

Key terms : Pokdarwis, Model, education, DesaTua

I. INTRODUCTION

Tourism as a very complex activity and related to the achievement of tourist satisfaction, so in practice, direct tourism service actors must understand well the service standards that must be given to consumers (tourists). To create tourist satisfaction, it is necessary to have a good management system applied to a tourism

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organization. In this case tourism awareness groups as traditional tourism organizations managed by rural communities must have good management and service systems in serving tourists so that each individual in the tourism group must be trained and assisted to be able to carry out their functions properly.

Groups that grow from, by and for the community in maintaining, preserving and preserving natural and cultural wealth are what are called Tourism Awareness Groups or abbreviated as POKDARWIS. The Sadar Wisata group (Pokdarwis) is an alternative tourism development related to tourism awareness campaigns. The Tourism Awareness Group that currently exists in Buleleng Regency every year continues to grow, currently in Buleleng Regency there are 31 Pokdarwis that are spread in several village areas, and among them are in the old village which has been made a tourist village in Buleleng regency.

Cempaga Village is one of the old villages in Buleleng Regency, and the community is known as the descendants of Balinese Aga residents. The Bali Aga tribe is one of the Balinese sub-tribes who consider them to be the original Balinese inhabitants. Then the Bali Aga Community is a community group that inhabits the mountainous region and is a society that is difficult to subdue when the Majapahit Kingdom controls Bali. Bali Aga Village (Desa Cempaga) has a variety of unique cultures and traditions, and maintains the original identity of its ancestors. With a Balinese identity, the community is increasingly challenged to show that their village is unique and can participate in tourism development. Through collaboration between the community and village officials, a tourism conscious group organization was formed in the village of Cempaga, called Pokdarwis Cempaga Harmony.

Pokdarwis Harmony Cempaga consists of 21 members, based on the explanation from the chairman of the tourism awareness group in Cempaga Village, Kadek Juli Agus Surya, stating that the human resources who are members of Pokdarwis require tourism development, as well as understanding not only in serving tourists, but also how this Pokdarwis can carry out its function as the hands of the government in supporting the government program to hold Sapta Pesona. Related to Pokdarwis's task, it can be said that it is not like turning the palm of the hand, considering the character of the community that is inherent as a
Balinese Aga community, it causes the need to know the opportunities and challenges in developing Pokdarwis in Tua Cempaga Village.

II. METHOD

The research method used in this study is explanatory (explanatory research) that is research that wants to provide detailed and in-depth information about the opportunities and challenges of coaching tourism awareness groups in the Old Village. This research was conducted on the existing tourism conscious groups in the Old Village (Desa Cempaga) in Buleleng Regency, which was chosen based on urgency based on the problems faced and the potential of tourism. The research analysis used qualitative descriptive analysis that was applied to each analysis of existing problems. This analysis is used to provide a clear and objective picture of opportunities and challenges in conducting tourism education in old villages in Buleleng Regency.

III. DISCUSSION

Role of Pokdarwis

The research method which is aware of tourism is the program of Directorate General of Tourism's Community Guidance (Binmas) which has been started since the budget year 1989-1990. The importance of being aware of tourism at the time of the leadership of the President of the Republic of Indonesia, namely President Suharto, was marked by the stipulation on 3 April 1989 as a year of Tourism Awareness. This aims to realize the importance of community participation in building tourism activities. Through conscious tourism the community will be able to implement Sapta Pesona. Through tourism-aware activities that optimize safe, orderly, clean, cool, beautiful, welcoming and memories in their environment are able to provide high synergy to how tourism management in an area. Embodiment of Sapta pesona is a target to create a Tourism Village which is expected to be able to
impact the economy of the community. Through this, it is expected that since coming first and setting foot at the airport until returning to his country again, foreign tourists who visit Indonesia can already get the seven elements of Sapta Pesona

Based on the results of research by Andiani et al, 2017. It was said that tourism-aware groups have a very important role to play with the village government and tourism entrepreneurs and academics in making people aware of the potential of their villages by applying sapta pesona. Some of the results of community service actually supported this research, the results of community service by Andiani et al., From 2011 to 2018 showed that tourism awareness groups in several villages in Buleleng Regency still needed guidance in improving Pokdarwis's ability to carry out its functions. This is evidenced by several coaching activities that have been carried out through the Community Service program. From the report on the dedication, it was found that some guidance had been made regarding Pokdarwis' improvement in operational and management skills. As in the 2013 P2M Dipa fund entitled P2M Training for POKDARWIS Guide Book Preparation Tujung Mekar in Sambangan Village "and the 2015 Dipa fund" P2M Training and Assistance for Making POKDARWIS Website Tujung Mekar in Sambangan Village ", as well as the results and results of the IbM Dikti year 2015 entitled "IbM Pokdawis Buleleng", in the community service to several Tourism Awareness Groups in Buleleng regency by Andiani et al, which mentions some form of problems experienced by Tourism Awareness groups in Buleleng Regency, from technical management problems in the field up to the development of human resources of the group members. The results of this Community Service show that tourism awareness groups in several villages in Buleleng Regency need attention from all stakeholders, and need to get training training related to potential development efforts in their area. All forms of training and mentoring activities that need to be carried out, it must be done with a certain model, because with the cessation of this P2M activity, stretching from this Tourism Awareness Group has stopped. Through research on the development of educational models, this could be an answer in providing knowledge and skills for all tourism conscious groups in Buleleng Regency.
Problems experienced by Tourism Awareness Groups both management and operational can result in smooth activities of Pokdarwis activities, in optimizing the functions and roles as the right hand of the government in activating the sapta pesona movement. Increasing public awareness as one of the objectives of Pokdarwis's existence has been stated in the Pokdarwis manual. But at this time the reality in the field which was discovered by the group of tourism awareness to make people aware was also not easy, another thing was how to awaken visitors to be able to jointly support the Sapta pesona movement, especially in the field of hygiene. As stated that Brand awareness is part of brand equity. Brand equity is defined as: a brand symbol that adds or reduces the value provided by the product or service to the company or the company's customers (Rangkuti 2009: 39). To increase brand equity, a Pokdarwis is intended to be creative and innovative in creating tourism products that can attract tourists to visit. This will also have an impact on how economic improvements are generated. The success of a Pokdarwis is also seen from the success of human resources as its manager. Thus the development of the Tourism Village will make a real contribution to improving the economy of the villagers and continue to strive to succeed in the development of tourism in the village.

Tourism Awareness Profile In Cempaga Village

Cempaga Village is located in Buleleng Regency, precisely in Banjar District, with a distance of about 25 km from the city of Buleleng Regency. This village is close to Temukus Village. Cempaga Village is called the Bali Aga Village, because in Cempaga Village has many things that are considered unique, both seen from the social cultural life of the community, some ancient belief systems and some dancing traditions that are still in existence and carried out by the community to date. As well as aside from this history, it will be very much better to be told. Another thing is that some ancient buildings that are still in this village are said to strongly reflect the characteristics of Desa Cempaga Traditional Village. The existence of Tourism Awareness Group in Cempaga Village certainly has a vital role, to be able to awaken the community, that the potential possessed by Cempaga Village, can be packaged to become a tourist attraction in the area.
The tourism awareness group in Cempaga Village named Pokdarwis Harmoni is currently chaired by Kadek Juli Agus Suryawan. The number of members consists of 21 people. In the Pokdarwis Group 8 members are women, and 13 others are men. Membership of Pokdarwis in Cempaga Village has a very harmonious relationship with the village government, the Cempaga Village Chief named Mr. Putu Suarjaya, various things are done in full coordination. Good coordination between the various potentials that are currently managed by Pokdarwis as a tourist attraction in the village, such as cleaning up, fostering group members related to tourism, and also mapping related dance dances that can be used as a tourist attraction. What has been running is also the activity of delivering tourists for trekking. The Chairperson of the Group was well aware that it was not easy for the Pokdarwis Group to carry out its duties and functions. So that the development of the Pokdarwis group needs to be done. The Chairman of Pokdarwis does not carry out his own duties, because there are several parts that have been distributed to each member.

3.1 Opportunity in Managing Tourism awareness group

Tourism Awareness Group (Pokdarwis) can be regarded as one of the prerequisites for the formation of Tourist Attraction, from the requirements of the formation of tourist villages namely attractions, accessibility, amenities, and the last element, namely ancilieris, an institution established by villagers whose members consist of tourism actors who have concern and responsibility and act as a driver to create a conducive climate for the development of tourism in their village area and realize the Sapta Pesona. This tourism is expected to increase regional development and provide maximum benefits for villagers.

Pokdarwis is a group that moves independently, meaning that the development of tourism carried out in the village is sourced from the village's own strength in all its potential. Pokdarwis also has to develop itself independently or create development based on the potential of their creativity because they are the ones who have the power to develop the village with all the resources they have. So judging from that, Pokdarwis is required to be creative and innovative in creating
tourism products, so some things that Pokdarwis has to do are to increase understanding of tourism starting from knowing the potential of the village, processing the existing carrying capacity and developing it into a sector that can boost people's income and regional income. Thus, the villagers who are members of Pokdarwis must continue to hone and explore their own potential to improve understanding of tourism. With the formation of Pokdarwis in developing tourism in the village of Cempaga, its benefits will be felt greatly for the village government and village communities.

The formation of Pokdarwis will provide many opportunities in developing the potential of Cempaga Village as a Tourism Village. Some of the opportunities that can be utilized by the Harmony Awareness Tourism group are the government's support in developing institutions in the tourism sector because currently the tourism ministry has industrial and institutional development deputies. Opportunities have been obtained by Pokdarwis Harmony Competition has been carried out community development on July 17, 2018, Buleleng Regency Tourism Office through the Field of Tourism Resources coaching to POKDARWIS Cempaga Harmoni Cempaga Village, Banjar District, Buleleng Regency where the guidance aims to improve understanding of tourism, tourism conscious groups, and improve the Sapta pesona action program.

In addition, the potentials owned by Cempaga Village and its people have a great opportunity to create tourism products that can attract tourists to visit. Examples are still holding fast to various unique cultures and traditions, and maintaining the ancestral identity of the Old Village or Bali Aga Village. In addition, in Cempaga Village, it is known that the creativity of people who use bamboo as an ingredient to make webbing, the development of small and medium industrial sectors such as making palm sugar etc. With these potentials, community creativity is highly expected to make tourism products such as inviting tourists to get to know the life of the community and others. Cempaga is a Bali Aga village that has its own uniqueness, which has the natural beauty of the hills that dazzle with the air that is still natural. Most of the people are farmers, especially in plantations. Clove is a
leading commodity in Cempaga Village accompanied by other plants such as coffee, chocolate, bananas, durian, mangosteen, and others. Cempaga village began to clean up, especially in terms of the cleanliness of the village where the village regulation had been published on environmental cleanliness and handling of organic and inorganic waste. This is done to attract foreign tourists to visit Cempaga village where the left and right sides of the village have a well-arranged flower garden that gives a new face to the beautiful village.

By knowing the potentials of Cempaga Village, the opportunities to develop Cempaga Village to become a tourist village with reliable human resources by optimizing natural resources and other potentials will require coaching and training for the community as tourism actors. Coaching opportunities, both from the private sector, government and academia, often stop at Cempage Village to provide opportunities for members of the Cempage Harmony Tourism Awareness Group to get training.

**The challenge in managing**

Although there are opportunities as stated, the development of tourism at present and in the future will be faced with challenges. The challenges in the management in question are challenges to human resources that need more guidance given the people in Cempaga Village who are indigenous Balinese and the introduction of foreign tourism to tourists are still viewed negatively by outsiders because most of the people outside the village still consider the village of Bali aga especially Cempaga Village, the people have a hard character, cannot accept the arrival of people outside the village, there are also constraints from the quality of human resources are still few who can speak English is a quite difficult challenge for the development of tourism, because HR determines everything that connects with tourism. Tourism places great importance on professionalism both in investment management and in the fields of hospitality, transportation, communication and information. The Harmony Awareness Group requires the right approach and a good empowerment system so that those who become tourism actors are not only members
of Pokdarwis, but how other communities can also become quality and highly competitive tourism service providers. This is very closely related to sustainable development, this is also consistent with Greenwood's theory of sustainable development.

"The anthropological view of culture is far different from the economists and the planners view of culture as a come-on, a natural resource, or as a service. the anthropological perspective enables us to understand why the commoditization of local culture in the tourism industry is so fundamentally destructive and why the sale of culture by the pound, as it were, needs to be examined by everyone involved in tourism (Greenwood, 1989:174)"

In the development of tourism, the involvement and participation of the community is needed to avoid the occurrence of marginalization or imbalance towards tourism development (Dalem, 2001: 78). According to Supriana (1997) the participation of the community can be divided into two, namely active participation which is carried out directly both individually and collectively organized and consciously helping the government program with initiative and creation involving themselves in an activity contained in natural tourism exploitation activities through fostering sense of ownership and participation.

Another challenge that is still faced by Cempaga Village in managing tourism is that road access is not optimal and the bus cannot pass, a source of funds needed to build infrastructure supporting access to tourist sites and water sources that are not always available to meet the needs of the community.

With the presence of Pokdarwis, the opportunities and challenges to become homework that should be handled by all stakeholders to jointly educate Pokdarwis members to finalize their organizational management system. The Pokdarwis structure must be adjusted to the needs and conditions of the village. Led by the Chairperson, accompanied by the Secretary and Treasurer, Pokdarwis must have coordinators according to village potential. Like this, some common structural models are widely used by Pokdarwis:

- Patron
- Chairman
Pokdarwis Cempaga Harmony must at least have a section that can work and be responsible for each session, so that they have a role that will be significant enough in developing the potential of tourism in the village as well as a means of empowering the mastery of village tourism capabilities. Facts on the ground, tourism is a type of business that has the ability to increase the economic potential of the village with a very broad scope. Tourism opens up many job opportunities, economic opportunities and eventually becomes an attractive choice to alleviate poverty in villages that have the potential to develop their tourism.

CONCLUSION

Tourism Awareness Group, is an institutional organization in the community that is tasked with managing the tourism potential in the village. POKDARWIS as an institution engage in tourism, can not easily manage the group, to be able to jointly realize the goals of Pokdarwis. The biggest challenge faced by Pokdarwis is the lack of human resources in developing and running tourism businesses, in addition is the lack of foreign language skills, it is also caused by the culture of the people who still consider that to realize Sapta Pesona is only Pokdarwis's duty. But behind these challenges, Pokdarwis's opportunity to get support from the private sector, academia, and the government is wide open. As long as this group wants to create work programs with clear outcomes.

SUGGESTION
In order to make POKDARWIS a professional tourism institution, POKDARWIS must periodically gain a basic understanding of tourism law, village potency management with the concept of ecotourism, and also the use of village potential involving local communities, and managed continuously and sustainably. So that the involvement of all elements of society is expected to be able to contribute greatly to the Tourism Awareness Group in each village, in this paper specifically the Tourism Harmony awareness Group in Cempaga Village, Buleleng Regency.

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Practice of Tourism Village Development Through Organic Intellectual Role

I Gede Mudana  
Ni Made Ary Widiastini  
Luh Putu Agustini Karta

Abstract
Rural Tourism, which, in practice, has adopted the concept of the community active participation, which is, in tourism, better known as the community-based tourism (CBT) has been developed at many villages in Bali. The decree issued by the Regent is used by the villages to stimulate themselves as tourist villages through different activities and collaborations with the related institutions. Moreover, the academicians coming from different universities have started exploring the potentials the villages have in tourism in the forms of research and community social service. The activities done by the academicians at the villages which have been developed as the tourist ones have inspired the villagers to be aware of the potentials which their villages have. Antonio Gramsci and Stuart Hall stated that the government and academicians have been able to make the people and the traditional intellectuals living at the villages to transform into organic intellectuals. They have been made to be aware that it is important for them to make changes which economically, socially, culturally and environmentally benefit them. In practice, the organic intellectuals establish groups based on the identities and potentials which their villages have, which are then developed into unique and interesting tourist destinations managed by and for the villages.

Keywords: Development, Tourist Village, Organic Intellectual

INTRODUCTION
Tourist villages in Indonesia have rapidly developed. The development of tourism at the village level, which is popularly known as ‘tourist village, cannot be separated from two ministerial regulations; they are the Regulation of the Minister of Culture and Tourism Number: PM.26/UM/001/MKP/2010 and the Regulation of the Minister of Culture and Tourism Number: KM.18/HM.001/MKP/2011 concerning the National Program of the Empowerment of the Independent Community of Tourism ‘Program National Pemberdayaan Masyarakat Mandiri Pariwisata (PNPM2P)’ through tourist villages. Based on those ministerial regulations, the villages in Indonesia, including the ones in Bali, are developed into tourist villages. Many are developed using the top to bottom model and many others are developed using the bottom up model. Which development model is chosen by a village is highly dependent on the resources in general and the human resources in particular it has. In practice, human resources are an element importantly needed to develop one village into a tourist one. The better the quality of the human resources it has, the better development it can make. The reason is that the quality of human resources plays the most important role; therefore, it should be the focus of attention (Satria, 2009; Baum, 2007). As the most important element, those involved in the development of a village into a tourist village pay their attention to the human resources it has.

The tourist village, as the program of three ministries, namely the Ministry of the Development of Rural and Underdeveloped Areas and Transmigration Affairs, the Ministry of Tourism Affairs and the Ministry of Cooperatives Affairs in the Jokowi’s era of government has caused the rural tourism to have rapidly developed in Indonesia (Kemendes PDTT, 2017). Eventually, based on the Decree of the Buleleng Regent Number 430/405/HK/2017 concerning...
the Tourist Villages in Buleleng Regency, 31 villages have been decided to be tourist villages in Buleleng Regency. Based on the result of analysis made by the Ministry of Tourism and Creative Economy (2014), the tourist village is a part of the development of cultural tourism, as illustrated in the following figure.

**Source:** The Urban and Rural Tourism Presented by the Acceleration Team of the Ministry of Tourism Affairs (2017)

The cultural tourism, as the concept of the development of tourism in general and that applied in Bali in particular, treats a village as an arena with cultural resources which can be potentially developed into a tourist village. As stated in the Bali Regional Regulation Number 2 of 2012 concerning Tourism in Bali, every village cannot be implicitly separated from a culture in which traditional life, traditional houses, and other traditions are still maintained and can support the government program that the government builds Indonesia from the rural areas and that the rural areas are involved in the development of tourism, causing them to be tourist villages (President RI, 2016). By treating the tourist village as a part of culture, the Master Plan of the National Tourism Development 2010 – 2015, which implicitly regulates the tourist village program in its article 14 clause 1, has been issued as illustrated in the following figure.
In practice, the movement made by the academicians, especially those under the authority of the Ministry of Research, Technology and Higher Education, also supports the government to develop tourism at the village level. Since 2011 the Directorate General of Higher Education and the Ministry of Education and Culture has given opportunities to the academicians to conduct research related to the master plan of the acceleration and expansion of economic development ‘Masterplan Percepatan dan Perluasan Pembangunan Ekonomi (MP3EI)’ as a national priority. Apart from that, the community service program at the ministerial level has also been undertaken every year. It is intended to give solutions based on the academic studies to what is needed, any challenge and problems directly and indirectly faced by the community, and to do activities which can help the marginalized people become economically, politically, socially and culturally equal to others (Direktorat Riset dan Pengabdian Kepada Masyarakat, 2017). As a consequence, the academicians have become motivated to undertake the rural tourism-related research and community service. They intend to direct the development of the villages where they undertake research and to do community service into the good, independent, and sustainable tourist villages.

Finally, the programs created to develop rural tourism are considered opportunities by the local people. As far as this context is concerned, the local people are gradually made to be aware of the potentials which their villages have, and to develop them as the tourist villages based on the potentials they have. Sutawa (2012) stated that the touristic problems which Bali faces can be overcome by developing, empowering and participating community in the development of tourism. Nuryanti (1996), who specifically discussed the tourism-related cultural heritages, explained that there are four issues connecting the cultural heritages with tourism; they are interpretation, marketing, planning and the community’s involvement in the development of tourism through the utilization of the cultural heritages. Karmilah et al. (2014) specifically emphasized that the role played by a village and the presence of its figures cause it to be able to be developed into a tourist village. The presence of its leaders cannot be separated
from their sensitivity to the potentials which the village has, and their intention to make the village benefit much from the tourism developed in it. This article specifically discusses the stimulus made by both the government and academicians which has turned out to be able to make the figures of the rural areas develop their villages into the community-based tourist villages.

**METHOD**

The ethnographic approach, as one of the variants of the qualitative research approach, was used in the current study, which investigated the role played by the organic intellectuals in the development of tourist villages. In this case, the cultural approaches were used to understand the role played by the organic intellectuals in the development of the rural tourism in Bali. In the current study, different forms of the activities performed by the organic intellectuals as individuals who consciously understand the potentials their villages have to be feasibly developed into tourist villages, which, finally, can contribute to their cultural, social and economic aspects.

**DISCUSSION**

The creation of a tourist village has not only been a trend in the development of the community-based alternative tourism in which the potentials which a village has are utilized, but it has also been a program created by the government. In practice, the movement made by the government to implicitly and explicitly develop tourist villages through the Regulation of the Minister of Culture and Tourism Number: PM.26/UM/001/MKP/2010 and the Regulation of the Minister of Culture and Tourism Number: KM.18/HM.001/MKP/2011 is well welcome by the government as well as other institutions such as community and private institutions. This is in line with what is stated by Wearing (2001) that the government is equally positioned with the community and private institutions. In this case, the community plays a role as the subject of the development of the rural tourism and as the host. The government is the facilitator as well as the regulator. The private institutions are the executors, developers and investors. However, as stated by Wearing (2010), they (the government, community and private institutions) have not optimally been able to implement what they are supposed to do, as the potentials which the village which is intended to be developed into a tourist one has and its people’s preparedness, as the important elements in the process of its development, should be analyzed.

As explained by the Acceleration Team of Urban and Rural tourism (2017) that there are five pillars in the development of rural tourism, which is referred to as the *pent helix* model. The five pillars are the government (the regulator), the community (the accelerator), the business (private), the academicians (the inventors of concepts), and the media (the catalyst). This is in line with what was explained by Calzada (2018) that the participative development of tourism should involve different stakeholders such as the local authorities, the private sector, academicians, research centers, civil community, entrepreneurs, and activists. Calzada (2018) emphasized that the Pent Helix approach, which involves different stakeholders, assumes that (1) the number of participating people is greater than that before; (2) the government involvement in different sectors; and (3) attempts are made to develop the local entrepreneurship developing from the rural areas.
The Decree and Local Regulations Issued by the Regent as the Government Stimulus to the Development of Rural Development

What villages are determined as the tourist villages in Bali are regulated in the decree issued by the regent as the highest leader in the regency level. As stipulated in article 1 (3) of the Act of the Republic of Indonesia Number 32 of 2004 concerning the Regional Government that the Regional government includes the governor, the regent, or the mayor, and the local forces as those who undertake the regional government. In practice, the decree regulating what villages are determined as tourist villages is made and issued as the regent’s regulation, and is used to direct the development of rural development. Based on the decree the villages determined as the tourist ones can develop themselves as tourist destinations by utilizing and managing the potentials they have. Although the decree has been able to stimulate the villages to develop themselves as tourist destinations based on the potentials they have, in its implementation they often face problems especially in the physical development. Therefore, the regional regulation can be made and issued as the standard guidance to the development of rural tourism.

As an expanded program of the PNPM2P designed by the Ministry of Rural and Underdeveloped Areas and Transmigration Affairs, as far as its implementation is concerned, there are several things to which attention should be paid. Based on Chapter 1, Letter D (4,5,6 and 7) of the Regulation of the Minister of Culture and Tourism Affairs Number KM.18/HM.001/MKP/2011, in the development of tourism at the village level, there are five things to which attention should be paid, as follows.

1) In Chapter 1, Letter D (2), it is stated that PNPM is a part of the Independent PNPM, which is implemented by empowering community, improving the stakeholders’ capacities and directly building tourism at a tourist village, the villages next to any tourist attraction and the villages around the tourism businesses.
2) In Chapter 1, Letter D (4), it is stated that a Tourist Village is an integrated form of attraction, accommodation, and supporting facilities presented within a structure of the integrated community life based on the prevailing customs and traditions;
3) In Chapter 1, Letter D (5), it is stated that a cluster of tourism refers to the village and community directly and indirectly related to and affected by the touristic activities taking place in a tourist destination.
4) In Chapter 1, Letter D (6), it is stated that the direct assistance refers to the stimulant funds of PNPM2P given to a community for funding the activities it has planned within the framework of improving its welfare through touristic activities, which is hereinafter referred to as the tourist village assistance;
5) In Chapter 1, Letter D (7) it is that the Community Self-Reliance Institution ‘Lembaga Keswadaayaan Masyarakat’, which is hereinafter referred to as LKM, refers to an institution which is created and determined by the community of every village/sub-district which is collectively responsible for managing the funds given to finance the PNPM2P activities at the village/sub-district.

Based on the definitions given in the Regulation of the Minister of Culture and Tourism Affairs mentioned above, the development of rural tourism does not only involve those living in the rural areas but also the outside parties that also certainly play roles in the development of tourist villages starting from when they are planned to be tourist villages to when they are
developed and monitored. The involvement of the government in the development of rural tourism is also the implementation of the Act Number 12 of 2008 concerning the Regional Government. The Act gives opportunities to the government to manage and optimize the potentials the villages have, including the tourism sector, independently (Darmayanti, et al. (2014: 464). Knowing that tourism shifts to alternative tourism which includes rural tourism, the regency government and provincial government have created different programs related to tourist villages as an attempt to increase the rural community economy.

Tourism with its different opportunities can lead to different businesses, including those developing in the rural areas. The government views them as opportunities for it to reduce poverty in the rural areas (Putri and Manaf, 2013: 560). In practice, the regent, as the highest leader in the regency level, issues several decrees used to regulate the development of rural tourism. As an illustration, the Decree of the Buleleng Regent Number 430/405/HK/2017, the Regulation of the Bangli Ragent Number 34 of 2016 concerning the Second Amendment to the Regulation of the Bangli Regent Number 16 of 2014 concerning the Tourist Villages at Bangli Regency, and the Decree of the Karangasem Regent Number 658/HK/2014 concerning the Determination of the Tourist Villages in Karangasem Regency, and the Regulation of the Badung Regent Number 47 concerning the Determination of the Areas Developed as Tourist Destinations in Badung Regency. The opportunities formally given by the regent have motivated the rural people to develop their villages into tourist ones.

The government role is still required in the implementation of its well-welcome and motivating program to develop rural tourism. Panyik et al. (2011) stated that it is necessary for the government to involve the local people in its program to develop rural tourism. In practice, it is necessary to develop Integrated Rural Tourism (IRT) in which the stakeholders should collaborate to play and implement the marketing strategy at the local level. In this context the government is represented by its several related departments such as the Department of Transportation Affairs, the Department of Cooperative Affairs, and the Department of Tourism Affairs. The Department of Transportation Affairs prepares adequate accesses, the Department of Cooperative Affairs supports the businesses undertaken by the local people, and the Department of Tourism Affairs helps promote rural tourism.

In practice, the Regent, as the highest leader at the regency level, determines what villages are developed into tourist villages. Apart from that, the inspiration given by the local people and the knowledge they and their leaders, especially those who are able to become organic intellectuals and bring positive changes to their village, have of the potentials their village have also contribute to the determination that the village will be developed into a tourist one. According to Hilman (2016), there are six stages through which a village is developed into a tourist one. In stage 1 the local people establish a community; in stage 2 the community maps the potentials which the village has; in stage 3 the management of the tourist village is designed; in stage 4 the regulations related to the tourist village being developed are designed and prepared; in stage 5 the activities designed in the work program to develop the village into a tourist one are carried out; in stage 6 evaluation is made and monitoring is done. The following scheme illustrates how a tourist village is developed and the involvement of the government and academicians (Hilman, 2016).
When the decree of the Regent, as the form of legality of the establishment of the tourist village, is accepted, the regulations which legally benefit the local village are introduced. They are (1) the local government is obliged to help prepare the facilities and infrastructures required to develop the tourist village; (2) everybody living in the area developed as the tourist village is obliged to conserve and utilize the natural and cultural resources they have wisely, especially those which can be potentially developed into tourist attractions; and (3) everybody living in the area of the tourist village is obliged to obey the regulations already determined (adapted to the regulations issued by the Badung Regent Number 47 of 2010). This is supported by what is stated by Priasukmana and Mulyadi (2001) that a tourist village is developed to (1) support the government program in the development of tourism; (2) excavate the potentials which a village has to support the local community development; and (3) create job opportunities for the local people. In short, the legality issued by the highest leader at the regency level legalizes the existence of the tourist village and can benefit the local people through the development of rural tourism.

The Development of Tourism at the Village Level through the Program of Community Service by Academicians

The Program of Community Service ‘Program Pengabdian Masyarakat’ is a compulsory program of the Ministry of Research, Technology and Higher Education. As stated in the 12th edition of the guidebook of research and community service, every university is obliged to undertake research and community service as instructed in Article 20 of the Act Number 20 of 2003 concerning the National Educational System that the community service is an activity through which academics implement and institutionalize the science and technology they have to improve the public welfare and educate the state life. As a compulsory activity for lecturers, as academicians, it is aimed at (1) undertaking service for community as stated in the Regulation of the Ministry of Research, Technology and Higher Education Number 44 of 2015 concerning the National Standard of Higher Education; (2) developing a model of community
empowerment; (3) increasing the capacity of serving community; (4) giving solutions based on the academic analysis to what is needed, challenges or problems which community directly and indirectly faces; (5) carrying out activities which can support the community empowerment in all strata economically, socially and culturally; and (6) transferring technology, science and arts to community as one of the efforts to develop human values which are inclusive and free from gender discrimination, and to conserve resources (DPRM Kemristekdikti, 2018:4).

Knowing that every academician compulsorily undertake the community service program, they should create social, economic, cultural, political, environmental, and technological activities in the forms of training, supervision and partnership for the community, which are intended to improve the quality of the target partners for which the community service is undertaken. The community service undertaken by Sadia et al. in 2016 at Depehe Village and Muntigunung Village, Karangasem Regency, successfully motivated the village heads to develop their villages into tourist ones. It was expected that the three-year community service could inspire the women and girls who lived at the two villages and used to work as beggars to choose the other jobs. The focus was on the social problems. The result was that several pioneers, who knew the potentials the villages had so that the villages could be developed into tourist villages, appeared.

The potentials which a village has frequently inspire academicians to conduct research leading to any community service. In practice, any research functions to analyze the situation which can support that the community service needs to be urgently undertaken in the area where the research is conducted. Purnawan, et al (2018) used the development of the Singsing Sade waterfall as an ecotourist attraction at Belimbing Village, Tabanan. The approach used in that community service was the transfer of the efficient technology and the utilization of information technology. The result was that the community service functioned to contribute to the institutional and marketing improvement made by the group of the local people. In addition, it also successfully made the local people know and aware of what they were supposed to do to optimize the development of the village as a tourist village. Rai (2018) also helped the local people living at Sibetan Village organize their plantations as an ecotourist attraction through the community service he undertook. He also helped the local people produce foods made of the Zalacca palm fruit ‘buah salak’ and its bud to support the development of the village into an ecotourist village. He was able to improve the quality of the human resources of a group of farmers in general and its female members in particular, who were finally expected to inspire the cadres who would know and would be able to develop the potentials which the village has so that it would become a superior tourist village.

The community service undertaken by the academicians and supported by the Ministry of Research, Technology and Higher Education, is implemented in the form of different types of activities which are adjusted to the aims of the program. The programs which can support the development of a village into a tourist village include: (1) the Partnership of Community Program; (2) the Development of Entrepreneurship Program; (3) the Development of Superior Local Products Program; (4) the Regional Partnership Program; (5) the Regional Partnership between PT and CSR or between PT and PEMDA (local government) and CSR Program; (6) The Development of Villages as Partners Program; (7) the Obligatory Social Action Internships and the Community Empowerment and Learning Program (Ristek Dikti, 2017). The programs can allow the academicians to help the local people develop their villages. The funds provided...
by the government and what are obligatorily done by the academicians help the local people aware of the potentials their villages have to be developed into tourist attractions and inspire their villages to have cadres whom are expected to be able to play a role in activating tourism in their villages.

Apart from the program created by the Ministry of Research, Technology and Higher Education, the Ministry of Tourism and Creative Economy also created an organization referred to as DMO, which stands for Destination Management Organization. It functions to design, market and promote products. In addition, it also conducts research, and creates teams and partnership between the local people and their leaders. DMO refers to the way in which a tourist destination is managed. It was created to work in a structured and synergic manner, and functions to coordinate, design, implement and control the destination organization innovatively and systematically using the network of information technology. What it does should be guided and integrated with the role played by the local people, the agents of tourism, associations, industries, academicians, and the government which have the same goal, process and interest in the framework of improving the quality of management, the number of tourists, the length of stay, the expenses made by tourists, and the benefit obtained by the local people. In this context, the DMO program has been implemented in Bangli Regency and what is referred to as the Local Working Group (LWG) was successfully created through it. The LWG included the local people who were involved in the partnership, training and guidance program undertaken by the academicians. In this case, the LWG was created by the DMO. In its implementation four principles of destination management stated by Ahmad (2013) were referred to. They are the participative principle, the integration principle, the collaborative principle, and the sustainability principle.

The community service, which has been undertaken by the academicians through different programs, has directly and indirectly caused the local people to know the potentials their villages have in tourism. In addition, it has also been able to inspire the appearance of new cadres who have consciously continued the tourism-related programs undertaken by the academicians, meaning that the training, supervision, partnership, and the other programs of the community service are the activities which are usefully and importantly needed to be continued to make the local people aware of the potentials they have, causing them to develop tourism at their villages independently. Tunjungsari (2015) firmly stated that, in practice, the academicians have four main things to undertake during the community service in which the local people are involved. They should conduct research which involves the local people as the external stakeholders; they should share the knowledge they have with the local people; they should develop new knowledge through the collaboration with the local people; and they should serve the local people. In this case, it is highly important to undertake the community service as through it the added values of the knowledge which the academicians have can be transferred to the local people as they significantly contribute to their lives.

**The Organic Intellectuals in the Development of Rural Tourism in the Form of the Group That Is Aware of Tourism**

As stated by Gramsci (1971) that an organic intellectual refers to a thinker which a group of people has. His/her role is directing the group’s aspiration. In practice, he/she plays a role in struggling for his/her group. He/she does not only express his/her opinion, but he/she is
also able to participate actively in the society’s practical life. He/she functions as an organizer, developer, and a partner of the society (Hoare & Smith, 1999; Forgacs, 2000). Practically, as far as the development of tourism in Indonesia, including Bali, is concerned, the existence of the organic intellectuals can be viewed from the group which is created to be aware of tourism ‘kelompok sadar wisata (Pokdarwis)’. According to Rahim (2012), Pokdarwis is defined as a group of people who activate tourism. They are an informal group established by the community members who are aware that tourism should be developed in their area. In practice, the existence of Pokdarwis, as far as the context of the development of a tourist destination is concerned, has been able to function as an element activating tourism in their village.

In the Act Number 6 of 2014 concerning Villages, it is stated that the people living in the rural areas are the target as well as the agents of the rural development, and that the village government functions to activate the development in and empower the village in order to improve the local people’s welfare. The Act allows the local people to establish a group that is aware that tourism should be developed as its function is to activate tourism in their village. Implicitly, in Article 83 clause (2) of the Act Number 6 of 2014, it is stated that a village is identical with the space of the developmental administration, and that the rural area should be developed to accelerate and improve the quality of service and development for, and empowerment of the people living in the rural area through the participatory developmental approach. In the implementation, the Pokdarwis has been able to participate actively in the development of tourism at the village level. This type of participatory development can also be explained in the term of the community-based tourism. The establishment of the Pokdarwis can be illustrated in the following chart.

![Chart showing the relationship between Development of Rural, Communities, Pokdarwis, and Goals of Pokdarwis.](chart-image)

The Pokdarwis, as stated by Rahim (2012), can be established using two approaches; they are the initiative of the local people and the initiative of the tourism-related departments.
The *Pokdarwis*, which is established using the approach of the initiative of the local people, means that its establishment is inspired by the awareness of the local people living around a tourist destination; they actively participate in the development of the potentials they have in tourism. The *Pokdarwis*, which is established using the approach of the initiative of the tourism-related departments (the Regency Department of Tourism Affairs/the Provincial Department of Tourism Affairs), means that it is established at the locations whose tourism-related aspects and community are already prepared (Rahim, 2012: 29-30).

The development of rural tourism does require the active role of the local people, as it is intended to benefit all the parties involved in it. Raharjana, in his study conducted in 2012, explained that, as a social institution, *Pokdarwis* is under the government and that its establishment is supported by the government as well. Its existence has inspired the local people to manage the potentials the village has in tourism seriously. According to Putra (2013), *Pokdarwis* is a self-supporting group which grows from, by and for the local people, and which is intended to improve the development of tourism-related activities and to support the national development of tourism. In this context, it is defined as a group whose growth is inspired by the local people’s awareness of participating actively in maintaining, conserving, and managing the potentials they have in tourism. It is an organization which functions to manage the potentials a village has in tourism. It certainly needs assistance from the government and academicians on how to establish and manage it. Dewi et al. (2013) explained that it is important for the government, academicians, and non-government organizations to guide and train it. It is also important for them to be its partners and to give material assistance which contributes to the development of tourism at the village level.

CLOSING

The massive development of rural tourism in Bali cannot be separated from the Regulation of the Minister of Culture and Tourism Number KM.18/HM.001/MKP/2011 concerning the National Program of the Empowerment of the Independent Community of Tourism. The program has successfully been used as the basis of consideration for developing the program of rural tourism optimally involving three ministries (the Ministry of the Rural and Underdeveloped Areas and Transmigration Affairs) and the Ministry of Cooperative Affairs) and the provincial and regency leaders. The support normatively given by the government to the issuance of Decrees and Regional Regulations has been able to stimulate the development of rural tourism, which, in its implementation, involves the role played by the local people. The program has been well welcome by the academicians who play the roles as trainers, supervisors and partners in the community service program. The community service program undertaken through the collaboration between the academicians and local government and private institutions with the CRS program has successfully inspired the local people to be sensitive to the opportunities in tourism. In a form of tourism using the principle of the community-based tourism, individuals have been made to know the opportunities in tourism; therefore, they have established groups which are intended to manage the potentials they have in tourism as one of the efforts to improve the local people’s economy; one of the groups established is referred to as ‘*Kelompok Sadar Wisata (Pokdarwis)*’. In this case, *Pokdarwis* is a group that is aware of the existence of tourism and whose members are referred to as the organic intellectuals who consciously intend to develop their village through the rural tourism program with an
expectation that tourism will positively contribute to them economically, socially, culturally, environmentally and politically.

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Tourism Service Language in Kintamani Agrotourism: An Ethnographic Study of Speaking

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Abstract
This study focuses on studying the role of language in tourism service encounters. This ethnography study (ethnography of speaking) is as an alternative approach with a focus on the study of communication behavior patterns in tourism services. Ethnographic data includes (1) the way to speak, (2) speech community, (3) and situations, events and speech acts. Ethnographic data are encoded in components of speaking: (1) message form, (2) message content, (3) setting, (4) atmosphere (scene), (5) speaker (speaker, sender), (6) sender (addressee), (7) listener (hearer, receiver), (8) recipient (addresser), (9) intentions (purpose, outcome), (10) objectives (objectives), (11) key (key), (12) channel (channel), (13) form of speech, (14) interaction norm (norm of interaction), (15) norms of interpretation, and (16) genre. The ethnographic data are collected participatory observation. The analysis of ethnographic data show that the language of tourism services includes components which include: (1) situation which includes background and atmosphere, (2) participants, including speakers, senders, listeners, and receivers, (3) end (goal), includes intent and results, (4) act sequence includes message and message content, (5) key, (6) instrumentalities includes channels and speech forms, (7) norms include norms of interaction and interpretation norms, and (8) genres.

Keywords: ethnography of speaking, tourism service language, agrotourism, S-P-E-A-K-I-N-G

I. INTRODUCTION

Language is an important medium for organizing services in the tourism industry as a global phenomenon. English becomes a structure (rule) of interaction for tourism actors to show awareness as a host (host) in accepting foreigners or tourists (guest).

The attitude of acceptance of foreigners or tourists at the reception of guests and generosity towards foreigners generosity toward strangers is the essence of hospitality (Derrida, 1999).

This study uses hospitality language terms to refer to the use of lingual expressions (language) to accept foreigners or tourists in each service in the realm of tourism (Blue and Harun, 2003: 74). The "Welcome (to Bali)" speech routine by tourism actors is a fact of hospitality language practice in the realm of tourism. The "Welcome" speech shows the attitude of accepting or welcoming foreigners or tourists.

Based on the results of pre-research observations, of the 10 agro-tourism areas that have been mapped, the Kintamani region has a rapid development marked by the number of artificial agrotourism managed by local elites. The agrotourism is traditionally managed with a family system. The procedures for services in agrotourism do not follow service standards in the hospitality industry in general. However, tourism services in agro tourism are based on politeness and ethics of local communities.

This research is expected to find a service communication model in the field of local hospitality-based tourism that refers to politeness and local language ethics of Balinese.
II. Methods and Procedures

This study uses a qualitative approach to explore (Verstehen), trace, pattern, and interpret the politeness, politeness, and language ethics of local communities in tourism services. The phenomenon of language is explored naturally in the context of its use and meaning in social interaction (Creswell, 1998; Sudaryanto, 2015).

Ethnographic research data sources of communication stem from the practice of communication in tourism services in agrotourism. The data are grouped into: (1) data on speech communities (agro-tourism managers), (2) data on communication activities, (3) data on communication components, (4) data on communication competencies, and (5) data varieties of languages (Kuswarno, 2008: 38-45).

III. RESULTS

Based on ethnographic studies of communication according to Hymes, this research places language as:

(1) structure or system (la parole) that regulates the pattern of communication of agrotourism actors in Kintamani; (2) functions that are more than structures in which tourism actors are not constrained by the structure or grammar of English which hinders their communication. However, precisely with the limited gramtika, tourism actors have their own way of communicating; (3) language as an order with an economic function for communicating English as a foreign language in the speech group in Kintamani agrotourism; (4) the limitations of the English language do not affect the accuracy of the accuracy of the messages conveyed by tourism actors in agrotourism given that tourists have the opportunity to understand the message by interpreting the elements of non-verbal communication; (5) the function of language as a transactional tool in services in agrotourism; (6) contextualization of language in the realm of tourism by tourism actors in Kintamani agrotourism; (7) the use of foreign languages (English) in the context of tourism which is managed in ways that are owned by local people (agrotourists in Kintamani).

To study more deeply the phenomenon of the use of English in agrotourism by tourism actors, then following Hymes' opinion, this study will explain the reality of language use in three ways, namely: (1) the ways of speaking conducted by tourism actors in agrotourism Kintamani; (2) speech language or speech community in a narrower scope, namely the community of agrotourism tourism in Kintamani who use English as a communication tool in hospitality services; (3) The speech situation in the form of the context of hospitality communication, which is the communication carried out by tourism actors in agrotourism with tourists; (4) speech events in the form of services provided by tourism actors in Kintamani agrotourism to tourists; and (5) The speech acts in the form of utterances expressed by tourism actors in agrotourism that contain actions (verbal) in the event of service to tourists.

In line with Hymes’ (1972) opinion, the sixteen speech components above are simplified into: (1) situation / scene in the form of background and atmosphere, (2) participants, including speakers, senders, listeners and recipients, (3) end, includes intent and results, (4) act sequence, including the message form and message content, (5) key, (6) instrumentalities (tools, furniture) including channels and speech forms, (7) norms (norms include interaction norms and interpretation norms, and (8) genres (in Sumarsono, 2002).

The results showed that the situation of hospitality communication included the physical environment in agrotourism, namely (1) the entrance to agrotourism, (2) in the
agrotourism garden, (3) where the beverage tester display, (4) shops in agrotourism, (5) roasting Balinese coffee, and (6) at the exit of agrotourism. In addition to the speech situation in the form of physical background, the non-physical speech situation in the form of an atmosphere refers to the psychological setting of the tourism actors and the local culture that underlies the views of tourism actors in communicating. In general, hospitality communication takes place in a relaxed manner, the expression of communication between tourism actors seems friendly, pleasant and feels familiar.

IV. Conclusion

Based on the results of field research and analysis, it can be concluded (1) Hospitality communication, forms of tourism services in Artificial Agro Tourism in the Kintamani Agro Tourism Area include: coffee making process services and testing service for civet coffee drinks. (2) Ethnographically communication, situation, events, and speech context (verbal communication) focuses on buying and selling agro-tourism products; (3) Communication patterns in tourism services in Artificial Agro Tourism in Kintamani Agro Tourism Region tend to be influenced by local values, especially related to politeness, politeness, and language ethics in serving tourists which includes communication components in the form of background, participants, final goals, order actions, keys (language tools), ways of communicating, communication rules, and types of communication.

V. Acknowledgment

The authors would like to thank to ministry of research and technology of higher education and research institution and community service of Udayana University who have provided Research Grant 2018.

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THE EFFECTS OF TOURIST ATTRACTION AND TOURIST FACILITIES ON VISITOR SATISFACTION: CASE OF SINDANG BARANG CULTURAL VILLAGE

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ABSTRACT

The purpose of this study is to determine the impact of tourist attraction and tourist facilities on visitor satisfaction at the Sindang Barang Cultural Village. The Method of research used is quantitative methods in order to obtain more comprehensive, valid, reliable, and objective data. The sample consists of 107 visitors who visited the Sindang Barang Cultural Village. The factor and regression analysis were used for the data analysis. The results of the study showed that tourist attraction has a positive influence of 70% and significantly contributed to visitor satisfaction, tourist facilities have a positive influence of 48.4% and significantly contributed to visitor satisfaction. The tourist attraction and tourist facilities simultaneously have a positive influence of 74.2% and significantly contributed to visitor satisfaction. Tourist attraction at the Sindang Barang Cultural Village has a dominant influence in influencing visitor satisfaction with the uniqueness and characteristics of Sunda Tradition Ritual Tourist Attraction which is the hallmark of the Sindang Barang Cultural Village. The Tourist facilities show that this variable is a variable that affects visitor satisfaction where the facilities available for the information center are still not fully available. The author makes a suggestion, recommend paying more attention and developing facilities that provide complete information about the Sindang Barang Cultural Village.

Keywords: Tourist Attraction, Tourist Facilities, Visitor Satisfaction, Cultural Village, Sindang Barang

INTRODUCTION

Background

A tourism product must have several aspects such as attractiveness, maintainability, ease of use and in particular, a product must satisfy consumer desires and be able to fulfill all consumer expectations of a product (Kotler, 2011). Tourism products are places that have attraction as a supporting factor as attracting tourists to visit the tour and have adequate facilities such as access to travel, recreation and many things that make tourists interested in coming to the place.

One part of the attraction destination is the cultural tourist attraction that encompasses cultural villages. Bogor Regency has a cultural village that has a variety of Sundanese arts and culture, history and Sundanese beliefs and customs, a natural rural place and has a place to stay or lodging to give a natural impression for tourists who visit. Bogor as one of the third largest cities in Indonesia is rich in a variety of tourism products, both natural and environmental conservation, Agro tourism and cultural tourism. This has become an attraction for both domestic and foreign tourists to come to visit the city that has the nickname of this city of rain.

Sindang Barang Cultural Village located in Bogor Regency, part of the West Java provinces, Indonesia, which there are still holding various cultural heritages inherited from the Kingdom of Pajajaran. In addition to this time, the Sindang Barang Cultural Village still revitalizes Sundanese art and has to continue to strive to have uniqueness and special attraction so as to attract interest to visit because one component of tourism products is the attraction.
Facilities constitute facilities and infrastructure that support the operation of tourism objects to accommodate all the needs of tourists, not directly encourage growth but develop at the same time or after developing attractions (Spillane, 1994; Rosita, Marhanah, & Wahadi, 2016).

To attract tourists to visit a tourist attraction, tourism objects must have attractive tourist attractions and adequate facilities to support the needs of tourists. If tourists feel comfortable because the facilities available are adequate and tourism objects are attractive, the expectations of tourists when visiting will be fulfilled when they visit. This will lead to a sense of satisfaction because their expectations are met. The tourist attraction is supported by facilities can also increase interest and tourist loyalty (Zaenuri, 2012).

**Research Objectives**

This current study was intended to:

1. Analyze the effect of the dimension of tourist attraction (what to see, what to do, what to buy, where to stay, and what to arrive) on the satisfaction of the visitors visiting the Sindang Barang Cultural Village.
2. Analyze the effect of the dimension of tourist facilities (accommodation unit, restaurant, activity facilities, and information service) on the satisfaction of the visitors visiting the Sindang Barang Cultural Village.
3. Analyze the effect of the dimension of tourist attraction and tourist facilities simultaneously on the satisfaction of the visitors visiting the Sindang Barang Cultural Village

**LITERATURE REVIEW**

**Tourist Attraction**

A tourist attraction can be visited by tourists has to meet the conditions for the development of the area (Suryadana & Octavia, 2015). These conditions are (1) What to see. In these places there must be objects and tourist attractions that are different from those owned by other regions. The area must have special attractions and cultural attractions that can be used as "entertainment" for tourists. What to see includes natural scenery, activities, arts and tourist attractions. (2) What to do. In this place, in addition to many that can be seen and witnessed, activities and recreational facilities must be provided that can make tourists feel at home for a long time. (3) What to buy. Tourist destinations should be available for shopping facilities, especially souvenirs and folk handicrafts as souvenirs. (4) What to arrive. This includes accessibility, how visitor can visit the tourist attraction, what vehicles will be used and how long to arrive at the tourist destination. (5) Where to stay. How tourists will stay for a while on vacation, needed lodging either star hotels or non-starred hotels and so on.

A tourist attraction that attracts tourists is hospitality. The hospitality of an area is the general feeling of welcome that tourists receive while visiting the area. People do not want to go where they do not feel welcome (Mill, 1990; Suryadana & Octavia, 2015).

**Tourist Facilities**

Tourist facilities are all facilities whose function meets the needs of tourists who temporarily stay in the tourist destinations they visit, where they can relax and enjoy and participate in
activities available in the tourist destination (Yoeti, 2003; Sulistiyana, 2015). The tourists will come and visit again if the facilities are available who can fulfill all their needs while enjoying tourist attraction. The existence of these facilities is also expected to make tourists feel more comfortable and stay longer and provide a good impression on the tourist attraction which they visit (Zaenuri, 2012). According to (Yoeti, 2003), the components of tourist facilities are (1) accommodation unit, (2) restaurant, (3) outdoor activity facilities, (4) art activity facilities, and (5) information service).

It can be concluded that tourism facilities are the convenience of visitors to enjoy, feel the comfort that has been provided by a tourist attraction that has facilities in order to satisfy or achieve the satisfaction of visitors to a tourist destination.

Visitor Satisfaction

Satisfaction comes when experiences go beyond expectations, while dissatisfaction arises when experiences fall short of expectations (Park, Hwang, Lee, & Heo, 2018). Tourism satisfaction is the outcome of interactions between a real experience and the prepositional expectations of the tourists participating in tourism-related activities (Pizam, Neumann, & Reichel, 1978; Park, Hwang, Lee, & Heo, 2018). Satisfaction is a function of the closeness between expectation and the product’s perceived performance. (Kotler & Keller, Marketing Management, 2012). Satisfaction is a feeling of pleasure or disappointment that someone appears after comparing the performance of the product that is thought of the performance or expected results. If the performance of a product meets or exceeds expectations of tourists it will create a sense of satisfaction in every tourist, whereas if the product performance is below expectations, someone will feel dissatisfied and disappointed.

Factors of boosting customer satisfaction consist of: (1) product quality: Customers will feel satisfied after buying or using products and services that are in line with expectations of good quality, (2) price: usually affordable prices with good product quality will be of greater value to create customer satisfaction, (3) service quality: to satisfy customers, a company should first improve services that are as maximum as possible given to customers and always evaluate services that have been given directly either by providing product knowledge training to all employees or how to deal with customer complaints correctly, and (4) easiness: ease and comfort in reaching tourist destinations can affect customer satisfaction factors (Irawan, 2009; Suhaji, 2012).

METHODOLOGY

Research Location and Time

This study was conducted at the Sindang Barang Cultural Village located in Desa Pasireurih, Kecamatan Taman Sari, Bogor Regency for four months, from March 2018 to July 2018, and they were required to cross as the response of which best described their level of agreement within each of the questionnaire items. Their participation was voluntary and thus leads to no response bias.
Data Collecting

Both the qualitative and quantitative data were used in the current study. The data were obtained from both the primary and secondary data sources. The data were collected through the library research and field research (observation, direct interview, questionnaire, and documentation).

Research Population and Samples

The population in this study included all the visitors who visited the Sindang Barang Cultural Village. The sample consists of 107 respondents utilizing non-probability sampling of purposive sampling technique that allows the researcher to not giving equal opportunities to all elements of the population to be selected as a respondent. Of these, 107 responses were deemed useful and used in the data analysis with a valid response rate of 90 percent.

Variables and Data Analysis

The completed and structured close-ended questionnaires were coded and keyed in Statistical Package for Social Sciences (SPSS) computer program version 22 and descriptive analysis such as means, standard deviation, and correlation analysis was performed. Next, further investigation using hierarchical regression analysis was executed to assess the relationship between a set of two independent variables ($X_1$ and $X_2$) and the dependent variable ($Y$), controlling the effect of a different set of independent variables: Tourist attraction ($X_1$) and tourist facilities ($X_2$) on the dependent variable: visitor satisfaction ($Y$), which thereafter could furnish empirical findings in supporting the outlined research objectives.

RESULTS

Demographic Characteristics of Respondents

In table 1 depicts the respondents’ demographic characteristics of respondent. Male respondents made up 44.9 percent of the sample while females made up 55.1 percent. The respondents who come to Sindang Barang Culture Village are dominated aged 20-25 years (72.9 percent) because of young age who have a lot of free time to walk compared to the adult age (usually have a permanent job). This was followed by 47.7 percent of them are students and the young employee made up 32.7 percent. The majority of respondents (75.5 percent) come from Bogor and respondents (80.4 percent) specified that they have been visited at Sindang Barang Culture Village 1-2 times a year. This was followed by 12.1 percent of them who only visit 3-4 times a year. For monthly income, 32.7 percent of the respondents are the employee who has revenue IDR 3 – 5 million and 30.8 percent respondents are students who spent less than IDR 1 million per month. For choosing considerations, respondents made up 52.3 percent because of the diversity of tourist attractions at Sindang Barang Culture Village and they get information about the Sindang Barang Culture Village made up 45.8 percent are obtained from friends/relatives at 45.8% and these number of respondents who are young, where the youth is a time of group life, togetherness, and friendship provides new information, it seems that there is a Sindang Barang Culture Village. For their motivation to come to Sindang Barang Cultural Village for 42.1 percent
relaxation purposes are employees. Relaxation for a number of employees to calm down, enjoy the beauty of nature, find a new place that is more comfortable, and does new activities that create peace in the Sindang Barang Cultural Village. Meanwhile, many respondents who come to the Sindang Barang Cultural Village also aim to educate with the results of 40.2 percent due to a large number of students and students who wish to learn about the Sundanese culture.

Table 1. The Distribution of Demographic Characteristics

<table>
<thead>
<tr>
<th>A. Gender F %</th>
<th>F. Monthly Income F %</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Male 48 44.9</td>
<td>&lt; IDR 1000000 33 30.8</td>
<td></td>
</tr>
<tr>
<td>Female 59 55.1</td>
<td>IDR 1000000 – 3000000 22 20.6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>IDR 3000000 – 5000000 35 32.7</td>
<td></td>
</tr>
<tr>
<td></td>
<td>&gt; IDR 5000000 17 15.9</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B. Age F %</th>
<th>G. Frequency of Visit F %</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>14-19 9 8.4</td>
<td>1-2 86 80.4</td>
<td></td>
</tr>
<tr>
<td>20-25 78 72.9</td>
<td>3-4 13 12.1</td>
<td></td>
</tr>
<tr>
<td>26-34 9 8.4</td>
<td>5-6 2 1.9</td>
<td></td>
</tr>
<tr>
<td>35-43 11 10.3</td>
<td>&gt; 6 6 5.6</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C. Residential Area F %</th>
<th>H. Choosing Consideration F %</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bogor 81 75.7</td>
<td>Diversity of Tourist Attractions 56 52.3</td>
<td></td>
</tr>
<tr>
<td>Bandung 1 9</td>
<td>Services provided 8 7.5</td>
<td></td>
</tr>
<tr>
<td>Jakarta 12 11.2</td>
<td>Easy to reach location 16 15.0</td>
<td></td>
</tr>
<tr>
<td>Depok 3 2.8</td>
<td>Ticket Prices / Discounts 3 2.8</td>
<td></td>
</tr>
<tr>
<td>Sukabumi 2 1.9</td>
<td>Place Comfort 14 13.1</td>
<td></td>
</tr>
<tr>
<td>Others 8 7.5</td>
<td>Others 10 9.3</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>D. Education F %</th>
<th>I. Source of Information F %</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>High School 42 39.3</td>
<td>Family / Couples Member 17 15.9</td>
<td></td>
</tr>
<tr>
<td>Academic 30 28.0</td>
<td>Friends / Relatives 49 45.8</td>
<td></td>
</tr>
<tr>
<td>University 29 27.1</td>
<td>Social Media / Advertising 30 28.0</td>
<td></td>
</tr>
<tr>
<td>High Degree/ 6 5.6</td>
<td>Others 11 10.3</td>
<td></td>
</tr>
<tr>
<td>Doctoral</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E. Occupation F %</th>
<th>J. Motivation F %</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Student 51 47.7</td>
<td>Relaxation 45 42.1</td>
<td></td>
</tr>
<tr>
<td>Employee 35 32.7</td>
<td>Nostalgia 5 4.7</td>
<td></td>
</tr>
<tr>
<td>Gov. Empl 1 .9</td>
<td>Education 43 40.2</td>
<td></td>
</tr>
<tr>
<td>Entrepreneur 9 8.4</td>
<td>Others 14 13.1</td>
<td></td>
</tr>
<tr>
<td>Others 11 10.3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TOTAL 107 100 TOTAL 107 100

Note: IDR is Indonesian Rupiah

Source: The Processed Primary Data (2018)

Reliability Analysis

Reliability refers to a sense that the instrument used in research to obtain the desired information can be trusted (reliably) as a data collection tool and able to reveal actual information in the field. The reliability test method used is the Cronbach's Alpha method, construct is considered reliable if the Alpha coefficient is > 0.70 (Sugiarto, Hendratono, & Djoko, 2015). The
reading of Cronbach’s α for all the variables as described in Table 2 exceeds the criterion of 0.70, indicating the survey instrument is reliable to measure all constructs consistently and is free from random error.

Table 2. Reliability Analysis

<table>
<thead>
<tr>
<th>Variables</th>
<th>Number of Items</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourist Attraction</td>
<td>10</td>
<td>.849</td>
</tr>
<tr>
<td>Tourist Facilities</td>
<td>5</td>
<td>.885</td>
</tr>
<tr>
<td>Visitor Satisfaction</td>
<td>13</td>
<td>.920</td>
</tr>
</tbody>
</table>

Source: The Processed Primary Data (2018)

Descriptive statistics

The descriptive statistics for respondent response of the effects of tourist attraction and tourist facilities on visitor satisfaction is presented in Table 3.

Table 3. Respondent Response of The Effects of Tourist Attraction and Tourist Facilities on Visitor Satisfaction

<table>
<thead>
<tr>
<th>Variable: Tourist Attraction</th>
<th>Labels</th>
<th>Means</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have natural scenery beautiful</td>
<td>WS1</td>
<td>4.16</td>
<td>.870</td>
</tr>
<tr>
<td>Having learning activities and know Sundanese art</td>
<td>WS2</td>
<td>4.28</td>
<td>.775</td>
</tr>
<tr>
<td>Unique and unique Attractions Tradition Rituals Sunda ‘Serentaun</td>
<td>WS3</td>
<td>4.18</td>
<td>.799</td>
</tr>
<tr>
<td>Have activities and facilities recreation</td>
<td>WD1</td>
<td>3.91</td>
<td>.807</td>
</tr>
<tr>
<td>Have facilities for shop for souvenirs and items folk crafts</td>
<td>WB1</td>
<td>3.63</td>
<td>.937</td>
</tr>
<tr>
<td>Have lodging</td>
<td>WS1</td>
<td>3.87</td>
<td>.814</td>
</tr>
<tr>
<td>Adequate infrastructure and facilities</td>
<td>WS2</td>
<td>3.56</td>
<td>.838</td>
</tr>
<tr>
<td>Easiness Access to locations</td>
<td>WA1</td>
<td>3.19</td>
<td>.963</td>
</tr>
<tr>
<td>Security guaranteed</td>
<td>HO1</td>
<td>3.74</td>
<td>.862</td>
</tr>
<tr>
<td>Society and employees friendly and polite</td>
<td>HO2</td>
<td>4.08</td>
<td>.881</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Variable: Tourist Facilities</th>
<th>Labels</th>
<th>Means</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homestay facilities</td>
<td>HS1</td>
<td>3.63</td>
<td>.853</td>
</tr>
<tr>
<td>Serving Drinks &amp; Buffet Food</td>
<td>DF1</td>
<td>3.76</td>
<td>.834</td>
</tr>
<tr>
<td>Facilities for Outdoor Activities</td>
<td>OA1</td>
<td>3.90</td>
<td>.890</td>
</tr>
<tr>
<td>Facilities for Dance Course</td>
<td>DC1</td>
<td>3.92</td>
<td>.870</td>
</tr>
<tr>
<td>Information Service</td>
<td>IS1</td>
<td>3.48</td>
<td>.975</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Variable: Visitor Satisfaction</th>
<th>Labels</th>
<th>Means</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction on Tourist Attractions at Sindang Barang Cultural Village</td>
<td>CS1</td>
<td>4.07</td>
<td>.768</td>
</tr>
<tr>
<td>Satisfaction with Accessibility towards tourist sites</td>
<td>CS2</td>
<td>3.36</td>
<td>.934</td>
</tr>
<tr>
<td>-----------------------------------------------------</td>
<td>------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>Satisfaction with the facilities in Sindang Barang</td>
<td>CS3</td>
<td>3.75</td>
<td>.859</td>
</tr>
<tr>
<td>Price of admission</td>
<td>CS4</td>
<td>3.64</td>
<td>.756</td>
</tr>
<tr>
<td>Promotion of Promo Prices/Discount</td>
<td>CS5</td>
<td>3.82</td>
<td>.969</td>
</tr>
<tr>
<td>Alertness to serve traveler</td>
<td>CS6</td>
<td>3.79</td>
<td>.855</td>
</tr>
<tr>
<td>Good communicate and explain information to tourist</td>
<td>CS7</td>
<td>3.95</td>
<td>.745</td>
</tr>
<tr>
<td>Accuracy and suitability time in tourist attractions</td>
<td>CS8</td>
<td>3.73</td>
<td>.784</td>
</tr>
<tr>
<td>Handling Complaint</td>
<td>CS9</td>
<td>3.74</td>
<td>.839</td>
</tr>
<tr>
<td>Have knowledge about all tourist attractions</td>
<td>CS10</td>
<td>3.85</td>
<td>.867</td>
</tr>
<tr>
<td>Have hospitality and politeness in serving visitor</td>
<td>CS11</td>
<td>4.03</td>
<td>.783</td>
</tr>
<tr>
<td>Willingness to help</td>
<td>CS12</td>
<td>3.93</td>
<td>.839</td>
</tr>
<tr>
<td>Ease of reaching all tourist attractions</td>
<td>CS13</td>
<td>3.92</td>
<td>.814</td>
</tr>
</tbody>
</table>

Source: The Processed Primary Data (2018)

The multi-item statements are designed for a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). As seen in table 3 above, the highest mean value is on WS2 indicator statement which is at an average of 4.28 which means that respondents agree that The Sindang Barang Cultural Village has learning activities and recognizes Sundanese Cultural Arts (learning the history of Indigenous Village, learning farming, learning to dance and learning to play traditional musical instruments). Whereas the lowest mean value is on the statement of tourist attraction statement WA1 which is at an average of 3.19, which means that neutral respondents state that access to the location to the Sindang Barang Cultural Village is easy. Overall respondents’ perceptions of Tourist Attraction in Sindang Barang Cultural Village found that the dominant respondents agreed that meant that tourist attraction in Sindang Barang Cultural Village had special attractions and cultural attractions that could be seen and witnessed, lodging like home stay and hospitality from employees and the community who are friendly and polite.

The highest mean value is on Tourism Facilities DC1 indicator statement which is on average 3.92 which means respondents almost all agree that Sindang Barang Cultural Village provides facilities for short training such as Jaipong, Pencak silat and playing angklung and well prepared. While the lowest mean value is on the Tourism Facilities IS1 indicator statement which is at an average of 3.48 which means that neutral respondents stated that the Goods Session Culture Village has not provided facilities for a complete information center.

For Visitor Satisfaction, the highest mean value is in the indicator of the statement of CS1, which is on average 4.07, which means that respondents almost all agree that they are satisfied with Tourist Attractions in Sindang Barang Cultural Village. While the lowest mean value is in the indicator of the statement of CS2 which is at an average of 3.36 which means that neutral respondents expressed satisfaction with access to the location to the Goods Session Culture Village. Respondents' perceptions of Visitor Satisfaction in Sindang Barang Cultural Village found that the dominant respondents agreed that meant that the tourists who had visited were...
satisfied with the quality of tourism products, prices, quality of service and ease in reaching all tourist attractions provided in Kampung Sindang Barang Culture Village.

The standard deviation value has a value close to 1 (whole number) which is between 0.775 to 0.963, 0.834 to 0.975 and 0.745 to 0.969 which means that the diversity of respondents gives answers large enough and not homogeneous in providing answers to tourist attraction which means that all answers given by respondents vary.

Results of the Regression Analysis

Simple Correlation Analysis is used to determine the relationship between one independent variable to the dependent variable. Determination analysis in simple regression is used to determine the percentage contribution of the influence of the independent variable on the dependent variable (Sugiyono, 2016).

Table 4. The Effects of Tourist Attraction on Visitor Satisfaction and Tourist Facilities on Visitor Satisfaction

<table>
<thead>
<tr>
<th>Variable</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1</td>
<td>.837</td>
<td>.700</td>
<td>.697</td>
<td>4.256</td>
</tr>
<tr>
<td>X2</td>
<td>.696</td>
<td>.484</td>
<td>.479</td>
<td>5.583</td>
</tr>
</tbody>
</table>

Source: The Processed Primary Data (2018)

As seen in table 4, correlation among tourist attraction on visitor satisfaction and tourist facilities on visitor satisfaction are seen. The R number is 0.837, this shows that there is a very strong relationship between tourist attraction on visitor satisfaction and the R number is 0.696, this shows that there is a strong relationship between tourist facilities on visitor satisfaction. The determination coefficient is obtained by R2 (R Square) by 0.700 for X1. This shows that the percentage contribution of the influence of tourist attraction on visitor satisfaction by 70% while 30% is influenced by other variables not examined. Also for X2, the determination coefficient is obtained by R2 (R Square) by 0.484. This shows that the percentage contribution of the influence of tourist attraction on visitor satisfaction by 48.4% while 51.6% is influenced by other variables not examined.

Multiple linear regression analysis is a linear relationship between two or more independent variables with the dependent variable. This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether each independent variable is positively or negatively related and to predict the value of the dependent variable if the value of the independent variable increases or decreases.

Table 5. The Effects of Tourist Attraction and Tourist Facilities on Visitor Satisfaction

<table>
<thead>
<tr>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>.861</td>
<td>.742</td>
<td>.737</td>
<td>3.971</td>
</tr>
</tbody>
</table>

Source: The Processed Primary Data (2018)

As seen in table 5, correlation among tourist attraction and tourist facilities on visitor satisfaction are seen. The R number is 0.861, this shows that there is a very strong relationship between tourist attraction and tourist facilities on visitor satisfaction. The determination
The coefficient is obtained by R2 (R Square) by 0.742 (74.2%). This shows that the percentage contribution of the influence of independent variables Tourist Attraction and Tourism Facilities on Visitor Satisfaction by 74.2% while 25.8% is influenced by other variables not examined.

As indicated in table 6, the results of multiple linear regression hypotheses testing, T test and F test to determine the effect of independent variables (independent) on the fixed variable (dependent)

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Statement</th>
<th>Score</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Tourist Attraction Significant Effect on Visitor Satisfaction</td>
<td>t = 10.180, sig = 0.000</td>
<td>H1 accept, H0 reject</td>
</tr>
<tr>
<td>H2</td>
<td>Tourist Facilities Significant Effect on Visitor Satisfaction</td>
<td>t = 4.082, sig = 0.000</td>
<td>H2 accept, H0 reject</td>
</tr>
<tr>
<td>H3</td>
<td>Tourist Attraction and Tourist Facilities Simultaneously Significant Effect on Visitor Satisfaction</td>
<td>F = 149.205, sig = 0.000</td>
<td>H3 accept, H0 reject</td>
</tr>
</tbody>
</table>

Source: The Processed Primary Data (2018)

In Table 6, the results of the t-test analysis related to tourist attraction on visitor satisfaction in the Sindang Barang Cultural Village, the $t_{\text{count}} > t_{\text{table}}$ was obtained; 10.180 > 1.659 with a significance of 0.000 ($\rho < 0.05$). The positive t value indicates that the tourist attraction has a direct relationship with visitor satisfaction. So it can be concluded that the tourist attraction has a significant influence on visitor satisfaction. These results indicate that the higher the attractiveness of a tourist object, the greater the satisfaction of tourists visiting. Tourist attraction in the Sindang Barang Cultural Village has special attractions and cultural attractions that can be seen and witnessed, also Hospitality from employees and the community who are friendly and polite. Tourist satisfaction can be created if the tourist attraction offered to give something different and has the characteristics of other tourism objects in general, and can give a deep impression for tourists who have made a visit.

The results of the t-test analysis related to tourist facilities on visitor satisfaction in the Sindang Barang Cultural Village, the $t_{\text{count}} > t_{\text{table}}$ was obtained; 4.082 > 1.659 with a significance of 0.000 ($\rho < 0.05$). The Tourism Facilities has a significant influence on Visitor Satisfaction. The reason for tourists to visit a place or region or country because they are interested in the facilities that can be obtained through the facilities and the assessment of visitors to facilities in a tourist attraction is usually associated with satisfaction after visiting the tourist attraction (Rezki, Djamhur, & Devi, 2015).

The results of this study indicate that tourist attraction and tourist facilities have a significant effect simultaneously on consumer satisfaction. Based on the results of the test analysis simultaneously obtained the $F_{\text{count}}$ value is 149.205 with a probability value (sig) = 0.000. The value of F is calculated (149.205) > $F_{\text{table}}$ (3.08), and the value of sig. smaller than the 0.05 probability value or 0.000 < 0.05.

CONCLUSIONS

Based on empirical analysis of simple regression result, the conclusion of this research is the percentage contribution of the influence of tourist attraction on visitor satisfaction by 70% while 30% is influenced by other variables not examined. Also, the percentage contribution of the
influence of tourist attraction on visitor satisfaction by 48.4% while 51.6% is influenced by other variables not examined. Based on multiple linear regression analysis, correlation among tourist attraction and tourist facilities on visitor satisfaction by 74.2% while 25.8% is influenced by other variables not examined.

**SUGGESTIONS**

The variable tourist attraction at Sindang Barang Cultural Village has a dominant influence in influencing visitor satisfaction by having the uniqueness and characteristics of Sunda 'Tradition Ritual Tourist Attraction which is the hallmark of Sindang Barang Cultural Village, it is necessary for the management to still maintain this tourist attraction with regular return held every year. The continuity of tourist attractions, especially Sundanese traditional attractions 'Serentaun needs to receive support and attention from the Bogor Regency Government, especially the Bogor Regency Culture and Tourism Office because it relates to attention to the preservation of Sundanese culture. It is recommended to pay more attention and develop facilities that provide complete information about the Sindang Barang Cultural Village. Some facilities and infrastructure at the Sindang Barang Culture Village require improvements with not small amounts of funds. Imports have not all been able to cover the maintenance and operational costs of the Sindang Barang Cultural Village, for that there is a need for financial assistance from the Bogor Regency Culture and Tourism Office.

**ACKNOWLEDGEMENT**

The author would like to thank the Bogor School of Tourism (STP Bogor) who has given assistance in the form of finance. The author also thanked the Trisakti School of Tourism (STP Trisakti) who giving the opportunity to the author as a student of STP Trisakti Postgraduate Program 2017/2018 to do Field Research at the Sindang Barang Cultural Village in partial fulfillment of the requirement for the Degree of Master in STP Trisakti.

**REFERENCES**


WILLINGNESS TO PAY FOR RESOURCE RESILIENCE CONSERVATION AREAS
(Study of Menjangan Island Site Connectivity in West Bali National Park)

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Abstract
The study aims to determine the availability of tourists in paying for site connectivity on Menjangan Island and the implications for the resilience of conservation area resources in the West Bali National Park area. The method used is descriptive quantitative regression analysis to determine the causal relationship between one variable and another. Variables that are influenced include variables: travel costs, income level (in rupiah), visiting frequency, age, education level, location quality attributes, tourist attractions, gender, origin of tourists, willingness of tourists to pay, environmental preservation. The results of the analysis show that from the multiple regression equation, the regression coefficients for each independent variable are obtained which together affect the willingness to pay variable. The conclusion obtained is that willingness to pay is one source of funds for the preservation of conservation areas and income from tourists into the income of the area used for regional conservation, promotion to increase visits, increase the appreciation of tourists, help local communities, and have implications for the resilience of regional resource areas. conservation.

Keywords: regional resilience; tourists; willingness to pay

RESEARCH BACKGROUND AND PROBLEM

In the management of conservation area, economic value is a measure of maximum amount of a product which want to be sacrificed by an individual to acquire another product or revealing the willingness of an individual to pay for benefit or avoiding environmental cost. According to Fandeli (2005), Muhamad and Sumidi (2014), the definition of individual in discussion is the tourists who spend their money during travelling, the money which being spent is for entrance ticket, accommodation, tour guides, and others.

The individuals who enter the conservation area are included in the management of conservation area in economic context. Conservation are in an economic context is similar with the environmental products which characterized by a) inclusive, therefore,
technically the utilization is not possible to be managed by the users; b) non-competitive in consuming which means that two different people could enjoy or consume environmental products in the same time without correspondingly disrupting the relish (Muhamad, 2016). This condition then leads to the dependency towards the managed conservation resources.

The dependency level of people around conservation area towards forest resources is adequately high. This dependency is frequently occurring on firewood resources used for household needs or the resources of cattle feed. The dependency of people around the forest boundary could influence the unity and the sustainability of the resources of conservation area. In addition, the forest resources which frequently produced as commodities and derived from the conservation area by the people are including the protected animals. The exploration towards resources in conservation area needs to be properly managed for the condition of area to be maintained.

One of the efforts to maintain, restore, and protect the West Bali National Park (Bahasa: Taman Nasional Bali Barat) as a conservation area is by seeking for opportunities through opening businesses with unlimited permission of nature tourism permission. The establishment of business through nature tourism business permission (Bahasa: Izin Pengusahaan Pariwisata Alam/IPPA) is expected to acquire entrance fees in tourism activity to be reuse for the conservation efforts. This paper is aiming on the origin of revenue sources as well as assessing the availability of tourists in paying for tourism activity in conservation area.

LITERATURE REVIEW

The management of conservation area and the participation of local community are the main requirement to determine the effectiveness and efficiency of the management. According to Fandeli (2014), the needs of individuals and community, especially physical needs are sometimes in contrary with the principles of living environment that has to be sustainable. In general, the assumption is the majority of people still want the best for the community, namely providing healthy and sustainable environment. This comprehension provides the restriction that conservation area is the environmental resources valued as important.

This important value is the measure of maximum amount of a product which want to be sacrificed by an individual to acquire another product or revealing the willingness of an individual to pay for benefit or avoiding environmental cost. The revenues derived
from tourists become the revenues of area which used for promotional activities to embody the increasing rate of visit, increasing reward of tourists, to support the local community, and others. In addition, those revenues can be used to reduce ecosystem deterioration. The improvement cost of tourism in national park can be implemented through obvious reason which is to improve service, education, and maintenance of area.

This approach is called as willingness to pay of individuals for the products produced by environmental resources, and conservation area. The definition of WTP according to Soeroso (2007) is the rate of individual maximum willingness in paying tourism service to prevent the occurrence of decreasing condition of conservation area. According to Soeroso (2007), the measurement of this value could also be done by assessing/measuring the willingness to accept of tourists to receive compensation or WTA which is the minimum amount of individual income to willingly accept the decreasing condition of conservation area.

According to Chapter IV Article 6 of Law No.10/2009 regarding Tourism, the development of tourism is conducted through the implementation by considering the diversity, uniqueness, and typical culture and nature as well as human needs for tourism/travelling. The ecotourism activity is the groups of object and tourism attractiveness which emphasized by Perpu (Government Regulation in lieu of Law) No.18/1994 as the travelling to enjoy every uniqueness of nature in national park, great forest, and nature tourism park.

The uniqueness of nature can be made as assets and opportunities to develop ecotourism, especially in naturally-established area, including what proposed by Lascurain and Ceballos (1988) which more emphasizing on social and environmental factors to support conservation and improve the prosperity of local community. This opinion is more emphasizing on the understanding towards the important of culture, community social and environment. Fandeli (2014) has provided the restriction of scope which described as the new form of tourism.

Besides the environmental factor, another argument regarding the definition of ecotourism was proposed by Damanik (2006) which provides the restriction/boundary of ecotourism in social demographic context through the form of taste as follows (1) desiring original experience; (2) feasible/worth to be experienced in both personally and socially; (3) no tight travelling plant; (4) no physical and mental challenges; (5) the presence of interaction towards the local culture and people; (6) the presence of tolerance on discomfort; (7) be active and involved; and (8) more favoring adventure
rather than experience.

Through some previous definitions, the destination of conservation area has attractiveness for mature tourists as eco-traveler and highly considering the quality of nature object, environmental sustainability, and cultural integrity which included in ecotourism component. The destination of conservation area requires quality service and the attention since the purchasing process of travelling between tourists and the sellers who offer the area for the activity (Brandon, 1996).

According Fandeli (2014), natural tourism activity conceives the elements of (1) rewarding towards an object or visited tourism attractiveness which embodied by tourists to be capable of understanding or even participating in the activity associated with the object; (2) enriching, namely the aspects of knowledge, and skills towards a type or form of activity participated by tourists; (3) adventure which contains the aspect of tourist involvement in adventurous activity; (4) learning which contains education aspect through learning process followed by tourists on educative activity.

Ecotourism is associated with the travelling which expected to be able to support conservation of living environment and designed for low impact. The criteria of ecotourism activity related to the control and development of land use that according to Jayadinata (1999) include (1) emerging impact on low environment; (2) establishing concern on living environment; (3) providing direct beneficial impact for conservation; (4) growing community empowerment; and (4) providing the directed, efficient, and effective development of land in accordance with the spatial layout. The visitor management is one of the crucial factors to reach eco-friendly destination.

According to Muhamad (2013), there are five important principles that have to be fulfilled by visitors in the sustainable tourism management, namely: (1) eradicating negative impacts towards environment; (2) improving the awareness and comprehension of visitors towards nature and uniqueness of local culture; (3) participation of local community in decision making process; (4) providing contribution on conservation efforts; (5) providing economic benefits rather than merely diverting the local community off their traditional jobs; (6) opening opportunities for the local community and tourism workers to utilize the potential of natural resources. These main ideas are the key aspects of sustainable development in reference to Mitchell et al (2010) which include local community empowerment, achievement of self-sufficiency, and embodiment of social justice. The mission is to manage and develop natural resources in optimal manner, considering the area functions to protect life support system, conservation of biodiversity.
and ecosystem. Sustainable development is conducted because its motivated by the fact that life needs of future generation are getting more varied. This comprehension is developing in reference to the report of Brundtland regarding sustainable development. The report was entitled as Our Common Future which prepared by World Commission on Environment and Development in 1987 (Mitchell et al, 2010). This thought is capable of reminding the nations in the world to make deals between nations in Rio de Janeiro in 1992 and in Johannesburg, South Africa in 2002.

According to Mitchell et al (2010), sustainable development has two key concepts, namely (1) the needs of poor people in developing countries, and (2) limited technology and social organization associated with the environmental capacity to fulfill the needs of the current and future generations. In that order, sustainable development as interpreted by Bruntland’s Commission is departing from the anthropocentric concept which makes human as the central theme. Tourism and recreational activities could emerge specific ecological issues, considering the beauty and originality of nature as the main asset. Strategically, eco-friendly tourism development can be established and be supervised on the impacts by including environmental management plan and the supervision into an integrated plan in which the implementation is included in the stage of tourism planning (Soeriaatmadja, 1997). The physical and cultural aspects are integrated and correspondingly supported unity as a tourism area.

Gunn (1994) has revealed that good and optimally successful tourism area is based on four aspects, namely (1) maintaining environment sustainability; (2) improving the prosperity of local community in the area; (3) ensuring the satisfaction of visitor; and (4) improving the integrity and unity of the development of community around the area and the development zone. The most proper development of tourism in Indonesia is the sectors of ecotourism and alternative tourism. According to Edington and Smith (1992), both sectors are consistent with natural, social, and community values. The values which allow positive interaction between the actors. At the beginning, alternative tourism sector was prioritizing on mass tourism which characterized by large number of tourist and varied tourism package (Faulkner, 1997). At the present time, the tourism has moved into new tourism (Baldwin and Brodess, 1993), namely more technologically-advanced, experienced, and independent tourist which according to the argument of Damanik (2006), tourists are the people who want to learn the environment of tourism object and acquire new experiences.

Fandeli (2014) states that tourism is determined by the existence, nature, and
behavior of tourism object and attractiveness. According to Law No.10/2009 regarding Tourism: conditions of nature, flora, fauna, ancient relics, history, art, and culture as the development assets and supporting the improvement of tourism which supported by the continuity as shown in Table 1:

Table 1. Dimensions of Sustainable Perspective

<table>
<thead>
<tr>
<th>Sustainability</th>
<th>Analysis of Sustainable Perspective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental Sustainability</td>
<td>• Protection towards future generation and protection towards life support system</td>
</tr>
<tr>
<td></td>
<td>• Protecting, reserving, or improving the ecosystem integrity as well as implementing the standard of rehabilitation for heavily-damaged ecosystem</td>
</tr>
<tr>
<td>Economic Sustainability</td>
<td>• Each development of sustainable economic variable in tourism has to be applied as the criteria to improve the revenues of local community, tourism area, and government.</td>
</tr>
<tr>
<td></td>
<td>• Economic value acquired through tourism development might covers the entire values to conduct the management of negative impacts of environment, social, and culture.</td>
</tr>
<tr>
<td></td>
<td>• Ensuring the community to be liberated from economic pressure.</td>
</tr>
<tr>
<td>Socio-Cultural Sustainability</td>
<td>• Each innovation has to be in harmony with socio-cultural knowledge of local area, practice, knowledge, and appropriate technology.</td>
</tr>
<tr>
<td></td>
<td>• Improving the community participation in development, interpretation, and implementation of sustainable development concept.</td>
</tr>
</tbody>
</table>


Mitchell et al (2010) mentions the needs of economic and environment sustainable development, aside from social and culture. In a long term, the impacts of tourism development are social, cultural, environmental, and economy. Therefore, preventive and adaptive development and strategy implementation are required to response towards the threat of global environmental change.

The perspective dimension proposed by Marsh (1993) and Robinson (1990) in Mitchell et al (2010) regarding the outline of sustainable development concept is similar to what proposed by Oliver (1997) regarding principle and nature/characteristic of modernization and sustainable development as the relevant approach and theory between community and environment especially in tourism development.
Figure 1 is the relevancy between the tourism actors and stakeholders in the effort to establish and develop tourism. The products offered by the destination will have implication on willingness to pay (WTP) and able to improve the satisfaction of tourists regarding the length of their stays in the destination. The tourism products with the number of visit and the amount of willingness to pay of tourists for what they enjoyed or the amount of willingness to accept (WTA) for what being enjoyed to not decreased in the future (WTA) are the focus of research which to discover what elements influence the frequency of tourist visit to the destination and the amount of willingness to pay (WTP) which at the end will contribute to the preservation of conservation are, including:

a) The impacts of tourism activity on the economy of community and regional government are reviewed from cluster (people domicile) and the status of people (common people, tourism actor, tourist, and government institution associated with tourism).

b) The impacts of economy are measured/evaluated through willingness to pay/WTP and the frequency of annual tourist visit on a location. The willingness is determined by several variables, namely age, education, type, revenue, and travelling cost of tourists. The other variables are the availability of facility in tourism location, ecological attribute, location quality attribute, and the attribute of area economy.

**Nature Tourism in West Bali National Park**

West Bali National Park has 19,002.89 ha width of area, consists of about 15,587.89 ha of terrestrial area and 3,415 ha of waters area. In government administration, West Bali National Park is located (TNBB) is located in 2 regencies,
namely Buleleng Regency and Jembrana Regency of Bali Province. Geographically located between 8° 05′ 20″ to 8° 15′ 25″ SL and 114° 25′ 00″ to 114° 56′ 30″ EL. The area topography consists of sloping terrain (mostly flat), slightly steep, with the height between 0 to 1,414 MASL. There are four well-known mountains in the area, namely Prapat Agung Mountain which ± 310 MASL in height, Banyuwedang Mountain which ± 430 MASL in height, Klatakan Mountain which ± 698 MASL in height and the highest is Mount Sangiang which ± 1002 MASL in height.

In the sea waters, there are 4 islands which included in TNBB area, namely Menjangan Island with ± 175 Ha of width, Burung Island, Gadung Island, and Kalong Island. Associated with the conceived flora and fauna potentials, TNBB sometimes identical to national park which established for Jalak Bali conservation (Leucopsar rothchildi). Therefore, generally, it can be said that the area of TNBB is rich with potential of fauna. According to the type, the fauna exists in TNBB includes 7 types of mammals, 2 types of reptile, 105 types of bird, 120 types of fish, and others.

Inspecting the important value that it conceives, the management of TNBB area is in accordance with the function of allotment which has been determined based on the Decree of General Directorate of Nature Protection and Conservation No.186/Kpts/Dj-V/1999. According to that decree, TNBB is managed through the form of zonation as follows.

- Core zone. This zone is the area which absolutely protected, not allowing any change by human activity except what related to the significance of research and science. This area includes 7,567.85 ha of mainland and 455.37 ha area of waters.
- Forest zone. This zone is the buffering area of core zone. In this area, the activities in the core zone and limited nature tourism activity allowed to be performed. This area includes 6,009.46 ha of mainland and 243.96 ha of sea waters.
- Intensive utilization zone. In this area, the activities of research, nature tourism, establishment of facilities and infrastructures of nature tourism and recreation or another utilization that supports the function of natural resources conservation and the ecosystem are allowed to be conducted. This area includes 1,645.33 ha of mainland and 2,745.66 ha of sea waters.
• Cultural utilization zone. This area is developed and utilized limitedly for the significance of culture or religious matter. This area includes 245.26 ha of mainland used for the establishment of Hindu worshipping facility.

Figure 1. Map of West Bali National Park

Source: West Bali National Park

If seen from the area width, thus, TNBB is categorized as low scale area. However, by seeing that this area is located in the small island as well, the important value of this area can not be denied. Roughly, this area includes 10% area width of Bali Island. Some efforts that can be strived to optimize the sustainability of conservation area function are field confirmation regarding area zonation, the emphasizing of fragmentation effect through main road and constructive cooperation with the custom society. One of the tourism sites which becomes quite a favorite for tourists is Menjangan Island. Menjangan Island has the attractiveness as the Hindu worshipping facility and savanna, Religious and Cultural tourism, snorkeling, and diving which become the favorite of foreign and domestic tourists.

Figure 2. Menjangan Island of West Bali National Park

Source: Personal Documentation, 2017

ANALYSIS AND DISCUSSION

The regression analysis in statistics is one of the methods to determine the
correlation of cause-effect between one variable with another. The “cause” variable is
determined as independent variable, X variable (because it frequently illustrated in a
graphic as axis). The affected variable is known as affected variable, dependent variable,
or Y variable. Both of these variables might be random-typed variables, however, the
affected variable has to always be a random variable.

The data collecting method is performed through directed interview by applying the
interview guideline and essay form to write the interview results. There are 60 informants
which live around TNBB. However, the informants are distributed as (1) tourists, (2)
formal institution tourism actor, (3) local inhabitants (farmers, tourist guides, non-tourist
cattle farmers, and merchants), and (4) government administration, (5) local figures
(informal actor). The data of interview results then scored and made as composite score
which categorized as strong, moderate, and weak, therefore, the expectation frequency
and the occurring frequency can be discovered. The contingency table which more than 2
and each cell is more than 4 can be performed with chi square test. The conclusion
drawing regarding the correlation between groups is known through the cross-tab analysis
by reviewing the chi square value ($\chi^2$) (Kusmayadi, 2000). The $\chi^2$ value is calculated
through the formulation as follows.

$$\chi^2 = \sum \left( \frac{(fo - ft)^2}{ft} \right)$$

In which

$\chi^2 = \text{Chi square} \quad fo = \text{Expectation frequency} \quad ft = \text{the occurring frequency}$

The assessment/valuation of environment can be performed by digging the
revealed and stated preferences. However, because the revealed preferences could only
use to assess use value, thus, non-use value assessment needs to be included as well in
various environmental cases, thus, the last technique which being used. The entrance
ticket to tourism object in TNBB is a part of Non-State Tax Revenue which acquired
from tourists as the personal needs and transportation cost towards tourism object. The
increasing rate of visit to tourism destination can be predicted by observing the number of
visitors on an object. The number of visitors is determined by several variables, including
transportation cost and entrance ticket. Higher travelling cost will reduce more intention
of tourists to visit the tourism object. If a demand curve is made, then, a higher travel cost
and entrance ticker will reduce the number of visit or tourists towards the object.
The research is conducted by proposing questionnaire towards respondent (tourists) to select several alternatives in reference to the condition of respondent. The researcher submits 3 options of WTP, namely Rp. 100,000.00; Rp. 200,000.00; or Rp. 400,000.00. Those prices are applied for a party consist of maximum 15 people, receiving leaflet about TNBB, and accompanied by a tourist guide. Tourists are asked to fill the frequency of visit to TNBB and personal characteristics, including age, education level, sex type, and income level. Respondents state their perceptions regarding economic attributes and environmental conservation in TNBB. The frequency of visit is having direct impact towards the payment of WTP, therefore, the factors that determine the visit of tourists to TNBB are required to be discovered through the formulation as follows.

$$\ln \text{Frek} = c_0 + c_1 \text{jenkel} + c_2 \text{Umur} + c_3 \text{pendd} + c_4 \text{fasilitas} + c_5 \text{jenwis} + c_6 \ln \text{NP} + c_7 \ln \text{AKL} + c_8 \ln \text{Eko} + c_{10} \ln \text{Gaji} + c_{11} \ln \text{Biaperj}$$

The data acquired in the research at West Bali National Park is conducted through questionnaire. Through dependent variable (y), namely willingness to pay and willingness to accept of responsible young tourists. This analysis is conducted with 9 (nine) independent variables included in the research. According to the Output of multiple regression analysis performed through SPSS Ver. 18 for windows program, the correlation between independent variables are acquired simultaneously through dependent variable (Y) which presented in the table as follows.
Table 2. Variable List

<table>
<thead>
<tr>
<th>Variable</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tcost</td>
<td>Travel cost spent by young tourists</td>
</tr>
<tr>
<td>Inc</td>
<td>The level of monthly revenue (in rupiah)</td>
</tr>
<tr>
<td>Frek</td>
<td>Frequency of visit to TNBB</td>
</tr>
<tr>
<td>Umur</td>
<td>Age of respondent</td>
</tr>
<tr>
<td>Didik</td>
<td>Education level of respondent</td>
</tr>
<tr>
<td>NEP</td>
<td>New Economic Paradigm</td>
</tr>
<tr>
<td>AKL</td>
<td>Attribute of location quality</td>
</tr>
<tr>
<td>Pilihan</td>
<td>The option of tourism destination</td>
</tr>
<tr>
<td>Jenkel</td>
<td>Respondent sex type</td>
</tr>
</tbody>
</table>

Source: Researcher Analysis, 2017

According to the multiple regression formulation, the regression coefficients for each independent variable which correspondingly determine the variable of Willingness to Pay (WTP) are acquired. The regression is conducted again with independent variables that have significant impact, thus, the formulation acquired as follows.

\[
\text{Ln WTP} = 5.415 + 0.427 \text{LnAKL} + 0.316 \text{ln Inc} + 0.094 \text{pendd} + 0.32 \text{lnfrek}
\]

Table 3. Coefficient Value in Willingness to Pay

<table>
<thead>
<tr>
<th>Coefficientsa</th>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
</tr>
<tr>
<td>(Constant)</td>
<td>5.777</td>
<td>.882</td>
<td></td>
</tr>
<tr>
<td>\logNEP</td>
<td>-.031</td>
<td>.179</td>
<td>-.011</td>
</tr>
<tr>
<td>\text{LnAKL}</td>
<td>.425</td>
<td>.122</td>
<td>.187</td>
</tr>
<tr>
<td>\text{LnTcost}</td>
<td>-.009</td>
<td>.050</td>
<td>-.012</td>
</tr>
<tr>
<td>\text{lnINC}</td>
<td>.297</td>
<td>.035</td>
<td>.605</td>
</tr>
<tr>
<td>Umur</td>
<td>.051</td>
<td>.031</td>
<td>.101</td>
</tr>
<tr>
<td>Pendd</td>
<td>.114</td>
<td>.037</td>
<td>.217</td>
</tr>
<tr>
<td>Subs</td>
<td>.020</td>
<td>.069</td>
<td>.016</td>
</tr>
<tr>
<td>Jen</td>
<td>-.066</td>
<td>.069</td>
<td>-.053</td>
</tr>
<tr>
<td>\text{Lnfrek}</td>
<td>.145</td>
<td>.062</td>
<td>.136</td>
</tr>
</tbody>
</table>

Source: Analysis, 2017

The output of regression analysis presented in Table 2 is in the form of regression formulation described as follows.

\[
\text{LnWTP} = 5.777 - 0.031 \text{LnNEP} + 0.425 \text{LnAKL} - 0.009 \text{lnBIAYAPERJ} + 0.297 \text{lnGAJI} + 0.05 \text{UMUR} + 0.114 \text{Pendid} + 0.20 \text{pilih} - 0.066 \text{jenkel} + 0.145 \text{lnfrek}
\]
About 0.778 R value is acquired with 0.606 determination coefficient value (R²), therefore, it can be concluded that 60.6% of willingness to pay can be explained the studied variables while the rest 3.4% are caused by another variable excluded in this research.

**Table 4. The Results of F-test of Willingness to Pay (WTP) in TNBB**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>22.431</td>
<td>4</td>
<td>5.608</td>
<td>55.695</td>
<td>.000a</td>
</tr>
<tr>
<td>Residual</td>
<td>14.599</td>
<td>145</td>
<td>.101</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>37.030</td>
<td>149</td>
<td>.011</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), lnfrek, LnAKL, pendd, lnINC

b. Dependent Variable: lnwtp

Source: Researcher Analysis, 2017

Source: Researcher Analysis, 2017

Variable Information
- Jenkel: Sex type of respondent
- Umur: Age of respondent
- Pendd: Education level of respondent
F test, the 55.695 of \( F_{hit} \) value of the regression analysis is acquired with 0.000 significance value. At 5% significance level with 4 and 149 of independent degree/level, 2.432374 of \( F_{table} \) value is acquired. If being compared, thus, \( F_{hit} > F_{table} \) (55.695 >2.432374), therefore, it can be concluded that significant difference of impact between independent variables towards Y variable is exist.

**Variable of lnAKL**

The regression coefficient of AKL variable with +0.426 coefficient correlation and 0.000 significance is having positive and significant impact towards Willingness to Pay (WTP) with 0.000<0.05 (5%) of significance level.

**Variable of lnGaji**

The regression coefficient of ln Gaji variable \((X_2)\) with regression coefficient = 0.316 of significance level. This condition means that Gaji/Income (Inc) generates positive and significant impact towards the increasing number of money paid in the effort of the conservation of TNBB area. This condition is indicated by 0.000<0.05% (5%) significance level. A higher lnInc (income) of visitors in West Bali National Park will generate higher rate of willingness to pay.

**Education Level (peddk)**

The regression coefficient of education \((X_3)\) with 0.627 correlation coefficient and 0.000 significance level, it means that education \((X_3)\) generates positive and significant impact. This condition is indicated by the amount of significance level, namely 0.0279 < 0.05 (5%) of Willingness to Pay (WTP) towards TNBB are in particular. The number will be higher along with the higher education which acquired, 1 addition of the value will increase 0.627 of community perception by considering constant state of the other variables.

**Visit/Kunjungan (Frek)**

The regression coefficient of variable in Kunjungan (Visit) has 0.32 correlation
coefficient and 0.027 significance level. It means that Visits (Kunjungan) generates positive and significant impact towards the amount of Willingness to Pay (WTP). This condition is indicated by the amount of significance level, namely 0.027 < 0.05 (5%). According to the output of multiple regression analysis, the simultaneous correlation between independent variables and dependent variable (Y) is acquired which presented in the formulation as follows.

\[
\ln(WTP) = 2.610 + 0.032 \text{jenkel} - 0.003 \text{Umur} + 0.115 \text{pendd} - 0.023 \text{fasilitas} + 0.004 \text{jenwis} + 0.855 \ln(\text{NP}) + 0.420 \ln(\text{AKL}) + 0.019 \ln(\text{Eko}) + 0.211 \ln(\text{Gaji}) + 0.100 \ln(\text{Biaperj}) + 0.017 \ln(\text{frek})
\]

<table>
<thead>
<tr>
<th></th>
<th>C</th>
<th>jenkel</th>
<th>Umur</th>
<th>pendd</th>
<th>fasilitas</th>
<th>jenwis</th>
<th>LnEko</th>
<th>LnAKL</th>
<th>LnEknm</th>
<th>LnGaji</th>
<th>lnbiaperj</th>
<th>frek</th>
</tr>
</thead>
<tbody>
<tr>
<td>t</td>
<td>2.243</td>
<td>0.479</td>
<td>-1.152</td>
<td>2.738</td>
<td>-0.451</td>
<td>0.052</td>
<td>3.365</td>
<td>3.658</td>
<td>0.13</td>
<td>5.755</td>
<td>1.724</td>
<td>2.42</td>
</tr>
<tr>
<td>Sig.</td>
<td>0.026</td>
<td>0.633</td>
<td>0.251</td>
<td>0.007</td>
<td>0.652</td>
<td>0.958</td>
<td>0.001</td>
<td>0</td>
<td>0.897</td>
<td>0</td>
<td>0.087</td>
<td>0.017</td>
</tr>
</tbody>
</table>

Table 5. Regression Coefficient of Correlation of WTP with Independent Variables

| Source: Data Processing, 2008 |

According to the multiple regression formulation, regression coefficients for each independent variable which correspondingly determine the variable of Willingness to Pay (WTP) are obtained. The regression analysis is performed by including the independent variables which have significant impact in which the formulation is acquired as follows.

\[
\ln(WTP) = 5.908 + 0.457\ln(\text{AKL}) + 0.264\ln(\text{Gaji}) + 0.137 \text{pendd} + 0.135 \ln(\text{frek})
\]

\[
\begin{align*}
\text{Sig} & : 0.000 & & 0.000 & & 0.000 & & 0.005 & & 0.018
\end{align*}
\]

According to the analysis, 0.797 R is acquired with 0.6352 (R²) value and 0.626 Adjusted R² value, in that order, 62.6% of Willingness to Pay can be explained by the studied variable. The rest 37.4% are caused by another variable which not studied in this research. This analysis is emphasized with F test, the 63.280 of Fhit value of the regression analysis is acquired with 0.000 significance value. At 5% significance level with 4 and 149 of independent degree/level, 2.432374 of Ftable value is acquired. If being compared, thus, Fhit > Ftable (63.280 > 2.432374), therefore, it can be concluded that significant difference of impact between independent variables towards Y variable is exist. The willingness to pay (WTP) in TNBB area is significantly determined by the variables described as follows.

a. Variable of AKL

The regression coefficient of AKL variable (lnAKL) with + 0.457 regression coefficient and 0.000 significance is having positive and significant impact towards
Willingness to Pay (WTP) with 0.000<0.05 (5%) of significance level. If AKL is having 1 addition of portion, thus, willingness to pay (WTP) in TNGM will have $e^{0.0426}$ of improvement in assumption that the other variables in this research are constant.

**b. Variable of Income (Gaji)**

The regression coefficient of InGAIJ variable ($X_2$) with 0.264 of significance level. This condition means that Gaji/Income (Inc) generates positive and significant impact towards the increasing of willingness to pay in the effort of the conservation of Menjangan Island. This condition is indicated by 0.000<0.05% (5%) of significance level. A higher InGaji (income) of visitors in TNGM will generate higher rate of willingness to pay (WTP).

**c. Education Level (Penddk)**

The regression coefficient of education ($X_3$) with 0.137 coefficient regression and 0.000 significance level, it means that education ($X_3$) generates positive and significant impact towards willingness to pay (WTP). This condition is indicated by the amount of significance level, namely $0.0279 < 0.05 (5%)$. Travel cost will increase the amount of willingness to pay (WTP) towards the area in general and TNBB in particular.

**d. Visit/Kunjungan (lnFrek)**

The regression coefficient of variable in Kunjungan (Visit) has 0.135 correlation coefficient and 0.018 significance level. It means that Visit (Kunjungan) generates positive and significant impact towards the amount of Willingness to Pay (WTP). This condition is indicated by the amount of significance level, namely $0.018 < 0.05 (5%)$. More frequent visit to TNBB will increase the rate of willingness to pay (WTP) in TNBB. The number shows that if the frequency of visit is increasing 1 time, thus, the amount of payment (WTP) in TNBB will increase about $e^{0.135}$ with a condition that the other variables are constant.

**CONCLUSION**

- Willingness to pay is one of the funding resources for the preservation of conservation area, the total cost received by the management of West Bali National Park will become higher if the tourists are willingly pay. The revenue from tourists will become the area revenue which used for promotional activity to increase the visit rate, increasing the reward on tourists, supporting the local
community, and has implication towards area resilience.

- The willingness of someone to pay for the benefit that acquired or to avoid the environmental cost is determined as Willingness to Pay for the service obtained from TNBB. Maximum willingness to pay of individuals is determined by social-economy condition of tourists, the visit rate, perception towards facility and the concern towards environment.

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Comparative Study of Homestay Management in Gubugklakah and Ngadisari

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ABSTRACT

In 2017, The Ministry of Tourism established homestay as one of the priority programs. The Government believed, by enhancing homestay, it would abridge the accommodation demand in Indonesia. Unfortunately, the Government pay more attention in the homestay quantity instead of its management standard. There is nothing wrong with concerning in homestay quantity, but the proper homestay management standard is important. However, It should be admitted that there is often discrepancies and inconsistency between concept and implementation of homestay management in Indonesia nowadays. This paper discusses how homestay owner manage their homestay and why the management differences happen. In this case, we selected two villages around Bromo Tengger Semeru National Park (TNBTS), namely Gubugklakah and Ngadisari. One of the reason behind the selection of those two villages is the existence of homestay in Indonesia mostly located in rural areas and related to nature-based tourism. Both villages have identical feature in terms of culture and geographical area. We held structured interview and field observations to collect data. This research used a qualitative method by describing and comparing the homestay management in both villages. This study found that there are several differences in homestay management. The spatial arrangement, organization, marketing, and collaboration show differences in homestay management in both villages. The main reason of its differences is the existence of organization in managing homestay.

Keywords: homestay, management, accommodation

Introduction

Background

Ministry of Tourism Republic of Indonesia established homestay program as the national priority programs in 2017. The reason behind the establishment was consideration of providing accessible and affordable accommodation for tourists. Homestays were considered capable in bridging accommodation demand to 20 million inbound tourists in 2019. Therefore, the Government was targeting the construction of 100,000 homestays across the archipelago. Nonetheless, either debatable, the targets are relatively challenging.

The Government has issued several regulations on homestay business in Indonesia. In 2014, Minister of Tourism and Creative Economy regulated Homestay Business Standards in Indonesia through the Ministerial Regulation Number 9 of 2014. These standards cover aspects of the product, the service, and the management of homestay. The regulation states that the homestay business (Usaha Pondok Wisata) is an enterprise of providing accommodation in the form of residential buildings inhabited by the owner and used partly for rent to tourists. Homestay business should allows for interaction in everyday life between tourists and the host-family. Furthermore, the homestay must be a business owned by the local community to develop the local economic empowerment. In this regard, homestay is a form of a community-based tourism.

In South East Asia region, homestay program in Indonesia might be said to fall behind from Malaysia, Thailand, and Vietnam. Malaysia, by far, is the most distinguished country in homestay development among the ASEAN nations. Malaysia has started the homestay program in early 1988 with the intention of improving the role of local communities, especially small
entrepreneurs (Ibrahim & Rashid, 2010; Kayat, 2002). Meanwhile, Vietnam in 2013 has also started a homestay program by establishing Ninh Binh Province as a homestay pilot project. Even one of Britain's travel magazine, Wanderlust, in 2015 enthroned homestay in Vietnam to be one of the best destinations for Christmas break for solo traveler (www.wanderlust.co.uk, 2018). However, the three nations mentioned above, all of them successfully run homestay programs and supported by diverse studies to improve the quality of service for tourists.

Unfortunately, despite being a national program, the development of homestay in Indonesia are still arguably partial. For instance, the amount of homestays in Indonesia is still debatable and still. Consequently, it becomes one of the barriers to the development of homestay programs in Indonesia. Another example is the implementation of homestay programs is often inappropriate with the Government’s concept of homestay. The public often assumed homestay business is a form of pure tourism industry. They presumed that homestay is only about providing low-cost lodging for the traveler. They built lodging -typically consist of more than five rooms, but the host-family do not occupy the building. Indeed homestay is not just about physical building but it should also related with total village experience. Nevertheless, few communities have successfully implemented the concept of homestay properly, especially in Village Tourism (Desa Wisata). The homestays in such location usually managed by local community.

The existence of homestay in Indonesia mostly located in rural areas and related to nature-based tourism. For example, the homestays around Bromo Tengger Semeru National Park (TNBTS). The emergence of homestays around TNBTS began in the 1990s as a response to the high demand for lodging from the tourists. At that time, homestays are managed and promoted traditionally. Homestay owners handled and marketed it individually. The marketing usually took place on the roadside or at tourist gathering place like in Village Hall by Kibir, the traditional intermediary person. Consequently, due to the increasing of tourist to TNBTS, the existence of homestay in the surrounding area were become more critical.

Most of the tourists have the motivation to watch the sunrise in TNBTS. To witness the phenomenon, tourists should be in Penanjakan by early morning. As a consequence, many tourists tend to choose cheap lodging which mostly located near the entrance of TNBTS. But unfortunately, tourists interpret the homestay around TNBTS just as a temporary stopover (Purnomo, 2018). Nonetheless, it may well be argued that the homestays around TNBTS satisfy the demand.

**Research Objectives**

In Indonesia, although homestay program was established as the national priority program, homestay gained less attention among scholars. Even so, some scholars have successfully conducted studies on the homestay management in Indonesia. The previous researcher has reviewed homestay management around Tesso Nilo National Park (Aminudin, 2015). In other studies related to homestay management, one argued that the success of homestay business depends on synergy from other stakeholders through the coaching activity and support of tourism facilities (Koestanto, 2014). However, previous studies have not yet comprehensively discussed about how the community manages the homestay by concerning on how they organize homestay spaces, marketing, and how the collaboration takes place. This research seeks to identify such issues in homestays around TNBTS. Hence, the researcher conducted this study in an attempt to fill the knowledge gap about homestay management in Indonesia, especially around TNBTS.
Literature Review

In the previous section, we have briefly discussed the definition of homestay. Fundamentally, homestay business is not just a cheap and easy lodging business, but also the total village experience and tourism experience itself (Sharpley, 2005; Kunjuraman & Hussin, 2017). Some scholar associate homestay with the term ethnic tourism because its high intensity interactions between host and guest (Zhang, Xu, & Xing, 2017). Indonesian Homestay Standard also stated that the homestay should provide opportunities for tourists to interact with the owner of the house. Instead, homestay program is also related to education, because tourists can learn, receive information, and practice the culture and daily life of local people (Samsudin & Maliki, 2015).

The standard of homestay management in Indonesia consists of three components: management of administration, security and safety, and human resources. Management of the administration concerns on how the community should administers homestay guests. Security and safety management concerning preventive efforts to minimize unwanted circumstances. While human resource management focuses on improving the capacity of the community in managing homestay (Kementerian Pariwisata dan Ekonomi Kreatif RI, 2014).

The ASEAN also issued homestay standards in 2016. According to the ASEAN standards, homestay management should refer to five components. The first is Leadership. The homestay business in a community should be managed by a leader. The second is the Organization, which indicates an institution or community should managed homestay business. The third one is database which is the same as the administrative factor of the homestay standard in Indonesia. Fourth, concerning human resources, specifically capacity building and training. And the last one is collaboration. It means managers should have a network with other homestay managers, academics, and Non-Governmental Organizations (NGOs) (the ASEAN Secretariat, 2016).

Just like the other types of accommodation for tourists, managing homestay means managing costumers, workforce, and assets (Sharpley, 2005). However, there are various views on homestay management among scholars. Some argue that homestay management is primarily about managing cleanliness, comfort, and security (Aminudin, 2015). On the other hand, like the village tourism management, homestay management also needs to pay attention to tourism resources, marketing, and crisis management (the ASEAN, 2016). Moreover, the management of homestay also includes homestay managers doing cooperation among villagers and distribution of benefits (Kontogeorgopoulos, Churyen, & Duangsad, 2015). Looking at those various views on homestay management, it one can assume that homestay management consists of physical management and service management. Physical management encompasses the management of residential buildings and facilities. While service management is more focused on the organization of homestay and its marketing.

Methodology

The researcher selected Gubugklakah and Ngadisari Village as the research location. Both villages are located in the surrounding of TNBTS and inhabited by the Tenggerese. Gubugklakah is situated in the southwest of Mount Bromo while Ngadisari is situated in the northeast of Mount Bromo. The researcher selected both villages because of its location which is close to the TNBTS entrance. With regard to their location, Gubugklakah is also a tourist entrance point from Malang Regency while Ngadisari is in Probolinggo regency. In addition, there are...
ample homestays in both villages.

The researcher conducted in-depth interviews with four residents in Ngadisari and three residents in Gubugklakah. In this study, the initial respondents in Gubugklakah were GK01, GK02, and GK03 while in Ngadisari using initials ND01, ND02, ND03, and ND04. We conducted a semi-structured interview with the intention to control the proposed questions so that data and information obtained suitable with the requirements of researchers. Meanwhile, the observation was involved to four homestays around Ngadisari Village Hall and three homestays near the office of Tourism Village Organization (Ladesta) Gubugklakah. We determine the respondents by using the snowball method. We only selected lodging that fit with the concept of homestay, where the owners and the tourists living in the same house. To enrich and validate the data, researchers also conducted literature studies. The researcher selected homestay building, homestay facilities, organization, and marketing to be the main discussion in this study.

Results and Discussion

TNBTS is one of well-known nature-based tourism in Indonesia. TNBTS offers exotic natural scenery such as mountains, greenery plantations, dense forests, and the sea of sand around the majestic Mount Bromo. Beside getting the natural scenery, tourists have the opportunity to see the magnificent sunrise from TNBTS. To get into TNBTS tourists able to go through four entrances: from Probolinggo, Malang, Pasuruan, and Lumajang. But among the other, the entrance of Lumajang is not popular and not much traveled by tourists. Meanwhile, Probolinggo entrance is the most prominent entrance among the others.

To meet the demands of lodging for tourists, various types of accommodation are available around TNBTS. The available accommodation near TNBTS such as hotels, guesthouses, villas, homestays. The number of homestays around TNBTS is the highest compared to other types of accommodation. Based on information from Department of Culture and Tourism of East Java, the number of homestays around TNBTS nearly reaches 478 units and 73% of all homestays are in Probolinggo and Malang Regencies. The homestay distribution in both districts is mostly located around the main roads to TNBTS such as Jalan Raya Bromo in Probolinggo and Jalan Raya Poncokusumo-Bromo in Malang. Unfortunately some homestays around TNBTS still have not implemented homestay standards and concepts. But in fact, homestay owner not occupy the homestay. So that kind of lodge can be said as guest house or losmen. In the meantime, hotels around the TNBTS tend to be fewer in number and have no more than three floors.

Figure 1. The Location of Gubugklakah and Ngadisari
1.1. Homestays in Gubugklakah and Ngadisari Village

Gubugklakah is a village whose most of the population works as farmers and hodge. The village which is located 20 km from the entrance of TNBTS, has vast ecotourism potential. Gubugklakah has tourism potentials such as waterfalls and apples and oranges plantations. Sufficient clean water supports the plantation fertility in Gubugklakah. Ladesta was formed in 2010 to maintain ecotourism potential in Gubugklakah. The establishment of Ladesta was a form of public criticism due to lack attention to local community participation (Purmada, Wilopo, & Hakim, 2016). The existence of Ladesta in Gubugklakah indicates the involvement of the community in managing nature-based tourism.

Ladesta not only manages the tourism potential resources in Gubugklakah but also operates the accommodation. Ladesta manages the homestay provided by the people in Gubugklakah. In the beginning, Ladesta only leads dozens of homestays. But today Ladesta has successfully managed 62 homestays. The positive economic impact of homestay drives the community to be more participate in providing homestay. Ladesta assigned a chief executive to govern homestays in Gubugklakah. The person in charge is responsible for regulating the homestay occupational turnover. The reason behind this is to equal the same opportunity to earn income for homestay providers.

Meanwhile, Ngadisari is closer than TNBTS, which is just 6 km from the entrance. Similar with Gubugklakah, most of the people of Ngadisari also works in the agricultural sector. Ngadisari Farmers husbandry commonly vegetables, such as cabbages, leeks, and most are potatoes. Potato farming in Ngadisari was in response to the lack of water available in the village. Unlike Gubugklakah, the Local Government has not established a specialized institution for tourism management in Ngadisari. One of the reasons is the absence of tourist attraction managed by the community in Ngadisari.

Because of its proximity to the entrance of TNBTS, Ngadisari is easily accessible for tourists. The available accommodation in Ngadisari such as guesthouses, hotels, villas, and homestay. Based on information from Kamituwo – the Deputy Village Head, the current number of homestays in Ngadisari is about 50 homestays and dispersed in Dusun Cemoro Lawang, Ngadisari, and Wonsari. However, the amount of homestays that fit with the homestay standard is unknown yet.

1.2. The Differences in Homestay Management

The brief description above shows the implicit difference of the homestay management. Homestays in Ngadisari are mostly individually managed while structured community mainitain homestays in Gubugklakah. Through a structured homestay management system in Gubugklakah, it allows every homestay provider to have the same opportunity to earn an income. It can be argued that there is no competition among the homestay provider in Gubugklakah because every resident who wants to be involved in providing homestay should be a member of Ladesta. In contrast, the earnings of homestay providers in Ngadisari is determined by the homestay provider itself. Ngadisari residents who want to open homestay business must register their business to the Government through the Department of Cooperatives and SMEs Probolinggo. However, there are also residents who do not register their business to the Government.

Differences in homestay organization have an impact on the homestay marketing activity. The homestay provider in Gubugklakah entrusts homestay marketing activities to Ladesta. Hence, the homestay marketing in Gubugklakah is centralized. However, marketing by Ladesta is not purely only for marketing homestays. Ladesta also promotes tour package at Gubugklakah Tourist Village where tourists can interact directly with the locals. The Ladesta was not utilize internet to
sell their package and homestay directly to customer. Meanwhile, for homestay providers in Ngadisari, they should promote their homestays individually. Homestay providers in Ngadisari promote their homestays through social media (i.e. Facebook, Instagram) and also through Online Travel Agency (OTA) like Traveloka, AirBnB, and HomeAway. Nevertheless, they also market their homestay through the power of word of mouth.

These institutional differences also caused differences with affiliate marketing. Ladesta did not promote their product through social media and OTA like the provider in Ngadisari did. They normally having cooperate with traditional travel agents from various cities in Indonesia such as Jakarta and Semarang. In contrast, homestay providers in Ngadisari did not affiliated with travel agents. Interestingly, we found that homestay providers in ND04 cooperated with the trail community (komunitas motor trail). According to him, trail community has a vast network and they often carry out activities in TNBTS. There are also homestay provider affiliated with Jeep providers as performed by ND03.

Regarding from its physical form, homestay design in Ngadisari and Gubugklakah seems similar. The homestay architecture in both villages resembled the overall house of surrounding community in TNBTS, with brick-walled walls and clayed roof tiles. But if we look closer at the spatial organization, it seems there’s a slight difference. Since from the beginning, Ladesta has desired direct interaction between the tourists and the host family. Consequently, the provider set the bedrooms closely with the tourist and shared toilets. As seen in the GK01, GK02, and GK03, the host family and tourist’s bedrooms are separate but tend to be adjacent. In addition, there is a shared space used by tourists and the host family to interact. The host family and tourists usually used the shared space for watching TV and eating together.

On the other hand, in Ngadisari from homestay ND01, ND02, ND03, and ND04 indicate the separation of space between the tourists and the host family. For example, the ND01 homestay puts tourists on the second floor of the house while the owner is on the ground floor. Then, on the ND02 and ND04 homestay, put the tourists in the outer part of his house. The toilets for travelers usually equipped inside or near the bedrooms. Therefore, toilets are used separately between tourists and the host family. Although the homestay in ND01, ND02, ND03, and ND04 have provided a living room, but according to the owner the interaction of tourists and host is scarce.

![Figure 2. Living room in ND01 (left) and GK01 (right)](image)

### 1.3. Discussion

Based on the observations, the entire observed-homestays visited has a permanently manicured house with tiled floor. The homestays have also been provided with clean toilets and bedrooms with bed-linen mattresses. For homestay providers in Gubugklakah, they must meet the minimum standards set by Ladesta. One of the conditions is the availability of well-maintained bedrooms and toilets owned by homestay providers. As for the homestay owner in Ngadisari, the condition is intended to make tourists feel comfortable staying at their home. For homestay provider in Ngadisari, it seems that accommodation is only viewed as a tourism product, whereas
in Gubugklakah consider that accommodation should be able to create tourism experience. Homestay owner in Gubugklakah not only serve the accommodation but also play their own daily lifestyle or independent identities (Purmada, Wilopo, & Hakim, 2016) in front of the guest.

The implementation of homestay in Gubugklakah shows more conformity with homestay standards and concepts compared with implementation in Ngadisari. The homestay management at Gubugklakah shows the active involvement and role of the community. The presence of the homestay chief executive appointed by Ladesta caused the management of the homestay to be well-organized. While the absence of a person in charge at Ngadisari causing homestay implementation not to run correctly. Researchers found several lodging in Ngadisari, especially near the entrance of TNBTS, which was named homestay but the owners occupied another home. In this case, the presence of organizers determines the successful implementation of homestay concepts and standards.

The management of homestay in Gubugklakah and Ngadisari shows the cooperation with tourism actors. Unlimited to travel agents, homestay manager in Gubugklakah cooperate with various stakeholders. They also collaborate with educational institutions. The collaboration is based on the potential value of education through tour packages offered by Ladesta. Besides getting the opportunity to travel to TNBTS, students have the opportunity to gain experience and knowledge through rural daily life. Such cooperation with educational institutions is also conducted to seek assistance in training and technical advice. The collaboration has been done with the University of Brawijaya where students help the community in English training. Meanwhile, the homestay managers in Ngadisari cooperate with the trail community and jeep providers. Cooperation is beneficial to both sides. For example, trail community gets the accommodation close to TNBTS with relatively low price while for the homestay managers get profit. Interestingly, the homestay manager in Ngadisari also cooperates with other homestay managers, especially those who are still in the family tree. If a homestay manager gets exceeding supply, he will offer his family to serve the tourist.

In such a case, the collaboration of homestays at Gubugklakah take place within the community and inter-organizational while in Ngadisari it tends to be done with outsiders. What happened in Gubugklakah and Ngadisari show that the collaboration for homestay management depends on how to encompassing key stakeholders such as local government; tourism industry sectors such, local tourism authority, community groups, social agencies (e.g., education institutions), and also special interest groups (e.g. trail community).

Table 1. The Differences in Homestay Management between Gubugklakah and Ngadisari

<table>
<thead>
<tr>
<th>No.</th>
<th>Variable</th>
<th>Gubugklakah (GK01, GK02, GK03)</th>
<th>Ngadisari (ND01, ND02, ND03, ND04)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Spatial organization</td>
<td>Host family and visitor is closed each other, shared used bathroom</td>
<td>Space for host family and visitor including the toilet likely separated</td>
</tr>
<tr>
<td>2</td>
<td>Homestay Organizer</td>
<td>Ladesta appoints a person in charge of the homestay</td>
<td>Performed by each homestay provider</td>
</tr>
<tr>
<td>3</td>
<td>Marketing and Affiliation</td>
<td>Marketing is done by Ladesta, affiliated with the industry sector and educational institutions</td>
<td>Done by each homestay provider</td>
</tr>
<tr>
<td>4</td>
<td>Collaboration</td>
<td>Likely inter-organizational, not only business-based collaboration</td>
<td>Only business-based collaboration</td>
</tr>
</tbody>
</table>
Conclusion

The present study has identified the differences in homestay management in Gubugklakah and Ngadisari. The differences in homestay management in both villages reflects in the spatial organization, homestay organizer, marketing and affiliation, and collaboration. The difference in homestay organizer affects the different type of homestay management in both villages. Based on the standards and concepts of homestay in Indonesia, it can be said that homestay implementation in Gubugklakah is more convenient due to the involvement of the community in managing the homestay. It shows the power of society in managing tourism.

However, this study still has various limitations and shortcomings. This study only involved a small number of homestay samples. Therefore, the discussion on homestay management in this study is limited to marketing, homestay organizer, and space arrangement. Some of the questions that arose are whether the differences in the homestay management could affect the satisfaction of tourists. Whether community management provides greater satisfaction than individual management is also worth to research.

Acknowledgement

The Author would like to thank Mr. Basuki Antariksa, Ms. Rahma Prihatini, Sandy and Mr. Heri for helping me in the fieldwork and the continuous support.

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Business Practices on Tourism Accommodation based on Local Entrepreneurship in Nusa Penida, Klungkung Regency

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Abstract: Research on Business Practices in Tourism Accommodation based on Local Entrepreneurship in Nusa Penida, Klungkung Regency aims to reveal and describe (1) habitus of tourism businesses based on local entrepreneurship in Nusa Penida Bali, (2) forms of tourism business capital based on local entrepreneurship in Nusa Penida Bali, (3) the realms of local entrepreneurship-based tourism accommodation businesses, and (4) local entrepreneurial capital-based tourism accommodation business practices in Nusa Penida Bali. This study uses a qualitative approach to find habitus, forms of capital and local entrepreneurial patterns in tourism accommodation business in Nusa Penida, Klungkung Regency, Bali. Tentative research results up to this stage are (1) habits carried out by entrepreneurs in the tourism accommodation business in Nusa Penida tend to be based on local cultural values; (2) capital owned by local entrepreneurs in tourism accommodation business in Nusa Penida in the form of economic capital, cultural capital, social capital and symbolic capital, (3) the realm of tourism accommodation by local entrepreneurs in Nusa Penida only at the level of non-star hotels; and (4) management strategies in tourism accommodation business in Nusa Penida based on local values (kinship), while business marketing is carried out by following current information technology developments (via booking.com, Agoda, etc.)

Index terms: tourism practices, accommodation business, capital, local entrepreneurship

I. INTRODUCTION

As a major tourism destination in Indonesia, Bali is an investment place for accommodation entrepreneurs both local, national and international entrepreneurs. Accommodation entrepreneurs have the opportunity to invest directly or indirectly. Based on data from the Central Bureau of Statistics, the number of entrepreneurs in Bali reached 482,484 people. This means that only 12 percent of Bali's population (BPS Bali Province, 2017). What is questionable is what percentage of the total entrepreneurs, especially tourism accommodation entrepreneurs who are local Balinese people. This is because investment in Bali involves three components of entrepreneurs, namely international, national and local entrepreneurs.

The utilization of local potential as a business base was confirmed by Presidential Instruction number 6 of 2009, concerning the development of entrepreneurship based on local potential. Referring to the presidential instruction, it is expected that local businesses should be able to utilize the potential and employment based on local wisdom. For this reason, awareness of entrepreneurship based on local wisdom is needed for Balinese people to know the opportunities that exist.

According to Bagus (2008) as quoted by Puja, et al. (2016), in Balinese life, local wisdom is understood as an ancestral heritage in the form of a value system of life that integrates in the form of religion, culture and customs inspired by Hinduism. Of course, Balinese people experience the dynamics of the development of local wisdom with the inclusion of elements of tourism in their world of life. Local wisdom is maintained and developed in the form of knowledge or ideas, tools, norms, customs of cultural values, activities to manage and utilize the environment to fulfill their needs. Local Balinese wisdom is facing world conditions (local, national and global) which always offers complex and unlimited choices, there can be no efforts "balance dialectics in facing global challenges.

When associated with local wisdom in the form of culture, local entrepreneurship attitudes are entrepreneurial attitudes based on a knowledge where the community uses its experience to produce a self-attitude and social behavior. Local wisdom that colors the business is in the form of a system of knowledge, beliefs, art, morals,
laws, customs and habits that are acquired and applied by the Balinese community or community. The concept of local wisdom cannot be separated from the concept of Tri Hita Karana (THK). For this reason, this research will reveal local entrepreneurial capital in the tourism accommodation business in Nusa Penida, Klungkung Regency. In addition, this research will also reveal local entrepreneurial behavior (business habitus), the domains of accommodation business, and the practice of tourism accommodation business practices, as well as local business actors who still maintain local entrepreneurial capital.

II. METHODS AND PROCEDURES

This study uses descriptive qualitative method, namely research that seeks to describe phenomena or relationships between phenomena that are examined systematically, factually and accurately (Kusmayadi, 2000: 29; Nazir 1999: 63). In this study 10 places of tourism accommodation business were taken by local communities (local entrepreneurs) in Nusa Penida as the object of research.

This study uses two types of data sources, namely primary data and secondary data. Primary data is data obtained directly from the results of surveys, observations, interviews. Secondary data sources are bibliographical data and documentation, namely data derived from literature, either encyclopedias, books, articles of scientific work and data published by government institutions obtained from existing indirect sources or data obtained from documents and archives official (Moleong, 2010: 159).

Data analysis techniques of this research are qualitative, descriptive and interpretive. All data are obtained from various sources, either from observations, interviews or documentation studies, transcribed in writing and this description is interpretive (Moleong, 2010: 114). The results of the research are then interpreted through data verification, data reduction, data presentation, and conclusion drawing processes.

III. RESULTS

Based on a series of pre-research and research activities up to this stage, the research on Business Tourism Accommodation based on Local Entrepreneurship in Nusa Penida, Klungkung Regency, Bali has produced several important things as follows: (1) Identification of local business actors and customs (habitus) of local tourism accommodation businesses in Nusa Penida; (2) Capital identification of tourism accommodation business in Nusa Penida consisting of economic capital, cultural capital, social capital, and symbolic capital; (3) Identification of the area of tourism accommodation business in the form of accommodation type business in Nusa Penida; and (4) Identification of tourism accommodation business practices in Nusa Penida from the strategy of managing and marketing.

IV. CONCLUSION

Based on a series of field research activities, the results of the Business Tourism Accommodation Business Research based on Local Entrepreneurship in Nusa Penida, Klungkung Regency, Bali can be tentatively described as follows: (1) Habits carried out by entrepreneurs in the tourism accommodation business in Nusa Penida tend to be based on local cultural values; (2) Capital owned by local entrepreneurs in the tourism accommodation business in Nusa Penida in the form of economic capital, cultural capital, social capital, and symbolic capital; (3) The realm of tourism accommodation business in Nusa Penida only at the level of non-star hotels; (4) The management strategy in tourism accommodation business in Nusa Penida is based on local values (kinship), while business marketing is carried out by following current information technology developments (via booking.com, Agoda, etc.)

ACKNOWLEDGMENT

The authors would like to thank to ministry of research and technology of higher education and research institution and community service of Udayana University who have provided Research Grant 2018.

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LPPM UNUD. 2018 Panduan Pelaksanaan Penelitian dan Pengabdian kepada Masyarakat Universitas Udayana. Jimbaran: LPPM Unud


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Undang-Undang No. 10 Tahun 2009 tentang Kepariwisataan
STUDY OF CHARACTERISTICS AND MOTIVATION OF CHINA AND JAPANESE TOURISTS VISITING BALI

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ABSTRACT

This study aims to determine the characteristics and motivation of Japanese and Chinese tourists visiting Bali. Based on the analysis of literature studies and empirical studies, Japanese and Chinese tourists have similarities in particular from the purpose of their tour. They have a culture of traveling abroad. Through traveling they take a good advantage i.e. the benefits for personal life and also the benefit for organization and social value. Based on the structure of age, the generating of tourists from these two countries is a combination of millennial and baby boomers aged 16 to 55 years (90%). Only a few of them are older than 55 years (10%).

Tourists from these two countries have education levels ranging from junior high to doctorate education. Their jobs are students, managers and housewives. The frequency of visits, tourists from these two countries were those who came first time, namely Chinese tourists (64%) and Japanese tourists (17%). Tourists from these two countries have the highest percentage of stay was 3 days. The main motivation was vacation such as visiting beach. Furthermore, there were some tourists who like visiting mountains, rivers and hot spring and other tourist attraction in Bali.

Keywords: study, characteristic, motivation, tourist, visiting, Bali

BACKGROUND

Based on statistics of foreign tourist arrival in Bali in 2017, there has been a change in the number of tourists visiting Bali. Accordingly, Australian tourist who formerly was the 1st rank being replaced by Chinese tourists and Australian to be the 2nd rank. On the contrary, Japanese tourists who was previously the 3rd rank shifted to the 4th rank was replaced by India tourists. This phenomena is very interesting to be explored to find out the reason from the perspective of motivation, satisfaction and their intention to behave. Based on the psychography Chinese and Japanese tourists who have psycho-centric characteristics mean that they are looking for familiar tourist destinations that are similar to the atmosphere of their own countries. Therefore, Chinese tourists usually have a preference to eat at Chinese restaurants, shopping at the art shop owned by Chinese businessmen, stay at hotels being decorated in Chinese style, serviced using Mandarin.
language. Similarly, the Japanese tourists have preference to eat at Japanese restaurants, stay in hotels managed by Japanese management, and service using Japanese language.

The island of Bali is one of the favorite preference for Chinese tourists. The number of Chinese tourists visiting Bali increased from 2013 to 2017. The percentage of Chinese tourists visiting per year from the total number of foreign tourist visits to Bali are as follows. In 2013 the percentage was (11.82) from the total numbers of foreign visit (3,278,598); in 2014 was 15.57% of the total visits(3,766,638); in 2015 was 17.20% of the total visits (4,001,835); in 2016 was 20.11% of the total visits (4,927,937) and in 2017 was 24.32% of the total tourist visits(5,345,421), while the Japanese tourists was also increasing but not significant compared to Chinese tourists visiting Bali (Bali Province Tourism Office, 2006, 2014; Denpasar Government Tourism Office, 2016).

The number of tourist visits is used as a standard of the successful developing of tourism sector in Indonesia. The tourism industry could support increasing of foreign exchange from the non-oil and gas sector. Therefore, the Indonesian Ministry of Tourism issued a policy to reach the target of inbound tourist to Indonesia by 20 million in the year 2020. One of its policies was visa-free visiting given to 30 countries in the world. Due to this policy, the Ministry of Tourism had successfully to achieve the target 15 million tourists visiting Indonesia in 2017, and 20 million tourist will visit Indonesia in 2020.

One effort is conducted to increase the foreign tourist arrival in Indonesia through understanding the motivation that become push factor of tourist visiting destination as well as pull factor being belonged by destination. Research about tourist arrival in Bali was carried out by Suradnya (2016); Suryawan and Suryawardani (2017) who explained that there are eight external motivation attracting tourists visiting Bali, such as (a) the reasonable tourist`s product price; (b) culture and its manifestation; (c) beach and its attraction; (d) comfortable tourism atmosphere; (e) the opportunities for recreation; (f) image; (g) natural beauty.

The desire of tourists to revisit is not only because of motivation (intrinsic factors), but also extrinsic factors such as images that are supported by a service and services provided. Sudiarta (2013) states that there are positive correlation between the satisfaction with the intention to revisit to a destination. The more satisfy of visitors, the higher the desire to revisit. Conversely, the dissatisfaction of tourists dampen the desire to revisit and even impact negative recommendation. This paper will discuss the motivation and the characteristic of Asian tourists especially China and Japan to visit Bali.

MATERIALS AND METHODS

Research is carried out at some tourist attractions in Bali, so that they represent the places that visited by tourists. Tourist attractions that will be chosen was Uluwatu, Tanah Lot, Ubud, Kintamani and Nusa Penida.
The types of data is divided into two such as (1) qualitative data is data being in the form of information such as demographic aspects of tourists; education, gender and others; (2) quantitative data is data in the form of numbers, such as number of samples, number of tourists; while the sources of data include (1) primary data is data obtained directly from the results of surveys, interviews and questionnaires distributed to tourists; (2) secondary data, namely data obtained from indirect sources, such as data from the Bali Provincial Statistics Agency, data from the Bali Provincial Tourism Office as well as literature books, research results.

The research instrument is a tool used to collect information in the form of questionnaires and interview guidelines. Questionnaires will be given to tourists visiting the tourist attraction in Bali and interview guidelines as well.

The population in this research was foreign tourists from Japan and China who visited Bali. Samples were taken using quota sampling as many as 100 tourists who were at least 27 years old. The number of samples as much as 100 is considered as a large sample and represents the population (Malhotra, 2002: 349; Sugiyono, 2013: 91).

Data will be analyzed using descriptive analysis describes Japanese and Chinese tourists from demographic, motivation, characteristic and behavioral aspects as well.

RESULTS

Out-Bound Tourist Growth in Japan

Outbound tourist growth in Japan is driven by disposable income, leisure time, decreased of plane ticket prices, and yen exchange rates. In 1974 around two million Japanese tourists conducted outbound tour (Carlile 1996; NZTP1986; Tokuhisa in Watkin, 2006: 27 ). By1980s, the Japanese government changed its policy of actively encouraging outbound tourism with the main goal of balancing Japan's trade balance surplus and promoting the better international relations through its citizens' trips abroad. In 2000, Japan became the main tourist generating country in the world. Although Japan experienced the growth of the aging population, the outbound tourist is expected to continue to grow, but slower than the previous ten years (Sakai, et. al., in Watkin, 2006: 27). In 1987 the Japanese government announced that, "by 1992, ten million Japanese tourists would conduct an outbound tour" and this target was reached one year earlier than the previous plan, thus placing Japan as the third ranked country whose citizens traveled abroad (Cha, et .al., in Watkin, 2006: .27). The Japanese government also plans the 21st century tourism multiplier effect program which aims to improve understanding between Japan and other countries through the promotion of inbound tourism and outbound tourism

Japan is known as a country with more outbound tourists. Based on data released by the Minister of Foreign Affairs, in 2004, around 3.7 million Japanese tourists traveled to America including 1.5 million went to Hawaii and 906,000 to Guam. Furthermore
traveling to China (3.3 million), Korea (2.4 million), Thailand (1.2 million), Hong Kong
(1.1 million) and Taiwan (887,000) as popular destinations for Japanese tourists. In 2014
Japanese tourists visited Southeast Asia were 3.5 million (around 20%) of total outbound
tourism in Japan. The Asian countries visited by Japanese tourists in 2004, such as
Thailand (1.2 million); Singapore(599,000); Indonesia (575,000); Philippines (382,000);
Malaysia (301,000); and Vietnam (267,000) (Yamashita, 2006: 2).

China's Tourism Out-Bound Growth

Along with sustainable economic reforms, national income and per capita income of
Chinese society has increased very rapidly (Peng, 2013). In addition, the development of
tourism in the People's Republic of China is also supported by the existence of policies
regarding official holidays and vacation systems for employees, which has made traveling
as a part of the Chinese people's lifestyle. According to the 2014 China Statistical
Yearbook, in 2013, the population of the People's Republic of China had reached
1,360.72 million people. As the country with the largest population in the world, China
can be considered as the biggest tourist market in the world. The countries that become
the preference of Chinese tourists to be visited had created China as a potential
emerging tourism market. In some Asian countries, such as Indonesia has made China to
be the most generating inbound-tourism market in Indonesia.

The study showed that the average of annual growth of Chinese outbound tourists in 2004
to 2013 was 14.74%, with the number of outbound Chinese tourists from 2010 mounted 2013
as follows (a) in 2010(57,390,000 trips), (b) in 2011 (70,250,000 trips), (c) in 2012
(83,180,000 trips), and in 2013 (98,190,000 trips). The World Tourism Organization
(WTO) predicts that the Chinese market to be the largest market with around 100 million
tourists out-bound by 2020. Approximately more than 7% of the total world tourists visit
is contributed by the Chinese market, so that China is becoming a potential market in the
world (WTO, 2006). Outbound tourist China generally comes from the middle-income
class families to the upper of the middle economic classes and entrepreneurs.

In 2002, China ranked the 7th in the highest number of overseas trips. The total amount
of expenditure by Chinese tourists reached US $ 15.4 billion, or around 10.7% increased
compared to 2001 (WTO, 2006). According to the data from the China outbound tourism
development (2013), the percentage of Chinese tourists who spent more than 5,000 Yuan
on outbound tourism trips was lower in 2012 than in 2011. The highest expenditure for
shopping was 34.1%, followed by expenditures for transportation 21.6% (King, et.al.,
2006). The top ten Chinese tourist destinations are Hong Kong, Macau, South Korea,
Thailand, Taiwan, Singapore, USA, Japan, Vietnam and Malaysia (Grant, 2013).

DISCUSSIONS
Travel Motivation Japanese Tourists

Motivation of Japanese tourists to do out-bound tour is a push-factor for traveling, including: relaxation, learning, adventure, family, travel bragging, and sports (sports). Japanese tourists want to get new knowledge and enjoy adventure. In tourism brochures promoting themes that can attract Japanese tourists, such as experiencing and discovery are experiencing the vibrations of feelings, mingling with local communities (tokekomi溶け込む), freeing themselves from fatigue and burdens. work that requires concentration of mind (majime真面目), the stress experienced by carrying out orders from superiors in the company or office, freeing themselves from restraints and restrictions from Japanese traditional and cultural traditions. Japanese tourists can self-actualize through enjoy-yourself, play (asobu遊ぶ), no-load / light-hearted (kigaru気軽に), rest quietly (yukkuriゆっくり), relax (nombiriのんびり), use time freely, enjoy the fun of traveling (yuttari行ったり), enjoying calm and tranquility of the heart (ochitsuita落ち着いた) and free time (yutoriゆとり)(Cha, McCleary and Uysal`s, 1995).

Furthermore, Nishiyama (1996)said that that intrinsic motivation is a driving factor for Japanese tourists to engage in out-bound travel, including: freeing themselves from population density and lack of green open spaces, parks and sports facilities, so that they go out to find open space and natural beauty. Another motivation is out-bound Japanese tourists to strengthen family ties (enhancement of kinship relationship), prestige (prestige), finding new things (novelty), escape from the routine, relaxation and hobby(Woodside and Jacobs, 1985; Yuan and McDonald, 1990).

There are the five main motivations (push factors) of Japanese tourists out-bound tour such as (1) looking for new places that have never been visited (novelty place); (2) pleasure (entertainment / performance); (3) breaking away from busyness; (4) relaxation; (5) elevating knowledge (You et., al, 2000). Kim,S.S., et.al., (2005) analyzed about the motivation of Japanese tourists compared to Anglo-Americans. He concluded that Japanese tourists have collectivity characteristics, while American tourists are individual characteristic however the young Japanese tourists tend to be individual. There are seven motivations for Japanese tourists traveling to Scotland such as novelty; escape; prestige; relaxation; understanding of culture and experience, self-development, and benefits for future careers. Heung, Qu and Chu’s (2001), mentioned that the characteristics of Japanese tourists traveling to Hong Kong i.e. shopping and culinary tours, exploration (adventure, entertainment, and new things), attractions and seasons, cosmopolitan cities, realize your dreams (visit new destinations).

Travel Motivation of Chinese Tourists

Iso-Ahola (1982), states that travel motivation is caused by internal motivation that can provide answers to the reasons for traveling, types of experience expected, selection of destination places, and activities to be carried out during the trip. The pull-factor is a
force that can influence a person's decision about a destination chosen according to the characteristics and attributes of the destination, such as beaches, natural attractions, historical and cultural attractions, interesting tourist activities, events, prices of products and services. Push-factor also influences tourist decisions relate to travel destinations, such as relaxation, adventure (adventure), prestige, body freshness, fitness and health, and social interaction (social interaction).

Kozak (2002) examined the motivation of Chinese tourists to South Korea for psychological needs, namely to escape from psychological distress due to workload, break away from the mundane environment, seek cultural experience, social interaction, achievement (prestige), and finding novelty. Cultural experience and finding new things (novelty) is a strong reason for outbound tours of Chinese tourists traveling in groups. The pull-factor that is most influential on the decision of Chinese tourists to choose destinations, such as the quality of accommodation’s facilities, the quality of service, ease of travel planning, shopping paradise, and the quality of local transportation. In addition, demographic variables such as gender, status, education and employment also influence travel decisions.

Hong Kong is a favorite place for Chinese tourists for shopping. Chen and Jianjun (1999) stated that shopping is the main purpose for certain destinations such as Hong Kong. Furthermore, Gou, et. al., (2011) in his research revealed that there are three driving factors for shopping destinations such as (a) scarcity; (b) the suitability of the prices of goods in China and Hong Kong; (c) and convenience in payment, as well as product quality and brand. Therefore, they will shop in supermarket or specialty shop having famous brands (brand shop). In addition, Chinese tourists visiting Hong Kong are mostly young people who are highly educated, the decision to travel is decided by themselves or based on advice from their family or friends.

Based on the research conducted by DalinaAmonhaemanon and LalitaAmornhaymanon (2014), the motivation of Chinese tourists visits to Thailand shows that the push-factors and pull factors are very important in decision making for destination selection such as destination images and destination attributes. The ranks of push-factors that motivate Chinese tourists traveling to Thailand such as (1) beaches and natural attractions; (2) cultural festivals and events; (3) the exchange rate of Yuan; (4) historical sites and religious worship; (5) price level of goods and expenses; (6) shopping opportunities; (7) quality of accommodation; (8) quality of service; (9) the warmth and hospitality of the indigenous people; (10) restaurants and local food; (11) entertainment and nightlife; (12) accessibility; (13) tourist activities; (14) transportation and infrastructure; (15) airport facilities; (16) sports and adventure. While the pulling factors that motivate Chinese tourists to choose Thailand such as (1) tourism information center; (2) cleanliness; (3) security and safety; and (4) souvenirs. From the 20 attributes of push-factors and pull-factors of Chinese tourists to Thailand, there are five main dimensions that influence them to make decisions to choose Thailand, such as (1) natural beauty and beaches; (2) cultural festivals and events; (3) Chinese’ Yuan exchange rate toward Thai’s Bat; (4) historical sites and Buddhist worship, (5) the prices of goods and expenditures in tourist
destinations. Meanwhile the three pull-factors in the destination being also affect are the availability of information from the tourist information center, cleanliness and safety and security.

**Characteristics of Japanese Tourists Visiting Bali**

The number of Japanese tourist visits to Bali in the last five years (1992-1996) was fluctuations i.e. in 1992 (164,538); in 1993 (173,894); in 1994 (211,000); but in 1995 it decreased (112,227); and in 1996 it increased (164,445 people). The majority of Japanese tourist visits to Bali aged 20-29 years (52.1%). Meanwhile, the tourist aged 30-39 (20.2%). The number of Japanese tourists visiting Bali was dominated by young tourists.

From the gender of Japanese tourists visiting Bali in 1995 when the booming Japanese tourists visited Bali, the highest number was female tourists totaling 52.8%. From the background of the employment of Japanese tourists visiting Bali was employees (34%). The number of Japanese tourists being students was 19.4%, while the majority of students were visiting Bali for vacation (91%). Other motivations, such as visiting family and friends (0.6%) and this fact showed that in 1996 Japanese families were found in Bali through the process of intermarriage.

Based on the results of the 2017 field survey of 100 respondents showed that the female tourist visits to Bali still dominated around 60% (57 peoples), while male tourists were around 40% (38 peoples). Characteristics of Japanese tourists based on age was dominated by tourists with the range of age over 40 years was 50% (48 people), the percentage of age range 24-30 years was 23% (22 people), the percentage of age range 31-40 years was 23% (21 people), and the age range 15-20 years was 4.2% (4 people). Meanwhile, the characteristics of Japanese tourists based on occupation was dominated by private employees 39% (35 people), the percentage of other occupation 35% (34 people). On the other hand, the percentage of students was 20% (19 people), and government employees percentage was 5.2% (5 people). The characteristics of tourists based on the education background was dominated by bachelor 71.5% (68 people), postgraduate was 20% (19 people), the high school was 8.4% (5 people). The characteristics of Japanese tourists based on the travel descriptor dominated by pleasure and leisure trips was 91.5% (87 people), for business was 4.2% (4 people), meeting with friends and family was about 4.2% (4 people) (Valentino: 2017).

The main attraction attracting them to visit Bali was natural beauty (42.9%); and Balinese culture (22.9%). Based on the trip descriptor they came to Bali in group (59.4%); and individually (39.4%). In term of where they stayed during their staying in Bali, most of them stayed in star hotels (61.1%), non-stars hotel (24.9%), home stay (3.6%); and live with relatives (1.2%). Based on the results of a study conducted in 1996 of 165 Japanese tourists, it showed that the length of stay of Japanese tourists in Bali is 6.2 days. The average expenditure of Japanese tourists during their stay in Bali was 39.80 US dollars per day. Concerning the impression image of Japanese tourists to Bali said it was good
It was approximately (76%) of Japanese tourists came to Bali for the first time. In other words, around 20% of Japanese tourists visit Bali for the second or third time. This showed the fact that one of five Japanese tourists made revisit to Bali. Japanese tourist get information about Bali from magazines and brochures (54%) and they came to Bali with their friends (48%). Furthermore, 64% of Japanese tourists thought that attractive tourism objects in Bali was natural landscapes and they were very interested in coming to Bali again (68%). (Sendra, 2001: 20).

One characteristic of Japanese tourists was the active involvement of Japanese female tourists being age 20 years old until 30 years old in various tourism activities in Bali. They occupied around 50% of all Japanese female tourists who conducted out bound travelling (Yamashita, 2006: 4). As for Japanese female tourists, Bali has a special appeal. Japanese women's magazines published Bali as a special attraction to be a place for healing (iyashi). The practice of healing has been carried out in Japan since the Edo period (1600-1868). Japan has a tradition to elevate health by bathing in hot spring (onzen). The tradition of visiting hot springs near the mountains is a pull-factor for the domestic tourism market in Japan, because Japan is very rich in natural resources of mountain hot springs. One of the pull factor for Japanese tourists to travel to Bali was to recover physical mental spiritual and mind due to workaholic culture.

As for Japanese female tourist, Bali is not only as a body and mental spiritual healing destination, but also as a romantic destination especially for those who are interested in engaging love with local people as in Ubud to conduct mixed married. This is a sociological impact as a result of the sex appealing possessed by Balinese men. Basically the image of Japanese tourists towards Balinese are an artists, friendly, very strongly bound and oriented to culture, religion, and togetherness, dynamic and flexible, the patrilineal family as same as the Japanese family. The intrinsic motivation belonged to Japanese women to marry with young Balinese men was due to the bio-psycho-socio-cultural needs. The couples need sexual satisfaction as the biological dimension of marriage, also because of the urge to feel safe, love and passion as a dimension of psychology in marriage. The special motivation of Balinese-Japanese intermarriage was stated by Kean (1973), stated that, "the motivation of Balinese people to marry foreign tourists due the motivation of money and social prestige. Motivation of social prestige is a reflexing of the socio-cultural tradition of the Balinese as a multi-clan and caste society. This social prestige is manifested in a new format, where the status of tourists has a high position due to the image of Japanese tourist among Balinese people. This social prestige is also a manifestation of the patrilineal system in Balinese society. Many Japanese tourists decided to marry Balinese men establishing Japanese-Balinese mixed marriages. The increasing numbers of Japanese-Balinese mixed marriages as a result of the booming Japanese tourist visits to since 1995. After marriage they mostly remain in Bali and female partners work in the tourism sector, such as hotels, restaurants, travel agents, arts shops, and some of them with their husbands managing homestays in Ubud(Yamashita, 2006: 5; I Made Sendra, 2010; Geriya, 2002).
Characteristics of the Japanese and the Chinese Tourists Visiting Bali

According to Petersen (2009) stated that, physical attributes such as security, natural beauty, facilities etc belonged to Bali became the pull-factor to visit Bali. Bali has a lot of destination attributes, such as the uniqueness of cultural heritage, natural beauty, hospitality of indigenous people, local wisdom of “tri hitakarana” (three pillar of sustainability) for protecting of tourism resources (nature, culture and tradition) through maintaining a harmonious relationship among humans, nature and God.

<table>
<thead>
<tr>
<th>Items</th>
<th>Tourist Generating Region</th>
<th>Japanese (%)</th>
<th>Chinese (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Japanese (%)</td>
<td>Chinese (%)</td>
</tr>
<tr>
<td>Sex</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td></td>
<td>46</td>
<td>20</td>
</tr>
<tr>
<td>Female</td>
<td></td>
<td>27</td>
<td>38</td>
</tr>
<tr>
<td>Ages (years old)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16-25</td>
<td></td>
<td>14</td>
<td>24</td>
</tr>
<tr>
<td>26-55</td>
<td></td>
<td>56</td>
<td>76</td>
</tr>
<tr>
<td>&gt;56</td>
<td></td>
<td>30</td>
<td>0</td>
</tr>
<tr>
<td>Education Back Ground</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Junior High Scholl</td>
<td></td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Senior High Scholl</td>
<td></td>
<td>22</td>
<td>0</td>
</tr>
<tr>
<td>Diploma</td>
<td></td>
<td>13</td>
<td>52</td>
</tr>
<tr>
<td>Bachelor</td>
<td></td>
<td>8</td>
<td>44</td>
</tr>
<tr>
<td>Master</td>
<td></td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Doctor</td>
<td></td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Occupation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students</td>
<td></td>
<td>14</td>
<td>20</td>
</tr>
<tr>
<td>Employees</td>
<td></td>
<td>36</td>
<td>8</td>
</tr>
<tr>
<td>Manager</td>
<td></td>
<td>10</td>
<td>52</td>
</tr>
<tr>
<td>Businessman</td>
<td></td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>House wives</td>
<td></td>
<td>30</td>
<td>12</td>
</tr>
</tbody>
</table>

(Source: Field Research 2018)

Based on questioners that has distributed among the Japanese and Chinese tourist express that most of Japanese tourist were male (27%); Chinese tourist were also male (38%). Based on ages the Japanese tourists being age 26-55 years old was 56%, meanwhile the Chinese tourist (76%). It mean that the Japanese and Chinese tourist traveling to Bali have the same structure of age i.e. the productive age. Even though, they have the same structure of age, the percentage of Japanese tourist being more than 56 years old was quite high (30%). It means that Bali has a good prospect to develop as brown hair tourist destination since Japan is famous with the graying society.

Based on education the Japanese tourists has education background Senior high school (22%), diploma (13%); meanwhile Chinese tourists has education background diploma (52%) and bachelor (44%). It means that the education background of Chinese tourists were higher than Japanese tourists which will influence the decision to make preference.
on tourism activities and motivation as the following table. Based on the occupation show that the highest numbers of Japanese tourists were employees (36%), and household wives (30%), meanwhile the Chinese tourists were manager (52%), and students (20%). It means that the higher the education is the more needs travelling due to the incentive travelling given by the company.

The Motivation of Asia Tourist Visiting Bali

The motivation in tourism divided in two categories to explants why people going on holidays i.e. intrinsic motivation (push factors) and extrinsic motivation (pull factors) (Crompton, 1979; Dann, 1977; Pearce, 1982; Iso-Ahola, 1982). There are some indicators to motivate tourist going on Holidays in Thailand such as (1) new experience; (2) traditional culinary; (3) relaxation; (4) learning new culture; (5) learning something new; (6) traditional market; (7) escape from daily retinitis; (8) adventure; (9) the weather; (10) enjoy the activities.

The motivation of Japanese and Chinese tourists coming to Bali is explained based on the data as the following table.

<table>
<thead>
<tr>
<th>Items</th>
<th>Tourists</th>
<th>Japanese (%)</th>
<th>Chinese (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Frequency of Visit</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1st time</td>
<td></td>
<td>34</td>
<td>64</td>
</tr>
<tr>
<td>2nd-3rd</td>
<td></td>
<td>24</td>
<td>14</td>
</tr>
<tr>
<td>4th-5th</td>
<td></td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>6th-7th</td>
<td></td>
<td>2</td>
<td>12</td>
</tr>
<tr>
<td>&gt;7th</td>
<td></td>
<td>19</td>
<td>0</td>
</tr>
<tr>
<td><strong>The Length of Stays</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-3</td>
<td></td>
<td>56</td>
<td>42</td>
</tr>
<tr>
<td>4-6</td>
<td></td>
<td>6</td>
<td>34</td>
</tr>
<tr>
<td>7-9</td>
<td></td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td>10-12</td>
<td></td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>&gt;13</td>
<td></td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td><strong>The Place of Staying</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Star Hotel</td>
<td></td>
<td>20</td>
<td>46</td>
</tr>
<tr>
<td>Melati Hotel</td>
<td></td>
<td>30</td>
<td>0</td>
</tr>
<tr>
<td>Cottages</td>
<td></td>
<td>28</td>
<td>30</td>
</tr>
<tr>
<td>Villa</td>
<td></td>
<td>6</td>
<td>16</td>
</tr>
<tr>
<td>Family‘s House</td>
<td></td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td><strong>Dining Places</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel</td>
<td></td>
<td>28</td>
<td>36</td>
</tr>
<tr>
<td>Outside hotel</td>
<td></td>
<td>28</td>
<td>38</td>
</tr>
<tr>
<td>Fast Food</td>
<td></td>
<td>34</td>
<td>18</td>
</tr>
<tr>
<td>Cafe / Pub</td>
<td></td>
<td>10</td>
<td>8</td>
</tr>
</tbody>
</table>
Based on the above table shows that the frequency of the first timer visiting Bali is highest i.e. Japanese (34%) and Chinese (64%). By comparing the most frequencies Chinese and Japanese tourist shows that Chinese tourist more loyal than Japanese tourist so that in 2017 the Chinese tourist become the first rank that means Chinese market to be the “New Generating Tourism Market” in Bali; so do the Japanese tourists have a good loyalty making Bali to be: the Spiritual Homeland” (Yamashita, 2006).

According to the length of stay 1-3 days, not only Japanese tourist show the highest percentage (56%) but also Chinese tourist (46%). From the comparing data conclude that Japanese and Chinese tourist who have psychocentric characteristic are preference to visit Asia countries which have the same characteristic in heritage, the way of life, amenities, tourist attraction etc making them comfortable to visit to become intrinsic motivation (push factors) and extrinsic motivation (pull factors). Japanese and Chinese tourist have tradition of ancestors worship, the Barong Sai Dance, Shishimai Dance which the same with Balinese culture (Barong Dance). The Japanese tourist are imaging Bali as the island of god (Kamigami no Shima) and the “Spiritual Homeland”.

Based on the place of staying, most of the Japanese tourist stayed at Melati hotel (30%), meanwhile the Chinese tourist stayed standard star hotel (46%). Comparing those data shows that Japanese tourist preferences to choice low cost budget hotel due to the influence of the demographic structure of population in Japan as the graying society to the income per capita of Japanese society. Meanwhile, the country of the People’s Republic of Chinese recently become the new emerging countries in Asia as the developed industrial countries.

Based on the dining places show that the Japanese tourist have preference to have meal at fast food restaurant (34%), contrary to the Chinese tourist who preferred to have meal at
the restaurant outside hotel (38%). These data show that Japanese tourist more preference to have meal at fast food restaurant due to the strict itinerary and the short length of stay. On the contrary the Chinese tourist were preference to have meal outside hotel because of the Chinese tour operator have joint venture with the local Chinese restaurant with the low budget travelling.

In term of shopping places, the Japanese tourist had preference in shopping at gallery due to they had traditional image of travelling to give a good quality gift (*meibutsu*) that will be distributed to beloved family, relative and friends. On the other hand, the Chinese tourist were preferred by Chinese tour operators who had cooperation with the local Chinese businessman to buy souvenirs at traditional Balinese gift-shop. The payment system was arranged in e-money, so that generate leakage in term of foreign exchange.

From the perspective of tourist attraction, most of the Japanese tourist were interested in visiting beach (32%) and Chinese tourist (58%). Based on the comparing data show that not only Japanese but also Chinese tourist were interested in travelling to the beach due to a lot of touristic activities that could be consumed such as parasailing, fishing, diving, snorkeling, banana boat, enjoy the underwater coral, flora and fauna through submarine boat etc. Meanwhile the Japanese tourist were fond of travelling to mountain area having affluent of hot spring (*onzen*) and spa for health treatment and body fitness. On the other hand, the Chinese tourist were interested in visiting the bubbling tourist object that had been packed by travel agent such as full-day tour, half-day tour, rural tourism etc.

According to the purpose of travelling, the Japanese tourists were interested in travelling to Bali for holiday (60%) and Chinese tourists (75%). By comparing these data show that there was a trend that Bali was popular for pleasure and leisure due to the image of Bali as the island of thousand temples, the island of paradise and the last paradise. Those image become pull factor to energize them coming to Bali and also the work atmosphere in Japan and China that demands high performance to face the competition in the era of globalization between advanced industrial countries that conditioned human resources to work like a robot that produce workaholic culture. These situation become push factors (intrinsic motivation) to initiate people going on holiday to escape from routine.

**CONCLUSIONS**

The motivation in tourism divided in two categories to explain why people going on holidays i.e. intrinsic motivation (push factors) and extrinsic motivation (pull factors). The physical attributes such as security, natural beauty, facilities etc belonged to Bali became the pull-factor to visit Bali. Bali has a lot of destination attributes, such as the uniqueness of cultural heritage, natural beauty, hospitality of indigenous people, local wisdom of “*tri hitakarana*” (three pillar of sustainability) for protecting of tourism resources (nature, culture and tradition) through maintaining a harmonious relationship among humans, nature and God.

The characteristic of Japanese and Chinese tourist visiting Bali most of them are first timers, the length of stay 1-3 days, the Chinese tourist stayed at standard star hotel but the...
Japanese tourist prefer to choose low cost budget hotel. The Japanese tourist prefer to have meal at fast food restaurant, contrary to the Chinese tourist prefer to have meal at the restaurant outside hotel. In term of shopping places, the Japanese tourist had preference in shopping at gallery due to they had traditional image of travelling to give a good quality gift (meibutsu). Meanwhile the Chinese tourist prefer to buy souvenirs at traditional gift-shop. Not only Japanese but also Chinese tourist were interested in in travelling to the beach due to a lot of touristic activities that could be consumed such as parasailing, fishing, diving, snorkeling, banana boat, enjoy the underwater coral, flora and fauna through submarine boat etc.

ACKNOWLEDGEMENT

The authors would like to thank to ministry of research and technology of higher education of Indonesia that have provided Research Grant 2018.

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The Importance of Planning of GastroDiplomacy Initiative in Social Media Strategy, Case: Gastronomy Destination Prototype

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Abstract

Social Media has been in the last decade emerging in all sectors. The use of social media has increased for personal matters, in business fields as well as government initiatives. Tourism sector is now one of the biggest issues to be developed in Indonesia and maybe all around the world. It requires strong infrastructure, access, and readiness of the local community in receiving tourists. One of the Indonesian initiatives is to enhance the Culinary Tourism by forming a special team in the acceleration culinary tourism development within the Ministry of Tourism of the Republic of Indonesia.

A strong program has been launched to emerge the local gastronomy and has been recognized by UNWTO as the prototype destination of gastronomy. Being recognize since more than 2 years, the researcher observed that the initiative has not used social media to promote it. As an administrative research, this paper emphasizes in the sociocultural ground with interpretive paradigm to find out the promotion plan through media and how media can give a strong impact in the initiative campaign, more particularly in social media practice. As one of public diplomacy, the prototype of Gastronomy Destination is moving towards Gastrodiplomacy. As Lomborg (2015) suggest, new social media platforms, services, and application are introduced at a fast pace. Thus, it can be assumed that the social media would help the fast promotion of the government initiatives. This technology determinism believes that the social media is considered as the main driver of the wheel of social change. Technology and culture implicate in continuous process of change, adaptation and accommodation while the human factor lies behind it. A strong strategy of social media on this public diplomacy initiative will provide not only an enhancement in the transnational foreign affairs and communications, but also a strong development in tourism industry.

Keyword: social media, public diplomacy, gastronomy, gastro-diplomacy, tourism

I. Introduction

Having enormous tourism resources and having been developing the tourism industry in Indonesia, the government of the Republic of Indonesia has raised the issues on how to augmenting the number of International tourist arrival in Indonesia. It has been discussed since the last few years and different strategies have been implemented. The target goal set by the government mobilizes the stakeholders in Indonesia tourism industry to strategically set their plans towards the 20 million tourist arrival in 2020, which is an uneasy situation for them. Considering the existing condition of Indonesia hospitality and tourism business, there are many fields related to hospitality and tourism industry that are subjects to improvement. However, this is not only the responsibility of the government, other parties such as the industry players and academicians may take an important role to the success of the goal.

The needs of the hospitality and tourism industry in all aspects require strategic planning to fulfill. It may start with its nature which is related to human behavior thus their habits, needs,
interactions, and interests. To achieve the targeted number of tourist arrival in 2020, strategies are developed such as tour programs in various destinations and developed attractions within. Other aspects are very interesting to be developed to be included in the strategy such as accommodation, transportation, and of course culinary as the basic needs for tourists. Culinary plays important part of the tourist activities. The basic needs of tourists in meals are having breakfast, lunch, and dinner. Still, there are experiences beyond eating which is attractive to be discovered by the tourists, known as gastronomy.

In most western countries, gastronomy is mostly the main reason of tourist chosen destination. Now, do they have to opt of looking for culinary experience or gastronomy? It is rarely understood that culinary is different from gastronomy. What is the difference between both of them, and how tourists as well as local community perceive? Most Indonesians tend to fulfill their needs in food and having their stomach full, while there are more beyond eating. Today, the eating activities turned into a way of getting pleasure with the increase of tourism activities and the need of eating out (Güler and İrigüler 2017). Tourists tend to try new things and when it comes to the food, they are curious to taste new flavors. (Güler and İrigüler 2017) also suggest that this desire is enhanced by the willingness to tasting them in their place of origin, observing the production phase and participating in tasting events, visiting the restaurants of world-famous chefs or food festivals are becoming main motivations within tourism activities.

A tourist destination is something more than a conglomerate of natural, cultural, or artistic resources because it also has to reflect the experience that the traveler seeks (Pérez Gálvez et al. 2017). Pérez Galvez et al. (2017) also suggest that travelers can be interested in the local food and in obtaining gastronomic experiences, and these experiences can even play an important role in the choice of the destination and in their level of satisfaction.

The important role of gastronomy in tourism has in the past few years been raised by the UNWTO through an annual Forum of Gastronomy Tourism. The forum has been held in different countries, such as San Sebastian in Spain in 2017, and the latest one in 2018 was in Bangkok Thailand, of which the researcher attended. The role of the government and non-government organization is intensely argued. There are three issues discussed which are the role of associations, the role of government, and the education one. The establishment of culinary associations is to leveling up all practitioners to meet the regional standard, while regulations are to be established by the government with liberty to preserve and give privacy on the secret recipes. To enhance and preserve gastronomy, the education plays another important role that requires gastronomy to be inserted in the curriculum.

The question now is how the gastronomy is able to participate in the government initiatives in Indonesia. The needs to spread the awareness of Indonesians in acknowledging the importance of its gastronomy are there. The evolution and history of gastronomy has been clearly influenced by the social and economic background in each period of time. In 1825, gastronomy was defined as ‘the reasoned knowledge of all that relates to man feeding himself’. Its aim was to ‘attend to the preservation of man by means of the best possible food’ as suggested by Vega and Ubbink (2003) (Pérez Gálvez et al. 2017). Moreover, the related stakeholders who play important roles in mobilizing its regions to advance the respective gastronomy into a valuable tourist interests.

Indonesian government has been trying to enhance the tourism industry through various activities. One of the initiatives is to promote a destination through its gastronomy to increase the number of foreign tourists by developing a gastronomy destination. Gastronomy is used then as a diplomatic communication to reach the goal, and it is known as gastro-diplomacy. The relationship between promoting and the media to promote should have been a The success of such government initiative is related on how national and international audiences recognize it. Nowadays, technology determinism plays an important role in the process and the focus is on the
social media utilization. Looking at the initiative of establishing a gastronomy destination prototype, there should have been a dedicated or related social media account to promote which cannot be found. It is curiously presented and compelling to discover the details on the in the initiative and how social media take an important role.

II. LITERATURE REVIEW

Tourism development, which is increasingly in demand by various countries around the world, does not make Indonesia overlook the maritime nature in terms of its geography. In the effort to encourage culinary tourism, the Ministry of Tourism of the Republic of Indonesia established the Team for the Acceleration of Gastronomy and Shopping Tourism Development in recent years. The specificity of team establishment that focuses on gastronomy and shopping tourism gives an understanding that shopping and gastronomy tours will be enjoyed by various types of tourists who will travel.

1. Gastronomy

The culinary field has developed into a real business within the scope of world tourism activities. However, culinary is one thing, and there are other things related to food and drink, that is related to how a tourist can enjoy local dishes. It is not only the process of discovering and enjoying local dishes, but how tourists can appreciate and bring the experience back to their respective countries is the most important part of a memorable trip. Therefore, this is where the gastronomic role really needs to be developed in order to increase the number of foreign tourists to Indonesia as proclaimed by the Indonesian government.

To understand gastronomy, Zahari et al (2009) argued that gastronomy is an understanding of various social, cultural, historical, literary, philosophical, economic, religious, and other components, in which food is at the heart of the discussion. Etymologically, Zahari et al. (2009) proposed that gastronomy is a derivative of Greek, from the word gastros which means stomach, and nomos which means knowledge or regulation. Actually, the term is very related to knowledge about food. In many dictionaries, the definition given for gastronomy is the art and science of eating savory and delicious food. This focus on art and science translates a certain sense or awareness of skills and knowledge that are very clear related to the origin of the term.

As studied in the Gastronomic Research System (Cuevas, de Guia, and Demont 2017), there are patterns of consumption in various occasions, and that opportunity determines the food a person eats. As stated in Aydin & Şahin (2017), according to Şengül & Tekay (2016, p.89) in their latest study, gastronomy is defined as a discipline that studies food and drinks in culinary culture in terms of preparing tables, tastes and tastes, recipes, serving, and the relationship between all these elements; which examines delicious food and drinks, and that is considered an art by practitioners.

The fact that 12 million tourists have done their trips to other countries for gastronomy but not limited to the food served in Michelin star restaurants, was discussed at the 3rd UNWTO Gastronomic Tourism Forum 2017 in San Sebastian, Spain, in which event the researcher attended. It was discussed in the forum that Gastronomy is about raw materials, markets, recipes from grandmother, and hospitality. All countries have their ways of cooking and raw material culture.

2. Gastronomy as Public Diplomacy
The term of Gastrodiplomacy originated from the word gastronomy and public diplomacy. Solleh (2015) argues that the practice of sharing the country's cultural heritage through cooking is called 'Gastrodiplomacy'. In gastrodiplomacy, food is the substance in the diplomatic process. The word gastrodiplomacy consists of two words, one of which is 'diplomacy' also referred to as public diplomacy and 'gastronomy'. Initially, according to Zhang (2015), the term was used in economic articles to promote culinary art to the world in "Food as Ambassador" in 2002. Then, the term gastro-diplomacy developed and was used by nations to promote their culture to build the image of the food industry, attract foreign tourists, and build relationships with foreign public (Pham, 2013). Zhang (2013) added his opinion that actors involved were no longer politicians and chefs, but included cooperation in the fields of food, famous chefs, travel agents, public relations companies, practitioners of public diplomacy, cooking demonstrations on TV, and social media.

According to Lai, Khoo-Lattimore, & Wang (2017), in persuasive communication, the concept of food image and how the role of food and cuisine in a destination can be evaluated is based on 3 (three) components of image namely cognitive, affective, and conative. These three components are proposed by Loudon & Bitta (1993) in which cognitive is the behavior of individuals who already know the object being discussed, affective is the behavior of individuals who have a tendency to like or dislike the object in question, and conative is a behavior that has reached the stage until the individual does something about the object.

3. The Persuasive Communication with Technology Determinism

This study explores ways to convey messages to all regions in Indonesia that are driven by the central government about the role of gastronomy in the Indonesian tourism industry. This research is to find the most suitable communication method. However, it has a viewpoint of Technology Determinism which both directly and indirectly, technology and people who operate it have the same role in moving the wheels of social change through social media (Ratmanto, 2005). Ratmanto (2005) also argues that there is no technology created by accident, it aims to make life easier to be comfortable and better.

In Dainton and Zelley (2004), O’Keefe (1990) argues that there is a requirement for the sender, the means, and the recipient to consider something persuasive. In addition, there are three other problems, first, persuasion involves the purpose and purpose of achieving that goal on the part of the sender of the message. Second, communication is a means to achieve that goal. Third, the recipient of the message must have free will. Thus, persuasion is not intentional, nor is it due to coercion. It is inherently communicative. This study assumes that the implementation of gastronomic experience in an initiative to increase the number of tourist arrivals requires strong persuasive communication to occur. Thus, certain issues are present to analyze such as the possibility of the emergence of social assessment theory, communicator quality, and conveying messages and audience involvement to achieve behavioral change.

In Ratmanto (2005), explained that Marshall McLuhan who is a figure of technology determinism believes that "the media is the message" which means that the media has a certain role that is able influence the community in addition to the message conveyed. This was confirmed by Innis, who stated that the presence of the media itself had had an impact on the overall process of disseminating knowledge or messages. Not to mention Galvin (1994) who argues that the development of electronic communication can solve problems simultaneously the speed of production and distribution. Thus it can be concluded that technology determinism determines the arrival of messages to the expected audience.
Ratmanto (2005) argues that technology and culture are interdependent and cannot ignore one another. When it happens, it will result in inadequate understanding of the technology determinism. Technology and society influence each other, but differ in the rate of change produced by technology. It has thus a very strong relationship between social life and the technology.

Digging deeper the relationship between social life and technology, social media has been strongly used since more than a decade. Related to the issues in this study, the use of social media platforms in government program initiatives is important to focus on. Hadiyansyah et al (2017) argued that the Ministry of Foreign Affairs’ social media was unpopular as expected, however the social media strategy for the government for public diplomacy was very important. In addition, Asean Tourism Ministries (ATMS) recognize that public relations and social media are effective approaches to achieving the target market with the right message, through the right media, and the right time.

4. Social Media and Government Strategy

Like Lomborg (2015), new social media platforms, services, and applications were introduced as a fast-paced platform. Social media is basically a communicative network practice, which means it can be negotiated by various actors, including providers, developers, figures, and users, during the development process (Lomborg, 2014). The image of a country in the eyes of other countries will have an impact on the perspective and behavior of other countries towards the country (Hadiansyah, Purwandari, Satria, Yudhoatmojo, 2017).

![Three Year Map of Social Media Strategy](Source: Hardiyansyah et al., 2017)

**Figure 1. Three Year Map of Social Media Strategy**
This greatly affects the implementation of social media strategies carried out in order to promote government initiatives. However, Hadiansyah et al (2017) argued that there are 6 objectives of the public diplomacy strategy, namely: (1) disseminating facts about the Indonesian government foreign policy and a positive picture of the country using social media and official websites; (2) Develop an early warning system for faster decisions that must be made through real-time media monitoring activities; (3) Get feedback and comments about the Indonesian government's foreign policy; (4) Educating the public to build understanding of foreign political affairs; (5) Encouraging the involvement of all stakeholders and the community in public diplomacy activities; (6) Obtain public support and promotion regarding the Indonesian government's foreign policy and strategy problems.

Research conducted by Hadiyansyah et al (2017), is a research producing a plan for implementing social media strategies for the Ministry of Foreign Affairs of the Republic of Indonesia. The author notes that the strategic plan can be used by ministries and other government agencies, given the same goal of improving the image of our country in the eyes of other countries. A plan with a duration of 3 (three) years has been generated through the SWOT analysis conducted, namely: (1) the first year is to develop the ability and readiness of the organization in taking advantage of social media and optimizing its use for information dissemination and public education activities through the media social; (2) the second year is to increase public involvement on social media through existing involvement community and with influential people on social media; and (3) the third year is monitoring problems in social media regarding relations and international relations policies. Furthermore, it is also to filter public opinion as feedback to decision makers. This strategy is very important to be described and used as a guideline for employees who manage to achieve the main objectives and minimize risks in the use of social media.

III. CONCEPTUAL FOUNDATION

In exploring and examining the social media strategy for gastronomic initiatives in the framework of promoting Ubud as a prototype of Gastronomic Destinations, this research is an administrative research that emphasizes the socio-cultural scope of the interpretive paradigm to find out the promotion plan through the media and how the media can provide useful in the initiative campaign, especially in social media practice. As one of public diplomacy, the Gastronomic Goal prototype in Ubud moves towards Gastrodiplomacy. In looking for the results of this study, the methodology used is Grounded Theory proposed by Glaser & Strauss (1967), which focuses on the practical benefits of a theory in the social field that investigates about and with the criteria concept of fit, work, relevance, and modifiability. What is meant by this is whether the theory is fit (fit), can be done (work), relevance (relevance), and whether it needs to be modified (modifiability). Data collection was carried out by interviewing key informants whose names always appeared in Ubud's Gastronomic Destinations initiative, as the main resource persons were Chairperson of the Team for Shopping and Tourism Development Acceleration, Ravita Datau Mesakh. Another reason in determining the resource person was due to the dissemination of information about the prototype of Ubud Gastronomic Destinations which had been carried out by the concerned 2 times in a world forum organized by UNWTO.

Referring to the strategy proposed by Hadiansyah et al (2017), the implementation plan for 3 years will be seen in the Ubud initiative as a prototype of a gastronomic destination.
Hadiansyah et al (2017) use 6 main objectives of public diplomacy strategies designed to enter into an implementation plan for 3 years (see figure 2).

![Figure 2. Three Year Plan of Social Media Strategy (Source: Hardiyansyah et al., 2017)](image)

IV. ANALYSIS AND RESULT

Gastronomy was observed being poorly understood in Indonesia, even though it already exists in everyday life. The awareness of gastronomy is insufficient for the local people to appreciate the traditional food as an attraction that can be put forward in the development of tourism in Indonesia. Local food is an important part of tourist activity because it is a primary human need. In many countries in Europe, gastronomy is the main reason for tourists to come to a destination. How gastronomy is able to participate in government tourism initiatives, can be shown by the people awareness of gastronomy as well as the gastronomy business stakeholders who can jointly mobilize their region to develop their gastronomy as a high-value tourist attraction. Introduced from Europe, gastronomy is a part of human culture about how to appreciate food and the art of eating that exists throughout the world. The important role of gastronomy in tourism in recent years has been raised by the UNWTO through an annual forum. Looking at Indonesian culinary practitioners, they have the tendency to emphasize their business in culinary products rather than the gastronomic experiences.

Exclusive interviews were conducted in with the Team for the Expansion of Shopping and Culinary Tourism Development from the Ministry of Tourism of the Republic of Indonesia. The interview results provide an overview of how the ability and readiness of the organization in managing a destination that became a prototype that was approved by the United Nations World Tourism Organization (UNWTO). In the findings, the author was informed that the initiative was only launched in early 2017, and was first delivered at the UNWTO forum in mid-2017. The
social media of Ubud Special Gastronomic Destination had not been thought of to begin and be managed. Readiness and ability of a destination are very important that will have an impact on the success of this prototype destination. The cooperation that continues to be fostered with the UNWTO will be formalized in the form of an agreement and is planned to be signed in the second half of 2018. This of course can be great news that can be utilized to promote the initiatives in social media, however its management has to be arranged at the soonest. Official launches have also not been carried out, and are planned for the first half of 2019. This situation can be measured very risky to launch a specific initiative.

In addition to Ubud's readiness as a gastronomic destination, there are several managerial factors that need to be examined further. This is because the existing team has a focus that has not been able to reach various fields in managing a destination, especially those related to promotion. The current focus is still on how every year or periodically, events (events) are held that can increase the motivation of the local community, with quality that can be enjoyed by tourists with "experience based" according to the definition of gastronomy. At present, the activities that have been implemented are still not categorized according to the Gastronomic Destination prototype plan.

The activities that are expected to be focused on Gastrodiplomacy, so that not only the political circles but also from various backgrounds including foreign tourists. However, other problems arise due to funding that has not been fully budgeted because of poor planning. Thus, the social media strategy plan as proposed by Hadiansyah et al (2017) can be further investigated to be applied to this initiative in Ubud, starting with the utilization of all information that is available for activities in the first year.

V. CONCLUSION AND RECOMMENDATION

Aiming to find out the social media planning initiatives in the field of tourism, by the government recognized by world-class organizations, UNWTO, the initiative needs a very strong attention by its stakeholders. A such government initiative to be implemented require careful planning, especially in terms of promotion. Careful planning requires adequate resources, ranging from human resources, costs, infrastructure, and other relevant resources. Careful planning needs to be developed and carried out considering the planned signing of a cooperation agreement with the UNWTO and the official launch of the initiative will be carried out soon. The determination of the social media strategy is an urgent issue and priority for the implementation of the Ubud initiative as a prototype of Gastronomic Destinations in Indonesia. The three year Hadiansyah et al. (2017) planning is to be considered to be used and worked for promoting the initiatives.

The participation of non-governmental organizations, government and industry can influence initiatives, including gastronomy, in the strategic planning of Indonesian tourism and the mobilization of local governments in participating in initiatives. Considering the extent of Indonesia's territory, persuasive communication is needed by involving strong leadership and mass media that strengthen promotion. Leaders in this case can mean government. Gastrodiplomacy as one of the ways to promote Indonesian tourism will be well implemented with persuasive communication patterns that encourage Indonesian gastronomy to be present in the global area and era.
ACKNOWLEDGEMENT

This study is supported by and to support Academy Gastronomy Indonesia chaired by Ravita Datau Mesakh, who is also Chair of the Team for the Expansion of Shopping and Culinary Tourism Development from the Ministry of Tourism of the Republic of Indonesia.

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Abstract
This study was motivated by cultural tourism activities in the city of Bandung that are less attractive and less competitive than other tourism activities such as culinary, shopping and artificial tourism activities. The lack of tourists’ interest in the cultural tourism activity makes Sundanese original art, which is one of the cultural elements in the city of Bandung, begins to be threatened. Along with the increasing demand of tourism sector in Bandung, especially cultural tourism, as well as the need for the preservation of traditional Sundanese art, commodification is one of the efforts to do so through the development of cultural tourism in the city of Bandung. This study employed a qualitative method. The data was collected through observation, interviews, document review. The collected data was then analyzed descriptively-qualitatively. The analysis results suggest that the traditional Sundanese art commodification that takes place in the dancers, choreographers, movements and formation patterns, literary poetry, accompaniment instruments, dance costume, makeup, property, performance time, performance duration, and performance place. The commodification is made as an effort to meet consumer tastes (market demand) of the Sundanese art performance. Such a cultural tourism development indirectly implies preserving traditional art itself because, in each commodification process, there are processes of maintaining and inheriting expertise in Sundanese traditional arts to the next generation. Such a preservation of Sundanese culture also contributes to the frequent art performances. Even though there are changes in the performance duration, the noble values contained in the traditional arts are still maintained.

Keywords: Commodification, Sundanese, Cultural Preservation, Cultural Tourism Development

Theme: Cultural and Heritage Tourism
INTRODUCTION

Currently, the city of Bandung has become the center of tourism activities. The city even ranks first after Bali in term of the most tourists (Bandung Tourism and Culture Office, 2014). The tourists visiting the city of Bandung commonly enjoy its shopping and culinary tourism. However, the city also offers many other tourist attractions such as man-made tourism (e.g. Trans Studio Bandung) and cultural tourism.

Some constraints are, however, faced by cultural tourism in Bandung. This type of tourism is less vibrant and developed due to the strong currents of change caused by globalization so that the values contained in the cultural objects are less desirable so they can be easily excluded and even replaced by foreign cultures. In addition to the strong currents of globalization, the community itself, especially the younger generation, is less appreciative of the cultural activities in their own city and even seems to ignore and abandon their own culture. These issues are quite alarming and threatening due to the marginalization of the local culture and replacement with the foreign one. Sundanese traditional art is also less desirable because the art performance venues are limited and distant from the city center. In addition, cultural objects/sites that have historical heritage are also rarely visited by tourists. The cultural objects or places are less well-maintained, thus causing them less attractive to tourists. These places become neglected, and in a long term, the rich cultural and historical values could disappear.

Therefore, there should be a commodification of culture which, in this case, is traditional Sundanese art. The commodification should benefit people from tourism activities without losing their original culture. The government and the community should get benefit economically from the cultural tourism activities from the visiting tourists, but on the other hand, the community must pay attention to the sacredness, authenticity and noble cultural values of the visited cultural objects/sites.

LITERATURE REVIEW

Sundanese culture is a culture that lives, grows, and develops among Sundanese people who generally live in the Sunda Land. The Sundanese are commonly living in the province of West Java and Banten. The Sundanese community, as well as other ethnic communities, is a historical formation that gives a certain number of nuances for cultural characteristics. From time to time, culture continues to live according to the situation and condition of the social life of its people. The diverse Sundanese culture has its own uniqueness and distinctiveness which distinguishes it from other cultures. The Sundanese are closely related to culture. Sundanese culture, in the structure of the Indonesian social and cultural life, is classified into a regional culture or an ethnic culture to distinguish it from national culture (Rosidi, 2010: 9). Sundanese culture has an important meaning for its supporters, not only as a giver of identity but also a supporting element of the common existence as a community (Rosidi, 2010: 20).
The center of the spread and growth of Sundanese culture is called Priangan. The reason is that it has long been the center of Sundanese culture. Priangan is the central part of West Java, whose geographical conditions are mountainous and many small rivers and the current areas include Sumedang, Ciamis, Tasikmalaya, Garut, Bandung, and Cianjur (Rosidi, 2010:34-35).

Honingmann in Koentjaraningrat (2003:74) says that there are three forms of culture, which in this case, also involves the forms of Sundanese culture, including:

1. Ideas
   This form is abstract and cannot be touched, held or photographed. Ideas are in the minds of the community where the culture is alive. They function to regulate, control, and give direction to actions, behaviors and human deeds of a society. This ideal culture can also be called customs.

2. Activities
   This form is called the social system because it involves actions and patterns of human behavior itself. This form can be observed, photographed and documented because, in this social system, there are human activities that interact and relate to and interact with one another in a society. It is concrete and manifested in the behaviors and languages.

3. Artifacts
   This form is also called physical culture, which is entirely a physical product. It is the most concrete form and can be touched (palpable), seen and documented. For examples: temples, buildings, clothes, fabric, furniture, cooking utensils, musical instruments, songs, dances, etc.

According to Barker (2005:408), commodification is a process associated with capitalism where objects, quality, and marks are made as a commodity. Commodities are things whose main purpose is to be sold on the market, including culture. In this case, Sundanese traditional arts are used as commodities to sell. The arts are modified in such a way to make the performing durations shorter and the story simpler as well as to tailor it to the market needs. When there are aspects in the performance of traditional arts that should be held at certain times, to make the tourists easier to see or enjoy it, the times are adjusted with tourists' time availability (Yoeti, 2013:27).

According to the Convention for the Safeguarding of the Intangible Cultural Heritage, the manifestation of intangible cultural heritage can be seen in the following examples:

1. Oral traditions and expressions, including language as a mode for intangible cultural heritage, e.g. Tembang, Pupuh, Bubuy Bulan, Manuk Dadali, and Tokecang.
2. Performing arts, e.g. Angklung, Benjang, Wayang Golek, and Karinding.
3. Community customs, rituals, and celebrations, e.g. Seren Taun Ceremony, Mapag Panganten Ceremony.
4. Knowledge and behavioral habits regarding nature and the universe, e.g. methods of planting, rainmaking ritual, and so forth.
5. Traditional craftsmanship in Sundanese culture, e.g. Kujang, Boboko, Aseupan and others (Suryani, 2006:20).

Meanwhile, according to Hall & Arthur in Sutrisno (2005:12), cultural tourism includes the following attractions:

1. Cultural, historical and archeological sites, e.g. churches, mosques, temples, historic buildings, areas and cities, and various other cultural events.

2. Distinctive Cultural Patterns, e.g. cultural patterns, traditions and lifestyles (which are different from those owned by tourists).

3. Arts and handicrafts, including dance, music, and drama, and paintings, sculpture. These can be very interesting attractions for tourists, especially if packed well.

4. Interesting Economic Activities, e.g. observation, description, and sometimes the demonstration of an attractive economic activity such as traditional markets.

5. Interesting urban areas. In contrast to rural areas, urban areas with a variety of architectural styles, buildings, and historic areas are an attraction for tourists who like to enjoy urban views and the characteristics of a city.

6. Museums and other cultural facilities, including historical museums and other cultural facilities such as antiques and galleries.

7. Cultural Festivals. Some types of cultural festivals related to local traditions and arts can serve as the main attractions.

According to Haryati (1982) in Yoeti (2013:30), when a nation has been able to preserve, maintain and develop its cultural identity, including its traditional arts, there is no need to fear and worry about a possibility of cultural contamination due to tourism activities. The commercialization of culture in this matter which concerns the commodification of culture is now widely highlighted by many actors. Commodification is not only about selling cultural arts as commodities but also an effort of cultural arts preservation or making sure that the commodification does not change the noble meaning and values of the culture itself. It is also an effort to make good, beautiful, and acceptable art performances. Commodification becomes a tool in maintaining, nurturing and developing the cultural identity of a nation.

In a performance of cultural dance and music, whose duration is shortened, does not necessarily have to be careless in the technical aspects. When the shortened duration makes the cultural quality of an art performance higher, then it will not reduce the standard value of the culture itself. Similarly, making cultural souvenirs to be sold cheaply does not mean dropping the dignity of a nation’s culture. When the performance is in accordance with the meaning and value and well-maintained, the commodification of cultural arts, in this case, Sundanese traditional arts, can be a way to maintain cultural tourism activities (Yoeti, 2013:30).

**METHODOLOGY**
This study was conducted purposively at the places where traditional Sundanese artswere performed as cultural tourism objects in Bandung, including Padepokan Mayang Sunda, Manglayang Integrated Art Tourism Center, and Saung Angklung Udjo. This study employed a qualitative method. The data was collected through observation, interviews, and document review. The collected data was then analyzed descriptively-qualitatively.

RESULTS AND DISCUSSION

The development of cultural tourism is one of the concrete forms of cultural preservation. Such a development can preserve cultural assets so as to enable them to function more optimally for the improvement and understanding of the importance of cultural works (traditional arts) as one of the elements of culture and tourism management. The development of cultural tourism means the strengthening of regulations and the formulation of policy foundations that facilitate and guarantee the actors in the field of culture and tourism to well synergize and coordinate. The development of cultural tourism is an implementation that is based on two interests, namely culture development and culture as a unique selling point for promoting comparative advantages in terms of culture and tourism.

Developing the cultural tourism objects that display Sundanese traditional arts is very promising. When measured and viewed from the existing theories, cultural tourism objects that display traditional Sundanese arts are very worthy and should be further developed. Unfortunately, cultural tourism in Bandung City is still less popular compared to shopping and culinary tourism. Therefore, commodification can be an alternative in the development of cultural tourism in the city. Through packaging of attractive features, traditional Sundanese arts can collaborate with shopping and culinary tourism. In this case, the application of the commodification framework of traditional Sundanese arts adjustment as a preservation effort through the development of cultural tourism can be seen as follows:

![Figure 4.1. The Concept of Commodification as an Effort of Sundanese Traditional Art Preservation and Cultural Tourism Development in the City of Bandung](image-url)
The above concept describes traditional Sundanese arts, both in the forms of dance, musical art, martial art and theater art, which are commodified to make them more attractive, effective, efficient, and compatible with the visitors’ interests and needs in which the tourism broker collaborates with the community or artists who become actors and feel the effects of the commodification activity. Meanwhile, the government serves as the provider of policy, supervision, assistance, and support for the commodification of existing traditional arts in the development of cultural tourism. A traditional art performance which usually takes a long time is shortened by the tourism broker through the issues. The supporting equipment and the theme of the show are adjusted to the current problems. The commodification of traditional Sundanese arts in the era of globalization follows the art patterns that have been arranged by the entrepreneurs (capital owners) and the ruler (government) in producing and distributing them in an effort to meet the market or consumer demand. Such a commodification takes place from the process of production, distribution, and consumption, either as a unity of performance elements or commodification of elements or parts of the art itself. In connection with the form of the final product packaging, commodification takes place in the artists, movements and formations, accompaniment instruments, costume, make-up, property, place, time, and duration in an effort to meet the consumer tastes (market demand).

It can be concluded that the commodification of Sundanese traditional arts is influenced by the following factors: the supporting community, artists with their creativity and innovation, and construction of the Sundanese identity in its locality amidst a swirl of global cultural currents. In addition, the factors of globalization, the existence of global and local cultural encounters, cultural industry, mass media as the agent of popular culture, and the tourism industry have accelerated the commodification process. Hence, to make cultural tourism in Bandung more developed, the managers of art hermitages and artists should be assisted by the government, the private sector, and other parties to make innovations in performing their traditional arts. Many visitors who come to a traditional
Sundanese art show are indicators that the process of developing cultural tourism through the commodification of Sundanese traditional art is successful. In addition to boost the cultural tourism development, the traditional Sundanese culture itself remains alive, grows and develops or, in other words, Sundanese cultural arts can be preserved.

CONCLUSIONS

Through the commodification, the development of cultural tourism indirectly contributes to the preservation of traditional art itself since each commodification process enables the current generation to maintain as well as inherit the expertise in Sundanese traditional arts to the next generation. Such a preservation of Sundanese culture also contributes to the frequent art performances. Even though there are changes in the performance duration, the noble values contained in traditional arts are still maintained.

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THE LIMITATION TOURISM DESTINATION LAND IN LEMBANG, WEST JAVA

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ABSTRACT

Tourism is one of the main driver of environmental change around the world. One of the interesting issues being discussed in continuous tourism development is the availability of land. Until today there are only few who discuss this issue in depth. Tourism requires a high usage of land to ensure tourists' satisfaction. On the other hand, tourism should consider the surrounding environmental continuity especially for the local community. When peak season arrives in Lembang (i.e. holidays and weekends), almost all tourism destination is in overcapacity. The high number of tourists equally demands the availability of tourism infrastructure. Then how does the community perceive the development of tourism infrastructure? The purpose of this research is to lay out the consequences in which the community bear due to limited land in tourism destinations. Questionnaire had been distributed to 400 respondents in communities around a number of tourism destinations in Lembang. This research applies explorative descriptive analysis. The result of this research is that the limitation of tourism land causes changes in land values to double. This increase encourages people to change land use from plantation land to tourism facilities or sell their plantation land. Indirectly, it causes the shape of the community’s residence has changed that one house for two family heads or more. Thus, this paper concludes that the limited availability of land for tourism has an impact on the physical and social environment in the community.

Keywords: tourism, land use, sustainable tourism development, local community, Lembang

Introduction

Lembang became a tourist destination visited by many tourists. This area is located at the north of Bandung city with an altitude between 700 - 1800 masl. Before 2010, this place was just a stopover for tourists who were going on vacation to Tangkuban Parahu and Sariater hot springs in Subang. Lembang has a lot of tourism potential include the coolness of the air with temperatures around 16°C – 25°C and the beauty of its landscape. Topographically, the land surface of Lembang is dominated by hills with many valleys. From the total area of Lembang, only about 31% of the land has a flat surface, the rest is in the form of hills (BPS, 2015). In terms of tourism, the condition of land like this is a distinct advantage, Lembang provides a beautiful view for tourists, including views of pine forests, views of the plantation, and views of the city of Bandung. This conditions is very suitable as a family vacation spot.

Within five years, Lembang is widely known as tourist destination and not just a temporary stopover. During peak season, almost all tourist destinations are unable to accommodate incoming vehicles. The density of tourists is not comparable to the capacity of existing tourist destinations. In effect, there is a long traffic jam along the road to Lembang reaching up to five kilometers (Suparyogi, 2017; Husodo, 2015). On the other hand, these tourist destinations are faced with limited land, that is densely populated settlements and typological conditions which is very hard to invest. At the same time, a variety of make
shift tourism facilities are being provided by the community to meet the needs of tourists. The yard, vacant land on the edge of the road turned into small shops, parking lots, to the toilet.

Large numbers of tourists and potential locations for tourism are the main attraction for investors. The high number of tourists raises a high interest for the provision of various tourist facilities, such as accommodation facilities from various classes, restaurants, rest areas, toilets, and so on. The construction of various tourist facilities has an impact on the high demand for land for tourism in Lembang. Lembang, which was originally a plantation and residential area, has now turned into a tourist city with various existing tourist facilities (Pikiran Rakyat, 2013). In other words, Lembang experiences a massive process of land conversion. Communities around tourist destinations are those who feel the impact of tourism activities, both positive and negative. Therefore, the purpose of this study is to explain the consequences that people feel due to limited land in Lembang tourist destinations. This research is more focused on the public response towards land use change to provide tourism facilities in Lembang, especially in terms of the social and economic impacts of the community.

**Literature Review**

The issue of tourism development continues to invite debate among experts. Tourism brings considerable economic impact to the community. Tourism provides opportunities for new employment, provides a good environment for local business people (Gracia, 2015; Merciu & Stoica, 2010; Andereck et. Al, 2005). Local businesses grow as tourism develops, such as boutiques, food stalls, homestays, or printing. Tourism provides new jobs for the surrounding community even though on a small scale such as craftsmen, pearl farmers, graphic designers, painters, tailors, local distributors, motorbike tenants, and so on. Business movements from local traders will affect the upstream business which is also locally owned.

It is recognized that investment is able to accelerate the development of tourism destinations. However, this development is allegedly not linear and automatic to make a positive contribution to the destination. Experts have critically studied the negative impacts of tourism development in developing countries, both on aspects of social economic and the environment (Wilson, 2008; Rogerson, 2008; Faizun, 2009). One of the impacts of the existence of tourism activities related to land in tourism destinations is the release of land. Referring to Cohen's view (1984), one of the effects caused by tourism development is the intensity of high land ownership (Gracia, 2015). Changes in ownership of these assets have the potential to threaten the livelihoods of local people who have long relied on agricultural land. This is what also allegedly happened in a number of tourism destinations in Indonesia (Karim, 2008; Lindawati, 2008). However, it was not revealed to the surface or at least entered into the priority of handling by the government.

**Methodology**

The study was conducted in Lembang Subdistrict, especially in villages where there were tourism businesses, namely Gudangkahuripan, Lembang, Kayu Ambon and Langensari villages. This research is a descriptive exploratory study that will provide an overview of the response of the community as a consequence of the limitations of land in Lembang. This research will discuss more deeply about the indirect impacts felt by the community after the tourism activities around them. Data collected in the form of primary data by distributing questionnaires. The population of this study is the people who are around tourism destinations in Lembang. The questionnaire was distributed to 400 family heads using a purposive
Local Community Purchasing Power

Lembang is an area whose surface is uneven, and mostly in the form of hills. For investors, a large investment is needed if you want to do business in Lembang, including tourism businesses. This is due to the nature of the soil and the topographic conditions of Lembang. Because of these topographic conditions, the area that can be used as a tourism business location is increasingly limited. The direct impact of this limited land is the conversion of land, where many plantations, settlements and vacant land are turned into tourism facilities. In addition, the price of land in Lembang also increased rapidly.

The fastest development of tourism in Lembang occurs along the main road from Bandung city to Lembang. In the last five years, in that place, there were many lands that had changed functions, from plantations and vacant land to buildings, in the form of restaurants, cafes, inns, or small shops. This rapid development led to increased land prices along the main road. Figure 1 shows the average growth in land prices over the past 5 years in the four villages studied.

Based on the results of field survey, it was found that land prices in Lembang had increased very rapidly in the past five years, reaching an average of 53% per year. The highest growth rate occurred in Cibodas Village which reached 355% in the last five years or an average growth of 71% per year. Five years ago, Cibodas Village was a vast vegetable plantation area. Generally the plantations are on a steep and uneven slope of land that is impossible to live in. Besides that, this village is also far from the city center with bad road conditions. The conditions like this cause land prices in the village become very low. However, after the operation of tourist attractions in the area at the end of 2016, Cibodas Village became famous and visited by tourists from various regions. Along with the development of tourism in Cibodas, land prices have also increased to reach 300% in a year. All respondents also stated that land prices experienced a sharp increase after tourism activities in their villages.
Although the increase in land prices in Lembang Village is the slowest compared to the other four villages, nominally the price of land in this village is the most expensive. Historically, the land in Lembang Village was mostly an unclear land with disputes, this is what caused the land price low. Lembang Village is a place that has beautiful scenery and cool air, but because there are related regulations to build buildings that reduce investor interest in doing business there. Land prices have started to increase since the tourist attractions operation start in the late 2012. In the following years, tourism activities expanded from Bandung city to Lembang and from Lembang to Bandung city from different directions. Respondents also stated that the increase in land prices in Lembang began since the operation of the largest tourist attractions in Lembang.

The land price along the main road of Lembang, or first class land, has increased to reach 300% per year, especially land close to tourist attractions. The increase in the price of this land has an impact on the land price that is located not on the main road, otherwise known as second and third class land. Local people generally live in this second and third class land. Most of them are middle to lower income residents, such as public transportation drivers, farmers, traders, security guards, construction workers, hotel employees, cafes, or retail stores. Nearly 90% of them or their children, at present, cannot afford to buy land around their homes because the high prices follow first-class land prices. First-class land prices are their basis in determining the price of land to be sold.

Investors who have bought land in lembang usually re-sell their land with an area of more than one hectare. That’s why local people unable to buy back the land they had sold. With prices already high, residents can only afford to buy land with an area of less than one hundred square meters. Local residents can only afford to buy in the surrounding neighbors who have more land.

Pattern of Community Housing

The Lembang community is a large number of families in which one family has more than two children. Their education level is also categorized as low, because only 24% of their citizens have graduated from high school / vocational school and only 2% continue to graduate level. 50% of local people work as traders and entrepreneurs with net income ranging from one to two million rupiah. Only the remaining 10% still depend on agriculture and livestock, including workers transporting and packing vegetables. Unfortunately, of all the existing communities, only 9% work in the tourism sector and only 13% of entrepreneurs whose businesses are related to tourism.

One indicator of community welfare is seen from home ownership as a place to live, because the house reflects the wealth or assets of the owner. For people who live in cities, the house is not only a place to live but also as a place to make a living. After tourism expanded to the countryside, almost all residents who lived on the main road changed the function of their homes to temporary accommodation. There is a rental system in one house and some rent rooms, with varying rates. The similarity of houses in urban and rural areas includes one house occupied by more than one family head. But the difference is, the shape of houses in urban areas grows up due to the narrow land, while the shape of houses in rural areas is still one-story, because the area of rural homes is relatively wider than in urban areas.

In general, the house that the respondent lives in is a house inherited from their parents. For those whose parents have large land, they get a legacy that is wide enough to be used as a place to live and plantations. Not a few, the plantation land inherited from the parents of the residents is sold and the results are distributed to the heirs. The proceeds of the sale of land they use for health care, building houses, buying other plantation land, farming and livestock, or marriage. However, not a few who use the proceeds of the
sale of their land to buy consumer goods such as cars and motorbikes. The inheritance of these two people was then shared with married children. This is what causes several families in one house.

Based on the results in the field, there are a number of things that have caused local people can’t leave their homeland. First, people's purchasing power for land is very low. This is because the increase in land prices is faster than the increase in people's income. Moreover, the community are includes people with middle to low income that are only sufficient to meet primary needs. Second, the principle held by most families in Lembang, namely "ngeriung" where parents cannot get away from their children. In addition, there is an obligation for parents to provide shelter for their married sons. For parents who cannot afford it, they must divide their house to their newly married son. Third, myths or beliefs that are still held by most Lembang people. Most people believe that when they sell all their homes and land to look outside Lembang, they will never succeed out there. This belief is getting stronger with a number of examples of bad experiences from those who left their homes.

Conclusion

Tourism development in Lembang has an impact on people’s lives through rising land prices around tourism destination. This impact is felt up to densely populated settlement which far from the tourism business center. People can not afford to buy land anymore due to rising prices and the area of land sold. This is what drives the changes in the shape of the people’s home. Many houses grow vertically where there are more than two families live there. Therefore, it is necessary to consider tourism development which takes into account the involvement of the community, especially in land management, so that the community will not become a spectators but play an active role in tourism activities.

References


The Impact of Online Food Delivery Services on Culinary Tourism Pattern in Yogyakarta, Indonesia

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ABSTRACT

The development of start-up technology through online food delivery services has entered the culinary business, one of which is Yogyakarta. Culinary tourism is identical with tourists coming directly to a culinary place to experience the authentic atmosphere of the region by tasting local culinary flavors directly. This study aims to see the use of online food delivery to tourists and the influence of online food delivery that is in Yogyakarta on culinary tourism patterns. This study uses a survey method with the distribution of questionnaires to 118 tourists as respondent. The results showed that 93 respondents chose to come directly to a culinary place compared to tasting regional food through an online food delivery service. Authenticity and the atmosphere of Yogyakarta’s local culinary place is the main attraction for culinary tourists. The use of online food delivery for tourists is only used when they fulfill their food needs. The culinary tourism pattern that is formed is firstly they seek information in advance through search engines and social media, considering options based on reviews, ratings on search engines, information about the authenticity, convenience, place facilities, distance, food quality, culinary facilities, and menu diversity. Furthermore, based on these considerations then they decided to come directly to the culinary place of their choice. Thus, online food delivery services do not affect culinary tourism patterns because they keep doing culinary tourism by coming directly to their destination.

Keywords: Online Food Delivery, Culinary Tourism, Pattern

Introduction

Background

Since the discovery of the Internet and electronic commerce many human habits have changed. Now starting from gadgets, from books to toys everything can be purchased online. (Damija in Çavuşoğlu M. 2012). E-commerce is an application of telecommunications network technology used for business transactions, exchanging information. And maintaining relationships with customers before, during, and after the purchase process (Pujani, Yahya, Alfitman, and Nazir, 2015). In fact, food can now be ordered online while sitting at home or office comfortably using only Internet services. The online food ordering system is an advantage offered by the Internet to restaurant employees. The system offers convenience to both restaurant owners and their customers. (Damija in Çavuşoğlu M. 2012). This opportunity is used by several information technology business actors in Indonesia to create special applications for online food ordering such as Go-Jek with its application GoFood, Grab with its application GrabFood, Klik-Eat, Raja-Makan, Culinary, and HungryDash (Maulana, 2017). In accordance with a survey conducted by Consumer Pulse by e-commerce, GoJek is the number one choice of consumer applications that is best known for its variety of services and is most often the choice of consumers for their daily needs, while the second is Grab. (The Jakarta Post, 2018; Prabowo, 2018) GoFood is the highest service used by consumers in addition to its ride-hailing services.
Go-Food coupled with the Go-Pay system has available growth strategies in up to 50 cities in Indonesia and in several popular destinations such as Bali and Lombok. Go-Food is more popular than its ride-hailing services where tourists use it to try various local foods. (Suzuki, 2017). Based on data from the GO-JEK Business Intelligence team, out of a total of 100,000 culinary businesses that have joined GO-FOOD as many as 40,000 are local businesses that sell Indonesian specialties. (Rahayu, 2017) The service is not only for ordering modern food but also for ordering traditional or local food in an identical area offered by culinary tourism businesses in an area. The target market segment is no longer office workers or home people, but also tourists.

Yogyakarta has been set by the Ministry of Tourism to be one of the 3 Indonesian culinary destinations to increase the number of foreign tourist visits in addition to Bali, Bandung, and Joglosemar (Yogyakarta, Semarang, Solo) (Samparaya, 2018). Food delivery online services are also present in Yogyakarta such as Culinary, GoFood, and GrabFood. However, according to observations through the application Culinary is currently no longer active. The determination by the Ministry of Tourism and the availability of GoFood and GrabFood in Yogyakarta as tourist culinary destinations are questions with their impact. Economic and social impacts have been able to be answered by previous studies.

Based on previous research conducted by Wisana et al. (2017) in terms of the economic impact it has been proven that the Go-Food food delivery service has been able to provide an estimated Rp. 138.6 billion per month that has entered the national economy since MSME Partners join GO-FOOD. Specific Go-Jek companies contribute IDR 1.7 trillion per year in the Indonesian economy through MSME Partners. Go-Jek has proven to be very supportive of Go Online MSMEs, increase transaction volume of MSME partners, open market access, encourage the use of technology and increase business assets. Go-Food proved as much as 73.20% in the second rank after Go-Ride became the most used service by consumers, and was able to provide quality of life for its consumers to increase. Wisana et.al (2017) In addition, Go-Jek stated that Go-Food annually receives delivery orders of up to 15 million requests. In addition, Laurent (2016) also conducted a study on the effect of e-service quality on Go-Jek customer loyalty through customer satisfaction. The study thoroughly examined the Go-Food application. The results showed that all dimensions of e-service quality had a positive effect on Go-Jek customer satisfaction, especially the GoFood application, which then resulted in the formation of customer loyalty.

However, the impact of online food delivery services on tourist culinary tourism patterns has never been studied in depth through research. Because the implementation of online food delivery offers to order local regional cuisine through the application, therefore it needs to be studied more deeply related to its influence on tourist culinary patterns because basically, culinary tourism is a food and beverage tour that comes directly in its place. The original atmosphere of the place and the authenticity of food and drinks is a tourist attraction for tourists. By looking at the culinary tourism patterns formed through this research, we can see the positioning of food delivery online from a tourist perspective. In addition, through this research also examines the advantages and disadvantages of food delivery online services as a medium for ordering food for tourists so the results can see the effectiveness of these services in supporting the development of digital economy-based culinary tourism.

**Research Objectives**

The purpose of this study is to:
1. Analyzing the effect of online food delivery services on tourist culinary patterns in Yogyakarta
2. Analyzing the disadvantages and advantages of food delivery online services as a medium for ordering food for tourists
Literature Review

Online Food Delivery

Online food delivery is specifically recommended in countries that are still developing their technology and consumer preferences are still changing. (Harbor Comunication, 2016). The online system of food ordering system is a comprehensive self-service system where the system allows consumers to control the number of orders, limiting the number of their personal interactions when they use them. Consumers are offered a variety of technologies that allow them to choose which gives them comfort and convenience in using it and do not hesitate to recommend to others when they get service satisfaction. (Kimes, 2011)

There are four problems in shipping. First, many online food delivery platforms combine self-delivery with restaurant delivery. Many food deliveries from restaurant partners are lacking in terms of professional training and delivery skills. Second, motorized vehicles constitute the majority of transportation used for online food delivery services, which despite their high efficiency and environmental friendliness but are not stable. When food and drinks are freshly delivered, they often spill. Third, in the delivery of food online with regard to boxes for shipping, it was found that lack of quality in maintaining the temperature and ingredients in it, which sometimes also with liquid food often spilled. Cold foods often run fast and hot food easily cools down. Fourth, the delivery time is relatively long at certain times. During meal times, food deliverers often send a lot of orders at one time, which causes further mileage and consumers have to wait longer. Finally, regarding packaging. At present many proactive online food delivery platforms provide disposable tableware for restaurant partners. So, some restaurants allow choosing low-quality eating utensils, which not only affect consumers' subjective feelings but also endanger their health and safety. When meals are also frequent restaurant staff in packing food less attention with packaging, sometimes the packaging is still not closed tightly so that during shipping spills. (Lan, Ya, & Shuhua, 2016).

Food delivery online services are able to reach consumers from various geographical locations. Consumers who do not want to leave the tour or do not have transportation equipment can still taste the food through the service. The existence of online food delivery makes it easier for consumers to order food without facing traffic and traffic jam problems. However, there are weaknesses in Customer affordability, for some heavy consumers to pay an additional charge for expensive shipping costs. The food ordered is the same as the shipping costs that tend to make consumers discourage and better come directly. (See-Kwong, 2017). The advantages of online food delivery include 24 hours of service available to consumers; the application flexibly fulfills consumer orders; consumers do not need to wait for the queue; consumers are presented with the opportunity to choose and order food among various types of food and restaurant choices; easy ordering system. Meanwhile, for the shortcomings is the lack of hygiene and the absence of clear standards in the manufacture of products and packaging. (Çavuşoğlu M. 2012). Drivers who send lots of orders often stop so the food has cooled when it arrived at its destination (Summer, in Çavuşoğlu M. 2012).

Food Tourist

Food tourists are tourists who participate in new trends in cultural consumption. They are tourists who seek authenticity from a place they visit through food. They realize the value of gastronomy as a tool for socializing as a place to share life with others, to exchange experiences. (World Tourism Organization, 2012) Culinary tourists anticipate changes in the way they enjoy food because the experience is sought after by tourists, no longer just a matter of food needs. (Lucy, 2004: 20-21) The food tourist is described by individuals who are seeking participation in
food, drinks and food activities that can improve their knowledge. Food, food and beverage tourists not only fulfill their hunger and thirst, but the experience gives tourists the opportunity to taste and learn local dishes and engage in the culture of a region (Kivela and Crotts in Stanley and Stanley, 2015)

There are three culinary tourism market clusters (Murray, 2011):
1. Primary: Travellers who main focus and intent is for a culinary tourism experience;
2. Secondary: Travellers’ focus on culinary tourism is shared with another tourism motivator such as golf, shopping, visiting family and friends. Culinary tourism is part of their itinerary;
3. Tertiary: Travellers’ itinerary or motivators do not include culinary tourism. Culinary tourism experience is impromptu or ad hoc to their original intent”.

According to the World Food Travel Association study (2016), tourists believe that the eating and drinking experience helps create an impression on the destination. Therefore, with the behavior of tourists, culinary tourism has developed into a part of tourist travel activities.

**Culinary Tourism Pattern**

Culinary tourism emphasizes the uniqueness of food and dishes from the regional culture of a region. (Gary and Michael, 2008: 148) Culinary tourism is about food as a subject, media, destination, and tool for tourism. Culinary tourism is about someone exploring food that is new to them while using the food to explore new cultures. This type of culinary tourism is about feeling food in an atmosphere that is different from daily activities through the food they consume. Culinary tourism is a way to enjoy food intentionally and try to explore the food starting from consumption, preparation, and presentation menus of food, ingredients, food systems, or eating styles that are included in the culinary system. The definition emphasizes that a tourist is an agent who actively builds meaning in their tour. (Lucy, 2004: 20-21). The food tourism phase consists of several phases including (Hall, Sharples, Mitchell, Macionis, Cambourne, 2003):

a. Eat at home (pre-travel)
b. Eat outdoors (pre-travel)
c. Eat at tourist destinations
d. A holiday experience in tourist destinations
e. Post Travel

Factors that influence consumer behavior include motivations, culture, age and gender, social class, lifestyle, life cycle, reference groups. Motivation is a need that comes from within a person that causes them to act satisfying their needs. Culture is the norms, beliefs, and rituals that are unique to everyone. (Hudson, 2008) Consumers often distinguish buying from traditional methods so as to create higher expectations and difficulties in the new method. (Ha, 2013). Age and gender, related to marketing strategies that are developed according to the age of the target consumers, while gender female tourists are more diverse in their needs at the destination than men. Women prioritize safety and comfort. Social class is the position of someone in the community related to income, wealth, education, employment, family status, a value of home and living environment. Lifestyle analyzes the way people allocate time, energy and money. Lifestyle or lifestyle analysis is usually followed by psychographic analysis trying to measure people's activities, interests, and opinions. Through profiling live groups of people who can predict their motivation and purchases while traveling. (Hudson, 2008) Life Cycle is the stage of their lives for families that shape patterns of tourist behavior towards different destinations when they have different family behaviors with those who are single or alone. The reference group is more about various sources of learning for someone in various values and expectations including family, colleagues, workplace, place of worship. This reference group focuses on groups that have a
direct or indirect influence on a person's attitude or behavior. (Hudson, 2008) Recommendations from friends and family are a strong source for consumer demand. Other factors that affect tourists making online bookings are ease of use of services (via mobile, web), market awareness (people familiar with the business), consumer habits, and the diversity of restaurants offered by the application. (Ha, 2013). According to Kimes (2011), the habit of talking directly with others is the main reason why consumers do not choose the food ordering model online.

**Methodology**

This study used a survey method by distributing questionnaires to 118 respondents. The respondent sampling was aimed at tourists who have done local culinary tours in Yogyakarta. The type of research used in this study is a street survey which people are selected by stopping them in the street, in shopping malls, etc. (A.J.Veal, 2006). The spread is carried out on tourists in the tourist areas of Yogyakarta, starting from Malioboro, the Palace, and places of typical Yogyakarta culinary such as Gudeg Sagan, Mbah Gito Noodle, Sate Klathak Pak Bari, Sate Klathak Pak Pong, Bakmi Pak Kadin, Special Bakmi and Pak Pele's Fried Rice, Mercon Bu Tinah's Gudeg, Gudeg Permata Bu Narti, Javanese Bakmi Mbah Hadi Terban, Oseng-oseng Mercon Bu Narti, Mie Lethek Mbah Mendes, and Mie Lethek Mbak Lilis. Data analysis was performed using descriptive data analysis. Questionnaires were made and spread using the open-ended and closed-ended question form. Because in this study the format is specifically research on the behavior and opinions of tourists, then the closed-ended question uses the checklist format.

**Results and Discussion**

1. **Yogyakarta’s Local Culinary**

Based on the results of the study there are several typical local culinary Yogyakarta that is in demand by tourists, including:

<table>
<thead>
<tr>
<th>No.</th>
<th>Food Items</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Gudeg</td>
<td>The main ingredient of Gudeg is young unripe jackfruit, known locally as gori. In the process, the shredded young jackfruits are boiled with palm sugar and coconut milk over low heat for several hours. It tastes best when cooked in an earthen pot over a wooden or charcoal fire. Garlic, shallot, candlenut, coriander seed, galangal, bay leaves, then teak leaves are added to the mix which gives the reddish brown color to the dish. Dominated by the sweet taste, Gudeg is, therefore, often described as the &quot;young jack fruit sweet stew&quot;.</td>
</tr>
<tr>
<td>2.</td>
<td>Bakmi Jawa</td>
<td>Bakmi Jawa atau Mi Jawa adalah bakmi rebus (Jawa: bakmi godhog) yang dimasak dengan bumbu khas masakan Jawa. The dish is made of yellow noodle, chicken, vegetables, egg, and spices. In Indonesia the term bakmi Jawa or mie Jawa is simply meant &quot;Javanese noodles&quot;, and there are multiple variants exist in the country. In Indonesia, there are three major variants of Javanese noodles, which differ according to its moist content: Mie Godhog Jawa, Mie Goreng Jawa, Mie Nyemek Jawa.</td>
</tr>
</tbody>
</table>
3. *Sate Klathak*

Klathak satay is a satay made from young goat meat. The unique part is the satay skewer used is not made of bamboo but from iron bicycle bars. The use of iron bars is intended so that the young goat's meat ripens faster because of the even heat. Giving the name satay klathak comes from the sound of satay when burned. There are many sellers of klathak satay in the Pleret area, Bantul.

4. *Oseng-Oseng Mercon*

oseng-oseng mercon (literally translated as firecracker soup). Created by Mrs. Narti, oseng-oseng mercon has now become a popular culinary of Yogyakarta. The physical appearance of the food offers no particular attraction warm rice accompanied by simple-cooked oseng-oseng (plain soup with less sauce) comprises of kikil (fatty meat inside the feet of a cow or goat), fat, skin, and cartilage. Jogjanese calls them koyoran. The soup appears highly fatty, immersed in lots of cayenne chilies whose seeds stick to the meats somewhat horrible. If you leave the food even if only for several minutes, it will quickly harden as if frozen, which shows that the food contains high fat. Hence, you will need to eat it quickly.

2. **Tourist typology**

The typology of tourists formed in Yogyakarta's local culinary tourism activities as follows:

<table>
<thead>
<tr>
<th>No.</th>
<th>Jenis/Tipe Wisatawan</th>
<th>Prosentase</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Primary</td>
<td>16.10%</td>
</tr>
<tr>
<td>2.</td>
<td>Secondary</td>
<td>55.93%</td>
</tr>
<tr>
<td>3.</td>
<td>Tertiary</td>
<td>21.11%</td>
</tr>
</tbody>
</table>

Based on the table above, the typology of tourists in Yogyakarta's local culinary tourism tends to enter Secondary typology. That is, making culinary activities not only the main focus of their tour but also making culinary tours part of their travel itinerary. The second sequence of tourist typologies entered the tertiary type, namely tourists who make eating in a place just a coincidence as a fulfillment of food needs. While that makes culinary tourism the main focus of tourist trips for tourists in the last order. Thus, there is still little awareness of the existence of culinary tourism.

3. **Culinary Tourism Pattern in Yogyakarta**

The culinary tourism patterns chosen by respondents are as follows:

<table>
<thead>
<tr>
<th>No.</th>
<th>Culinary Tourism Pattern</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Recommendation of friends, work colleagues, or family → information search about culinary places through search engines and social media → consider the culinary places of various factors → decide to come into place</td>
<td>65.25%</td>
</tr>
<tr>
<td>2.</td>
<td>The desire to taste local food that has never been tasted → search for information about culinary places through search engines and social media</td>
<td>24.57%</td>
</tr>
</tbody>
</table>
consider culinary places of various factors → decide to come to their place

<table>
<thead>
<tr>
<th>3.</th>
<th>Feeling bored with modern food culinary → search through search engines and social media → information about culinary places to consider culinary places of various factors → decide to come into place</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>See culinary booking promos in the GoFood / GrabFood app search via search engines and social media → information about culinary places considering culinary places of various factors → decide to come to its place</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Based on the table above it can be seen that tourist visits to the choice of a culinary tourism destination are highest influenced by factors of recommendations from friends, work colleagues or family. The choice of pattern is proven by information sources about culinary places that as many as 50% of respondents know of the existence of these culinary tours through the advice of friends, family and work colleagues. While as many as 37.28% they know through a search on the whole engine and social media. The closest person is still the main factor that can influence consumer food preferences. The existence of fast media social networking technology and increasingly sophisticated search engines on the Internet, every traveler always cross-check information from the recommendations they get by looking for more information through information search patterns through Google browser, Instagram, Facebook, and YouTube. After obtaining information about the intended culinary destination, tourists consider a review on the Internet of various information source platforms that they have accessed regarding food quality, rating, uniqueness, place comfort, distance from a location, diversity of menus and security.

After searching for information through the Internet, tourists always decide to come directly to the place even though at the beginning of the stage there is motivation related to the need to get a delivery service promo. The use of the online application is only accessed, seeing the promo but then deciding to come directly to its place. This decision is proven by the lowest percentage indicated when there is an option related to the promotion of food delivery online services, especially those in Yogyakarta, namely GrabFood and GoFood. The percentage that chooses around less than 2% and ends with the same decision, which comes directly into place. Tourists still choose to come directly to the culinary places of their choice. The culinary tourism patterns formed by the presence of online food delivery can be seen in the following chart 1:

Chart 1: Culinary Tourism Patterns on Yogyakarta’s Tourists

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Reference Group</th>
<th>Look for sources of information on social media (Instagram, Facebook, YouTube), Google Browser, and GoFood and GrabFood applications</th>
<th>Consider a review on the Internet: food quality, rating, uniqueness, place comfort, distance from tourist location, diversity of menus, and comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>The desire to taste the typical food of the visited destinations</td>
<td>Recommendations from friends, family and work</td>
<td>Boredom for the modern menu</td>
<td>Promo on the food delivery online application</td>
</tr>
</tbody>
</table>

Come directly to the culinary place of his choice
Tourists tend to use the online food delivery service application not to tour the local food area of Yogyakarta, but only for the media to find information like the use of social media and Google browsers. If you see the application in it, tourists who use it will find information related to prices, menu variations, distance to location, and shipping costs. However, if they only use it as an information medium, what can be used is only related to the price and variety of menus offered. The use of the application service as a medium of information can be seen in table 4. Thus, if it is associated with culinary tourism, online food delivery services do have great potential and benefit for culinary traders and drivers, but their use for pure ordering is that food tourism is still very a little.

The decision to come directly to the culinary place was strengthened by the results of a questionnaire that gave only two choices, which came directly or ordered culinary. The results showed that 57.63% of respondents chose to come directly on the grounds of enjoying the atmosphere of the dining and serving dishes that are typical of the Yogyakarta region. Meanwhile, only 11.86% chose to order Yogyakarta cuisine through the online food delivery service application. The reason for ordering through food delivery online was that the majority were more on the reason for the mood when they felt comfortable in a place they felt reluctant to come to a culinary place to save time and energy so they chose to order food through the application service. And, the situation that was forced to require these services, namely when their vacation time was short and had the desire to still be able to taste the typical local culinary Yogyakarta with the percentage of the questionnaire results could be 21.19% as seen in table 4. Authenticity or authenticity and unique atmosphere Yogyakarta's unique local culinary destination is the main factor that they don't find if only ordering the culinary via an online application.

<table>
<thead>
<tr>
<th>No.</th>
<th>Purpose</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Find information about the nearest culinary</td>
<td>13.56%</td>
</tr>
<tr>
<td>2.</td>
<td>Find the best culinary references in Yogyakarta</td>
<td>4.24%</td>
</tr>
<tr>
<td>3.</td>
<td>Order food to keep tasting Yogyakarta's local cuisine in a short time and not enough time to come to its place</td>
<td>21.19%</td>
</tr>
<tr>
<td>4.</td>
<td>To meet daily food needs</td>
<td>16.10%</td>
</tr>
<tr>
<td>5.</td>
<td>Others</td>
<td>18.64%</td>
</tr>
</tbody>
</table>

Based on table 4 above the "Other" destination category is more expressed by tourists that they never use the service for culinary tourism. The second most objective is that the use of online food delivery tends to only meet daily food needs. Its use for the purpose of fulfilling daily food needs tends to occur in the typology of "tertiary" tourists. The culinary tourism pattern formed by the existence of online food delivery services is not able to influence changes in culinary tourism patterns that have been carried out by tourists.

4. Lack of Food Delivery Online Services for Travelers

The choice of tourists who do not use online food delivery services is motivated by the shortcomings of these services if used as a medium for ordering local specialties in Yogyakarta. The shortcomings obtained from the results of this research questionnaire include:

a. Time to wait for an old order because the driver must stop sending other orders or because the driver doesn't know the location of the buyer.

b. Shipping costs are more expensive than the price of food and are less suitable for mileage
c. Food menu prices are more expensive in the application
d. When the food arrives, the temperature of the food is cold so that the taste of food is different from the original presentation when it comes directly
e. Applications make less interaction between consumers and service providers
f. Images and portions contained in the application do not match the one delivered
g. Less able to feel the atmosphere of eating in a typical culinary tour of Yogyakarta

The above deficiencies encourage the decision of tourists who prefer to come directly compared to using online booking services. The lack of online services is representative with not fulfilling the expectations of tourists for the online service as a medium for ordering local culinary Yogyakarta with culinary tourism destinations. The previous experience and experience of others who are not in accordance with the expectations of tourists make them reluctant to use the application to order local culinary Yogyakarta. Tourists are afraid of losing the peculiarities of Yogyakarta's local flavor to food if ordered online. Expectations become the dominant factor in influencing tourist behavior in culinary tours. Tourist expectations are foods that taste the same when ordered and the experience they want to feel is like coming directly. These expectations that have not been able to be met by food delivery online services so that tourists tend to choose to come directly. If the different flavors experienced by tourists can indeed be attributed to the unpreparedness of the Yogyakarta culinary tourism market in packaging standards that are able to keep their food tastes the same. This situation can be driven by inadequate box tools or factors where drivers must deliver some food at the same time so that it arrives and when food can be cold and even spilled.

5. Advantages of Online Food Delivery Services for Travelers

Meanwhile, on the other hand, online food delivery services for tourists also have advantages in their use as culinary tourism media including the following:

a. Time efficiency does not require time to travel far and queue for culinary tours
b. Tourists know culinary in areas that are rarely known
c. Tourists tend to be able to spend time on sightseeing trips but still feel the specialties of Yogyakarta
d. Can know the menu and prices before visiting a place to eat

In excess points related to time efficiency, in fact, many of Yogyakarta's local specialties are located far from the city center such as Pak Pong Kلاثak, Pak Bari Kلاثak Satay and Mbah Gito Javanese Bakmi located in Imogiri, Bantul. Long distances and for tourists who do not know the road will take a long time to get to their place and be added to having to wait in line especially during the holiday season. Thus, online food delivery service is one of the alternative choices for tourists who indeed become a part of the tour itinerary but not enough time to taste all the culinary delights as in the "secondary" tourist typology. However, indeed if they use it must be ready to accept the lack of services that are not in accordance with their expectations. While for the excess menu information and prices that can be obtained by tourists by opening the application, this advantage is for tourists who use the application only for information media and still decide to come directly.

**Conclusion**

Based on the results and discussion of research, it can be concluded to answer the problem statement. First, online food delivery services have no effect on the final results of a
typical Yogyakarta local culinary tourism pattern. Tourists in their pattern in culinary tours still choose to come directly to their culinary destinations rather than ordering them through online food delivery services such as GoFood and GrabFood. Culinary tourism patterns are formed starting from the motivation of tourists to culinary tourism which includes the recommendations of the closest relatives, the desire to taste the culinary specialties of the destination area that has never been tasted, boredom with culinary delights and even the promos on the food delivery online service application then, followed by stages of information searching through Google browsers, social media, and even applications such as GoFood and GrabFood. The next stage is based on the results of the information collected and then filtered and considered based on reviews on the internet regarding food quality, rating, uniqueness, place comfort, distance from tourist locations, diversity of menus and security. After consideration, then the decision of tourists to choose still comes directly into place. Based on this pattern, GoFood and GrabFood are more widely used as information media about the prices and variety of menus offered by these culinary places.

Second, the disadvantages and advantages of food delivery online services for tourists if used as a culinary tourism media. The disadvantages are the incompatibility of services and products with tourist expectations ranging from food feasibility, menu prices, and shipping costs, to the lack of experience gained by tourists regarding culinary tourism if using the online application. Meanwhile, for tourists, online food delivery services have the advantage of being used as a culinary tourism medium when short travel time with a solid itinerary and want to save time so that the service becomes an alternative choice to still be able to taste local specialties of Yogyakarta especially in local culinary Yogyakarta which is located far from the city center and often queues in ordering food menus. This alternative is often done for secondary tourist typologies that culinary tourism is part of a tourist trip and in particular, is often done by tertiary tourist typologies that are only culinary needs for daily meals not for the focus of culinary tourism.

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THE ROLE OF ORGANIZATIONAL CULTURE IN THE WORKING ENVIRONMENT TOWARDS KITCHEN SERVICE EFFICIENCY
CASE STUDY: A MICHELIN RECOMMENDED RESTAURANT IN PARIS

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ABSTRACT

Efficiency becomes a major factor in the work environment, to produce optimal performance in the kitchen, the presence of the leader must also influence the attitudes, behavior, and commitment of their employees. However, in the practice in the industry, these issues are still to find the solution for a better service. This paper aims to analyze the influence of the presence of the leader in the kitchen service efficiency in one of Michelin Guide recommended restaurant in Paris. The observation gives the data that in different time of service the food was not served in timely manner without the presence of the leadership. Conversely, when the Chef is in the kitchen, the food out faster.

The research methodology is a descriptive qualitative using ethnographic method with in-depth interview techniques to obtain information related to the impact of the presence of Chef on service efficiency in the restaurant through key informants. The data was collected as well through observation on the daily operation of the restaurant.

The result of the research shows that the presence of the leadership was an important issue to address for work efficiency as well as his/her character that impact the culture of the work pace. In addition, there are several inhibiting factors that cause food to go out longer such as lack of personnel.

Keywords: tourism, hospitality, restaurant service, kitchen service, work efficiency

Theme: Gastronomy Tourism

I. INTRODUCTION

France is one of the founding fathers of the European Union and possesses the largest territory compared to other members of the union. France is one of the most visited nation of the world, receiving 76.8 million foreign tourists per year. One of the cities that carried France to that position is Paris. Paris is an international tourism destination with 18 million visitors per year. Besides, being well-known as the center of world fashion, France is also famed as the best culinary center and often mentioned as heaven of culinary world in European continent. Not only sinfully delicious, culinary in France is also served artistically. With the numerous amount of culinary in France, especially in Paris, it is not surprising that there are various restaurants that offers myriad dishes. According to Sihite (2000:16), restaurants are a place in which a person who
visit as a guest will get service to enjoy their meal, in day, noon, or night according to the opening hours and the guest who enjoyed the meal must pay their services according to the price that are listed in the menu of the restaurant.”

The research was conducted in a recommended Michelin Star restaurant which is also part of a five-star hotel in Paris. Carrying the bistro theme, this restaurant offers local, European, and Western cuisine and is the preferred restaurant for local businessmen or businesswomen. The restaurant also offers breakfast, lunch and dinner menu. The menu offered is appetizers, main courses and desserts as well as special wine menu. The presence of the Executive Chef plays important role in kitchen operation. It is recognized that various problems cropped up in the operational system, including but not limited to long wait time for food to be produced when Executive Chef is not around. However, when the Executive Chef is in the kitchen, the food is served on time with excellent quality. Thus, the effect on the consistency of the service has been in question.

The problem identified is inconsistencies of time needed for food to be produced out the kitchen. The condition of human resources is assumed to be the cause of inconsistencies. The presence of the leader was observed during first semester of 2018, and how it has been giving impact to service efficiency or inconsistencies of food serving time. Thus, this research is to find out the cause of serving time inconsistencies when serving lunch and dinner and also the role of human resources towards the inconsistencies. This study aims to become a constructive reference so that improvements can be made as well as developing the performance of employees on the quality of service in accordance with existing operational procedures.

II. LITERATURE REVIEW

The impact of Chef’s presence might impact to the efficiency of restaurant services. The literature review will discuss leadership but also the variables of culture of an organization.

1. Leadership

Leadership concept is a fundamental component in analyzing the process and dynamics of an organization. Therefore, there are a lot of studies and discussions regarding the definition of leadership that can be confusing. The example of leadership as characteristic of a person, mainly associated with designation leader, as mentioned by Gibson, Ivancevich, and Donnelly (2000), “Leaders are agents of change, persons whose act affect other people more than people’s act affect them.”

As for the definition of leadership as a behavior, is put forward by both Sweeney and McFarlin (2002) that stated: “Leadership involves a set of processes of influence between people. Those processes are meant to motivate subordinates, creating a vision of future, and developing strategies to fulfill the goals.” Leadership which relates with a unique member of the group can be differentiated positively from other members by behavior, personal characteristic, thoughts, or group structure (Watkins, 2002). This definition seems to attempt to blend comprehensively because the elements of personality, behavior and station of a person in group are included.

It can be concluded then that leadership theory on its core is a study about individuals who possesses higher physical, mental characteristics and social station compared to other individuals in a certain group, so that those individuals can influence other individuals in the group to act towards certain goals. It does relate then with the fact that the chef plays important role in the organization of the restaurant, more particularly in the food service.
2. Organizational Culture

Organizational culture is defined as a cognitive work structure that contains communal attitudes, values, norms and hopes that each members of the organization have (Greenberg and Baron, 2000). Organization Culture is also related to the context of organizational development, which means culture is rooted from organizational history, believed together and is not easy to manipulate directly. (Schenieder, 1996, in Cahyono, 2013). According to Stoner (2005) in Waridin and Mashrurkin (2012) culture is a complex fusion of assumptions, behaviors, stories, myths, metaphors and various other ideas which fused together to determine the meaning of certain member of society. Organizational Culture or Corporate Culture is often interpreted as values and symbols that can be understood and obeyed together, that an organization possesses so that the members of that organization feels united and creates a certain feeling of uniqueness compared to other organization. Organizational Culture is a system of values that are obtained and developed by organization, habits and philosophy of its founder, which will form into the rules used as a guide in thinking and acting in achieving the goals of the organization. Culture that grows stronger can spurs organization to better development. (Robins, 2006 in Kusumawati, 2014)

Geert Hofstede (2009) suggested a model known as Hofstede model of five dimensions of national cultures: Power Distance, Uncertainty Avoidance, Individualism, Masculinity and Long Term Orientation. These dimensions were labeled (Hofstede, 1991, 2001), with the following explanations: (1) Power Distance, related to the different solutions to the basic problem of human inequality; (2) Uncertainty Avoidance, related to the level of stress in a society in the face of an unknown future; (3) Individualism versus Collectivism, related to the integration of individuals into primary groups; (4) Masculinity versus Femininity, related to the division of emotional roles between women and men; (5) Long Term versus Short Term Orientation, related to the choice of focus for people’s efforts: the future or the present and past. Discussing about these cultural dimensions, Aawad & Sa’ad (2013) suggests (1) Power Distance is about behavior of the employees and management based on the perfected relationship between several formal and informal planning action, while (2) Individualism is the differences between the interest of organization and self. In terms of Uncertainty Avoidance, Aawad & Sa’ad (2013) suggest that it includes ambiguity based on tolerance, aiding in reducing people’s interest, while masculinity is defined as efforts to avoid concern and promotion instead of success based on challenge, rudeness and ambition. Hofstede model is very interesting to study the presence of the chef in a kitchen organization during certain services.

III. RESEARCH METHODOLOGY

This study utilizes qualitative approach which is a study that descriptive in nature and tends to utilize analysis. The method used is specifically ethnography technique supported with in depth interview approach which will be explained in qualitative description. According to Creswell (2012), ethnography research is one of research strategy in which the researcher investigates culture of a group in natural environment in long period of time, to gather primary data, observational data and interview data. Whereas Tracy (2014) states that, ethnology studies the daily behavior of people under experimental condition created by the researcher. The reasons why the researchers utilized ethnographic approach in this find out the working experience in this recommended Michelin restaurant to find out the impact of the Chef’s presence on the service
efficiency. One of the researchers have been involved quite extensively in many services in the organization.

One of the special traits of in-depth interview is the involvement on the key informant’s experience which is in this study the key performs. There are three employees of the restaurant kitchen expressing their availability to volunteers as the key informants. Two of the key informants have been working in hot and cold kitchen department particularly in vegetable section and have been working for more than 2 years. It assumed that the person knows well the problem and the working culture in the restaurant. Another one has been working for a bit more than 1 year as a permanent staff but joined in as intern few years ago, and very familiar with the problems occurred.

IV. RESULT AND DISCUSSION

1. The Restaurant

A simple yet memorable way of display is memorable enough to become a unique trait for this recommended Michelin restaurant. The food offered are French authentic food and adjusted according to the season. Combined with a list of various sort of wine, this restaurant can provide the authenticity of French gastronomic experience to its guests. Although with different season, several menus are adjusted, there are menu that will always be available no matter the season, one of them is favorite Caramelized Potatoes stuffed with Pig Feet cooked in Cast-Iron Cocotte, and Fabulous Chocolate Tart.

serves European and International food with middle to high price. This type of restaurant commonly referred to Brasserie usually serves quick, relaxed European meals or Café with more complete food menu. Brasserie are more commonly known as café and offers several types of food. The restaurant uses Table Service for their service system, of which the guests are seated in the chair facing their table and then food and beverages are served to the guests.

This restaurant serves to a maximum 100 guest-seating capacity with three different areas which are the restaurant main area, petit comptoir, and grand comptoir. The atmosphere of the restaurant is casual to semi-formal. The restaurant is located in business and tourism center of Paris which is closed to Arc de Triomphe, which causes the restaurant to be always full, day or night.

This restaurant is located inside a five-star hotel providing both indoor and outdoor tables. The restaurant opens for breakfast, lunch, and dinner with a kitchen which schedule is divided into morning shift and evening shift. The type of meal offered in this restaurant is a la carte. Menu are classified into food and beverage menu. In the food menu, the type of the meal is written from appetizers, main course to dessert in which each price of the meal is also shown. Every day, there is one chef in charge for the morning service, in the afternoon there are 5 cooks in the hot kitchen including Head Chef, 2 cold kitchen chefs and 1 pastry chef. In night shift, there are 3 hot kitchen chefs, one cold kitchen chef and one pastry chef.

The in-depth interview resulted interesting facts with many deep details. The dimensions of culture as suggested by Hofstede, are so closed to examine the causes of the service inefficiency. The presence and characteristic of the leader is curiously motivates the employees to work quicker as it is mentioned by the key informants. It is even worst knowing that the number of employee is also an issue to be taken into account to quicken the service. Especially when the chef is not present, it cannot be fastened. It is related to the Power Distance dimension of culture that is suggested in Hofstede Model. Moreover, the individualism of the staff is shown by the fact that the leader’s presence is a must in helping the team to work together. It does mean that without the leader, then the team is working each one at their corner.
Table 1. Results of Interview and Observation

<table>
<thead>
<tr>
<th>Organizational Culture</th>
<th>Result Analysis</th>
</tr>
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</table>
| **Power Distance**     | 1. Presence and characteristic of the leader motivates employees to work quicker.  
                         | 2. During afternoon service, the presence of leader is a must considering the limited number of employees. |
| **Individualism**      | 1. The presence of leader helps efficiency although, his penchant for yelling is considered negatively by other employees  
                         | 2. Presence of leader helps team.  
                         | 3. Leader always aids and observes the team. |
| **Uncertainty avoidance** | All respondent adheres the rules when the leader is around |
| **Masculinity**        | 1. There is no difference in quality between the presence of leader and the absence of leader.  
                         | 2. Leader always check all the food before it goes out. |

The uncertainty avoidance cultural dimension of Hofstede Model is shown in this study by the fact that the staff adheres the rules when the chef is round. They tend to not following the rules when it comes to the evening services when the chef is not around. This has the impact into the quality of service while the chef’s masculinity is definitely indicated with his power to check all the food before they go out. However, the quality of the food remains the same when the chef is or is not present.

V. CONCLUSION AND SUGGESTION

It can be concluded that there are several factors that caused delays in service. According to the data obtained, the presence of leader is affected by power distance factor. This result is supported by the characteristic of the leader himself. Related with human resources, there are several hindering factors that causes the food to be delayed for so long during night service which are limited personnel, however this only happens during night service because there are far more people working during afternoon service and the fact that the leader is around during afternoon service also play a great factor as well.

Based on the result of this study, there are several problems that have not been solved yet. It is suggested to check whether the scheduling system is efficient enough and compiled based on the operation needs. Moreover, it might be interesting to see the implementation of SOP and the workplace culture will whether or not change the quality of the product and service.

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Analysis of Potential and Ecotourism Development Strategy, Tanjung Puting National Park, Central Kalimantan

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Abstract

Tanjung Puting National Park is the largest orangutan conservation area in the world, has a high potential for biodiversity, for ecotourism development. Haryanto (2009) stated that the unique and unique potential of natural resources has a great opportunity to be sold in the world eco tourism exchange. This study aims to analyze the potential and development strategies of Tanjung Putting National Park ecotourism. The research method is survey and explanation, using primary data, which was collected through interview techniques for 150 selected respondents by purposive sampling. Analysis data tools are Scoring method based on standard assessment of nature attraction and nature conservation PHKA 2003, SWOT and AHP. The results of the study show: (a) the potential of high-ranking TNTP is seen from the aspect of strength and opportunity (b) the strategy for the development of TNTP ecotourism is a Defensive Strategy.

Keywords : Ecotourism, TNTP, strategy development, SWOT & AHP

I. INTRODUCTION

Background

Along with the development of world tourism since the 90s, there have been changes in tourism patterns from mass tourism to individual or small group tourism. Special interest tourism patterns or small group tourism, emphasizing the desire of tourists to get more and new experiences, and more meaningful in their lives because of the encouragement and motivation to want an expansion of life. The tourist pattern requested by tourists is relatively varied, which depends on the interest of each tourist. There are groups of tourists who place more emphasis on the natural and socio-cultural environmental quality of the local community, so that the tourism products sought are special nuances such as natural attractions and local cultural attractions, as well as local facilities.

Ecotourism as a tourism industry, in addition to providing economic benefits also has characteristics as a multi-product service business. These economic benefits are an increase in income and the welfare of people who are directly or indirectly involved in it and the ecological environment globally. Vibriyanto et al., (2015) states that the presence of tourists can increase Regional Original Revenue by maintaining natural areas for the sustainability of natural tourism. Tanjung Puting National Park which has a uniqueness and beauty as well as an environmental conservation area, gives rise to tourism activities which in turn lead to economic benefits for the community in the form of tourist expenditure. Irawan (2013) states that tourist expenditure is determined by tourism product development, environmental uniqueness and length of stay of tourists.

Other than, the positive impact of tourist areas, it also has a negative impact if the number of tourist visits using tourism potential is greater than the capacity of a tourist (Belsoy et al., 2012). Furthermore Ahmed (2015) states that a tourist destination can have a broad negative
impact from environmental, economic and socio-cultural aspects. The development of an uncontrolled tourism area can also have a negative impact on the environment, including depletion of natural resources such as water and land degradation; excessive pollution; and physical impacts such as deforestation to open new land (United Nations Environment Program, 2001). In relation to the tourism sector, Whitt and Mountinho (1989) state that ecotourism and cultural development can play an important role in the economy of developing countries, especially for countries that have natural and environmental resource potential, and high cultural diversity. This means that ecotourism-based development will produce a number of tourism strategies that guarantee environmental sustainability and a number of tourism strategies that are able to promote the concept of ecotourism to tourists who visit so that the tourist area is maintained (Luekveerawattana, 2012).

The development of a tourism object in an area or region cannot be separated from the potential possessed by the area. Just like Central Kalimantan Province which has good ecotourism object potential that has not been matched by the number of tourists visiting the Tanjung Puting National Park ecotourism object. The low level of tourist visits, because the existing ecotourism potential has not been optimized and developed and packaged as an attractive tourist attraction, there is still a lack of tourism supporting infrastructure in various tourist attractions, not well-known tourist attraction and so on. It is currently stated that the existence of Tanjung Puting National Park as one of the main national destinations shows a significant development seen from tourist visits in the past twelve years, which has grown on average by 16.6% per year (Tanjung Puting National Park Hall, 2018).

Study of Irawan (2013) show that the development of Central Kalimantan ecotourism seen from the aspect of number of visits, length of stay and expenditure of tourists, shows that Central Kalimantan ecotourism is still lagging behind the development of Bedugul Bali ecotourism seen from the aspect of number of visits and with Banten province seen from the aspect of expenditure traveler. The low performance of Central Kalimantan's ecotourism, which is reflected by the low level of tourist visits, the short stay time of tourists in the object area and the low level of tourist spending, can be an illustration that the Central Kalimantan ecotourism competitiveness index is still relatively low. Furthermore, from the report of the Ministry of Culture and Ecotourism (2007) states that the ecotourism competitiveness index of Central Kalimantan Province represented by Tanjung Puting National Park tourist destinations is ranked 28 among the 33 main destinations in Indonesia. This low ranking position is inversely proportional to the potential of natural resources, biodiversity, variations in natural attractions and the uniqueness of the environment owned by Tanjung Puting National Park.

The low competitiveness of ecotourism in Central Kalimantan is influenced by various factors such as the availability of minimal transportation facilities, the packaging of tourist attractions that have not been maximized, and the not yet established Palangka Raya as an entry point for foreign tourists to Central Kalimantan. This empirical evidence is the basis for assessing how much potential the Tanjung Puting National Park has and how the strategy chosen to develop this region becomes an ecotourism-based tourism destination in a sustainability.

**Research Objectives**

This research is aimed to analyzing the potential and development strategy of Tanjung Puting National Park ecotourism, which is expected to be the basis for the development of the tourism industry in Central Kalimantan Province. In addition, the resulting strategic recommendations can be used as a reference for the development of the competitiveness of the Central Kalimantan tourism industry.
LITERATURE REVIEW

Ecotourism and National Park

The type of tourism based on ecological and social sustainability or ecotourism, is now increasingly widely known as one of the profitable economic attractions and continues to be heavily promoted in the effort to conserve rainforests (Purwanto et al., 2014). Ecological tourism or ecotourism is one form of activity that can be carried out within the Tanjung Puting National Park (TPNP) area. Aside from being a place of recession, ecotourism activities in the national park also encourage regional and local economic growth in order to improve the welfare of the community, but besides that the preservation of natural resources and biodiversity become tourist objects and attractions. The attraction of ecotourism is the beauty and uniqueness of natural resource objects, such as flora and fauna and landscapes and socio-cultural local communities in the form of cultural attractions.

Ecotourism development in the national park area which is a conservation area can philosophically provide 3 dimensions of benefits, namely ecological benefits, economic benefits and social benefits (Widada, 2008). Ecotourism empirically plays a role in four indicators of conservation, financing of conservation, conservation education, ethics of conservation and conservation of natural resources, (Agrawal and Redford, 2006). In addition, from an economic standpoint, ecotourism can contribute to increasing the level of income of local communities, increasing the number of working people, improving infrastructure, and local participation (Ekayani et al., 2014 and Haris et al., 2017). Study of Aciksoz S et al (2010) also stated that ecotourism is an important instrument used for contribution to preservation of the natural landscape and offers a solution to the poverty problem commonplace in underdeveloped regions. In addition, it produces a structure utility for the economic development and political progress of the local population, providing a resource for training of the visitors and for preservation.

The Tanjung Puting National Park in 1977 was designated by the UNESCO United Nation Educational, Scientific, and Cultural Organization) as a biosphere reserve, and was designated a national park area based on the Minister of Forestry Decree No.687 / Kpts-II / 1996 dated October 25, 1996, concerning Changes in Functions and Appointment of Forest Areas located in the Regency of West Kotawaringin and the Regency of East Kotawaringin, Province of Central Kalimantan covering ± 415,040 Ha. Furthermore, through the Decree of the Director General of PHKA No. 69 / VI-Set / HO / 2006 TNP is designated as one of the national park models that are prioritized to be managed optimally in accordance with its potential characteristics. Tanjung Puting National Park has several ecosystem types which consist of lowland tropical rain forest ecosystems, dry land forests, freshwater swamp forests, mangrove forests, coastal forests, and secondary forests with diverse flora and fauna. Species that are characteristic and iconic of the area so that this national park is famous are Orangutans (Pongo pygmaeus) and proboscis monkeys (Nasalis larvatus). Tanjung Puting is also known as the longest Orangutan research location in the world and is unique (TPNP Office, 2010).

Sustainable Ecotourism and Development

Kiper T.,(2013) say that, sustainable ecotourism will focus on three areas: a). Quality – valuable experience for visitors and increased life quality for host communities through cultural identity, poverty reduction and environmental quality; b). Continuity – exploitation is made at the optimum level that allows the preservation and regeneration of the natural resources; c). Balance between the needs of tourism industry, environmental protection, and local communities by an
equitable distribution of benefits among stakeholders. Sustainable development is high potential for any community within economic, social, cultural, ecologic and physical constraint (Bhuiyan AH., et al, 2012). Sustainable development has been defined in many ways, but the most frequently quoted definition is from Our Common Future, also known as the Brundtland Report: Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts (IISD, 2012). The concept of needs, in particular the essential needs of the world's poor, to which overriding priority should be given; and 2). the idea of limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs".

Tourism is developed in an ecologically, environmentally, and culturally friendly manner with optimal economic gains. Empowerment of local community, employment is a hot issue in some study. Well planned and managed ecotourism has proven to be one of the most effective tools for long term, encouraging travelers to behave in and environmentally responsible way, sustainable tourism development requires the informed participation of all relevant stakeholders. Some studies discuss ecotourism activities in the area, conservation of important wildlife habitats and ecosystem, the integrated tourism to be successful which must be promoted (Abbas S.N. et., al, 2015)

**RESEARCH METHODOLOGY**

This research was conducted in Tanjung Puting National Park, Central Kalimantan Province in February – March 2018, using survey and explanation methods. The data used are primary and secondary data, primary data are the results of field observations and interviews of selected respondents, such as stakeholders, foreign tourists, domestic tourists. Respondents were selected by purposive sampling tailored to the research objectives (Sugiono, 2002). The number of respondents refers to Fraenkel and Wallen (1993), which suggests a minimum sample size for descriptive research as many as 100 samples, 50 correlation studies. The number of samples in this study were as many as 150 respondents, with details of the stakeholder groups as many as 65 respondents, as many as 35 foreign tourists and domestic tourists as many as 50 respondents. This study also uses secondary data that has been published by related institutions, as supporting data specifically related to this study.

Data analysis methods for analyzing the potential of Tanjung Puting National Park tourism objects are used as Guidelines for Analysis of Areas of Natural Tourism Objects and Attractions (ADO-ODTWA) of the Director General of Forest Protection and Nature Conservation (DG-FPNC) in 2003. Parameters / criteria assessed include aspects: Attractiveness, Attractions, Accessibility, Accommodation, Availability of Clean Water, Facilities and Infrastructure. Then all six criteria are determined by the value of each criterion by using the formula:

\[ S = N \times B \]

Information:

\( S \) = Score or value of a criterion  
\( N \) = The number of elements in the criteria  
\( B \) = value weight

With respect to each criterion to assess the potential of tourism objects, the following criteria are compiled based on the criteria and sub-criteria of each parameter for each of the
tourism objects studied as presented in table 1 in the appendix. Furthermore, the results of the assessment of each element of each tourism object criteria are averaged so that the final results of the assessment of tourism development are obtained and a comparison is made with the classification of development elements based on the weight value, as presented in the following table:

Table 1. Classification of Development Elements Based on Weight Value (Dirjen PHKA, 2003)

<table>
<thead>
<tr>
<th>No.</th>
<th>Total Value</th>
<th>Assessment of Potential Element</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>660 – 879</td>
<td>Potential to be Developed</td>
<td>A</td>
</tr>
<tr>
<td>2.</td>
<td>480 – 659</td>
<td>Potentially Developed</td>
<td>B</td>
</tr>
<tr>
<td>3.</td>
<td>281 – 479</td>
<td>Not Potentially Developed</td>
<td>C</td>
</tr>
</tbody>
</table>

SWOT analysis is used to analyze the Tanjung Puting National Park ecotourism development strategy. SWOT analysis is based on logic to maximize Strength and Opportunity, but at the same time can minimize Weakness and Threat (Treat). Development of ecotourism-based tourism strategies can be done using SWOT analysis. As stated by Zavadskas et al., (2011).

Each aspect was measured using a questionnaire, so to find out the level of strengths and weaknesses and opportunities and threats to tourism in Kotawaringin Timur Regency was interpreted using descriptive analysis as follows:

Highest score (xt): 5  
Lowest score (xr): 1  
Range of formula: R = xt - xr  
R = 5 - 1  
R = 4  
Interval class length: p = R / xt  
p = 4 / 4 = 1.00

By using 1.00 length of class and the lowest score 1, the following criteria can be made:

Table 2. The Criteria of Strength, Weakness and Opportunities, Threat

<table>
<thead>
<tr>
<th>No.</th>
<th>Intervals</th>
<th>Strength and Opportunities</th>
<th>Weakness and Threat</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>4.01 – 5.00</td>
<td>Very high</td>
<td>Very low</td>
</tr>
<tr>
<td>2.</td>
<td>3.01 – 4.00</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>3.</td>
<td>2.01 – 3.00</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>4.</td>
<td>1.00 – 2.00</td>
<td>Very low</td>
<td>Very high</td>
</tr>
</tbody>
</table>

Source: Sugiyono, 2012

Furthermore, the position diagram of ecotourism development provides an overview of the conditions based on quadrants produced by SW vector lines and OT vector lines, and each quadrant has a strategy formula as its main strategy.

RESULTS AND DISCUSSION

The Potential of Tanjung Putting National Park Area

The results of the calculation of each element and sub-element on the assessment of the potential of Tanjung Putting National Park collected from 150 respondents by referring to the
guideline for the assessment of Natural Object Objects of the Directorate General of Forest Protection and Nature Conservation in 2003, which can be seen from the 6 elements of potential indicators such as: (a) Attractiveness, (b) Attractions, (c) Accessibility, (d) Accommodation, (e) Availability of Clean Water, (f) Supporting Facilities and Infrastructure, with results as described in the table 3 below:

Table 3. Result of Assessment Criteria Potential Analysis of Tanjung Putting National Park.

<table>
<thead>
<tr>
<th>No.</th>
<th>Element/sub-element</th>
<th>Score</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Attractiveness :</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a. The uniqueness of natural resources</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>b. A loose view inside the object</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>c. Variation of views inside objects</td>
<td>150</td>
<td>31,25</td>
</tr>
<tr>
<td></td>
<td>d. A loose view of the object</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>e. The harmony of colors and buildings in objects</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>f. View /Environmental Conditions of Objects</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Attractions:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a. Trekking</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>b. Rafting</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>c. Camping</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>d. Hiking</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>e. Education / Learning</td>
<td>100</td>
<td>20,83</td>
</tr>
<tr>
<td></td>
<td>f. Religious</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>g. Canoing</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>h. Fishing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Accommodation:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a. Star Hotels</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>b. Budget Hotels</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>c. Lodging</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>d. Guesthouse</td>
<td>60</td>
<td>12,50</td>
</tr>
<tr>
<td></td>
<td>e. Homestay</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>f. Home Residents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Clean Water Availability:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a. Public Water Company</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>b. River</td>
<td>30</td>
<td>6,25</td>
</tr>
<tr>
<td></td>
<td>c. Boreholes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>d. Water springs</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>e. Population Well</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Supporting Facilities and Infrastructure:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a. Toilets</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>b. Telecommunication</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>c. Gajeban</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>d. Cafeteria</td>
<td>80</td>
<td>16,66</td>
</tr>
<tr>
<td></td>
<td>e. Islamic Prayer Room</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>f. Garbage storage</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>g. Security</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>480</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primer Data, 2018 (processed).

Table 4 above shows that the element of attraction has the highest value (150) out of six criteria, specifically the uniqueness of natural resources contained in the Tanjung Putting National Park area. Overall, the elements and sub-elements considered to get a total value of 480. Then
multiplied by the value weight for the ecotourism attraction criteria with a weight value of 5. The attractiveness of the Tanjung Puting National Park ecotourism area with an overall value of 480 x 5 = 2,400. Other assessment indicators of criteria such as: Tourist attractions, accessibility, accommodation, availability of clean water and supporting facilities and infrastructure criteria are outlined in table 4 below:


<table>
<thead>
<tr>
<th>No.</th>
<th>Assessment Criteria</th>
<th>Score</th>
<th>Total Value</th>
<th>Assessment of Potential element</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Attractiveness</td>
<td>2.400</td>
<td>660-879</td>
<td>Potential to be Developed</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>480-659</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>281-479</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Attraction</td>
<td>1.920</td>
<td>660-879</td>
<td>Potential to be Developed</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>480-659</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>281-479</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Accessibility</td>
<td>1.440</td>
<td>660-879</td>
<td>Potential to be Developed</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>480-659</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>281-479</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Accommodation</td>
<td>1.440</td>
<td>660-879</td>
<td>Potential to be Developed</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>480-659</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>281-479</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Water Available</td>
<td>960</td>
<td>660-879</td>
<td>Potential to be Developed</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>480-659</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>281-479</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Support infrastructure</td>
<td>1.920</td>
<td>660-879</td>
<td>Potential to be Developed</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>480-659</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>281-479</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primer Data, 2018 (processed).

Considering the results of the potential analysis in table 5 above, it can be concluded that the Tanjung Puting National Park area has great potential to be developed as an ecotourism area because all elements of the criteria are considered to have category A. The highest value (2,400) is indicated by the attraction of the National Park Tanjung Putting (TPNP) for the existence of orangutans which has become a brand image among foreign tourists and domestic tourists. Another potential is the variation of attractions (1,920) that can be enjoyed by tourists visiting TPNP, such as feeding orangutans, trekking, observing animals, river trails and dance. Likewise, the availability of supporting facilities for tourism facilities and infrastructure in the TPNP area is one of the supporting factors the high tourism potential in the TPNP area.

The study by Rosalina (2011) states that Lake Sebedang has enormous potential for ecotourism development, because it has a strategic carrying capacity and has a variety of tourist attractions. Sunaryo (2013) concludes that the development framework for tourism destinations can be carried out by paying attention to aspects of attraction, accessibility, amenities, accommodation and other supporting facilities. What is stated by Rosalina (2011) and Sunaryo (2013) along with the results of this study that attraction and attraction factors can be a driving factor for developing tourism in the National Park area. Similarly, the results of the Pendit study (2006) state that tourism potential from various resources owned by a place can be developed into tourist attractions, and used for economic interests while still taking into account other aspects. In this case we can say that the potential of natural resources owned by an area, which is used as an area of production of environmental services such as natural tourism requires commitment from all stakeholders to continue to maintain the area consistently so that it can be managed.
sustainably. Tanjung Putting National Park area as an area. apply conservation principles with a protection and utilization approach, with the results of studies that show high potential to be developed as a natural tourism area. The results of this study are in line with the statement of Aciksoz.S et al (2010) that the Kure mountain national park area in Kastamonu-Bartin has significant potential to be developed as a natural tourist area.

**Ecotourism Strategy Development in Tanjung Putting National Park**

SWOT analysis is a systematic identification of various factors to formulate an ecotourism development strategy in Tanjung Putting National Park. SWOT is an abbreviation of the internal environment, Strengths and Weaknesses and the external environment of opportunities and threats faced in the business world. Analysis is based on logic that can maximize strengths and opportunities, but simultaneously can minimize weaknesses and threats.

<table>
<thead>
<tr>
<th>No.</th>
<th>Factor</th>
<th>Minimum Value</th>
<th>Maximum Value</th>
<th>Average</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Strength</td>
<td>3.44</td>
<td>4.19</td>
<td>3.67</td>
<td>High</td>
</tr>
<tr>
<td>2.</td>
<td>Weakness</td>
<td>1.00</td>
<td>4.99</td>
<td>3.84</td>
<td>Low</td>
</tr>
<tr>
<td>3.</td>
<td>Opportunities</td>
<td>3.46</td>
<td>4.11</td>
<td>3.73</td>
<td>High</td>
</tr>
<tr>
<td>4.</td>
<td>Threats</td>
<td>3.50</td>
<td>4.30</td>
<td>3.78</td>
<td>Low</td>
</tr>
</tbody>
</table>

Source: Primer Data, 2018 (processed).

The strength factor of ecotourism object at Tanjung Putting National Park can be seen from a very strategic location to be developed, is a conservation area of tropical peat swamp ecosystem, has a high beauty and biodiversity, has a unique peatland ecosystem, is a tourist destination of Central Kalimantan, designed as a location for tourism development, policies made by the government contain clear vision and mission (goals) of tourism development, policies made by the government are easily applied to areas of tourism potential and policies made by the government include strategies for tourism development, as average score is 3.67 high category.

Weakness factors of Tanjung Putting National Park ecotourism can be seen from tourist facilities and infrastructure that are not optimally available, simple ecotourism development programs, ecotourism marketing is not optimal, tourist attraction information is inadequate, lacks human resource capabilities and sufficient capital in tourism development and public awareness to keep the environment low, as indicated by the value of the weakness factor of average score is 3.84. The meaning that overall Tanjung Putting National Park has a low weakness in the potential for ecotourism development.

Overall analysis of opportunity factors from Tanjung Putting National Park ecotourism obtained an average value of 3.73 which is included in the high category. This shows that the opportunities of Tanjung Putting National Park ecotourism are high. In the nine opportunity factors studied to explain Tanjung Putting National Park ecotourism, the tourist destination object (ODTW) of Tanjung Putting National Park in Central Kalimantan has the potential to be developed and utilized because it provides a multiplier effect for the community through very high value business opportunities for surrounding communities. This is support by McGee, et al (2000) statement, which states that communities in ecotourism areas involved in tourism development have a positive impact through poverty reduction in the region. Other positive impacts of economic development not only increase economic incentives but also reduce unemployment in the ecotourism region (Suarthana, 2011). Biodiversity and the uniqueness of
nature in it as a great potential for tourism development, the Object of Tanjung Puting National Park provides business opportunities for the surrounding community, open infrastructure and accessibility, can create employment opportunities, the potential of existing Tanjung Puting National Park can be promoted and increased interest in tourist visits to Tanjung Puting National Park ecotourism.

The threat factor of Tanjung Puting National Park ecotourism can be seen from the still high / rampant forest encroachment activities around Sebangau National Park, vulnerable to forest and land fires, the development of tourist areas in other places, the development of oil palm plantations around Tanjung Puting National Park and the prevalence of hunting and catching protected birds. The threat factor of Tanjung Puting National Park ecotourism can be seen from the still high / rampant forest encroachment activities around Sebangau National Park, vulnerable to forest and land fires, the development of tourist areas in other places, the development of oil palm plantations around Tanjung Puting National Park and the prevalence of hunting and catching protected birds. The value of item 9 is a threat factor to the existence of the Tanjung Puting National Park, on average it is 3.78 including the low category.

Based on the SWOT analysis matrix, SO, WO, ST, and WT strategies are generated. The strategies are:

a) **SO Strategy (Strength-Opportunity), a strategy that uses strength and takes advantage of opportunities.**
   1. Increasing the potential of TNTP ecotourism by creating tourism package products that can explore all potential attractions in Tanjung Puting National Park.
   2. Looking for ecotourism potential to be developed and utilized and to empower community potential.
   3. Biodiversity and the uniqueness of nature in TNTP need to be preserved.

b) **WO (Weakness-Opportunity) strategies, strategies that minimize weaknesses and take advantage of opportunities.**
   1. Increasing accessibility to the TNTP ecotourism area by increasing infrastructure facilities (roads).
   2. Using social media and the internet to do marketing and information to the public.

c) **ST (Strength-Threats) Strategy, a strategy that uses strength and overcomes threats.**
   1. The Government and the community always protect the TNTP area from the dangers of forest and land fires.
   2. Increasing understanding of the public about the importance of environmental preservation by reducing the practice of illegal logging and hunting and catching endemic birds.
   3. The government can make policies so that there is no construction of oil palm plantations around Tanjung Puting National Park.

d) **WT Strategy (Weakness-Threats), a strategy that minimizes weaknesses and avoids threats.**
   1. Take precautions against behaviors that damage the environment.
   2. Uphold the existing law in the community to take action against the community perpetrators of forest destruction or encroachment in the area of Tanjung Puting National Park.

Furthermore, to find out the extent of the behavior and motivation of tourists to visit TNTP, it is to compare one indicator with another indicator through the AHP approach, then rank the results of each indicator reviewed, as described in the following table:
Table 6. Indicator of assessment of the reasons for tourists visiting TNTP

<table>
<thead>
<tr>
<th>No.</th>
<th>Options</th>
<th>Value</th>
<th>%</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Attractiveness</td>
<td>0.552</td>
<td>55.2</td>
<td>I</td>
</tr>
<tr>
<td>2.</td>
<td>Distance</td>
<td>0.177</td>
<td>17.7</td>
<td>II</td>
</tr>
<tr>
<td>3.</td>
<td>Facilities</td>
<td>0.094</td>
<td>9.4</td>
<td>III</td>
</tr>
<tr>
<td>4.</td>
<td>Cost</td>
<td>0.074</td>
<td>7.4</td>
<td>IV</td>
</tr>
<tr>
<td>5.</td>
<td>Security</td>
<td>0.057</td>
<td>5.7</td>
<td>V</td>
</tr>
<tr>
<td>6.</td>
<td>Transportation</td>
<td>0.046</td>
<td>4.6</td>
<td>VI</td>
</tr>
<tr>
<td>Jumlah</td>
<td>1.00</td>
<td>100</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primer Data, 2018 (processed).

Table 6. above shows that the majority (55.2%) of tourists stated that the attraction possessed by TNTP was their main reason for visiting and knowing more about the existence and uniqueness of TNTP.

The implications of the research results from the results of the Analytical Hierarchy Process (AHP) analysis, which are set out in the WT strategy as the main strategy to be implemented, include:

1. The object of Tanjung Puting National Park Ecotourism must utilize the strengths and opportunities it has such as a very strategic location to be developed and utilized in accordance with existing characteristics.
2. Having the beauty and high biodiversity, having a unique peatland ecosystem, is a tourist destination in Central Kalimantan designed as a location for tourism development.
3. The policies made by the government contain a clear tourism development vision (goal) of development, policies made by the government are easy to apply to areas of tourism potential and policies made by the government contain tourism development strategies. The strategy that can be applied in this condition is to support aggressive policies (growth oriented strategy) and sustainability development by maintaining the preservation and uniqueness of nature so as to attract tourists to visit by bringing benefits to improve socio-economic conditions for the local community.

Conclusion

Based on the results of the discussion and discussion in the previous section, the following conclusions can be formulated: (1) Tanjung Puting National Park has high potential to be developed as an ecotourism area seen from the supply aspect through its strengths, (2) High potential owned by the Park Tanjung Putting National as an ecotourism area, the recommended strategy to be used for future development is a defensive strategy or survival strategy.

Acknowledgement

We would like to thank the Head of Tanjung Puting National Park, Head of the Kotawaringin Barat Culture and Tourism Office, for his support so that this research can be completed. Thanks are also conveyed to the Bali International Tourism Conference Committee 2018, for the opportunity to present this article. And also to The Rector of Palangka Raya University who has provided support to this conference was many thanks.
REFERENCES


Attachment 1. *Mean of Strength the Ecotourism Object in Tanjung Putting National Park*

<table>
<thead>
<tr>
<th>No.</th>
<th>Strength (S)</th>
<th>Mean</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The ecotourism object of TPNP is very strategic to develop.</td>
<td>3.58</td>
<td>High</td>
</tr>
<tr>
<td>2.</td>
<td>The object of TPNP ecotourism is the conservation area tropical peat swamp ecosystem.</td>
<td>3.612</td>
<td>High</td>
</tr>
<tr>
<td>3.</td>
<td>The object of TPNP ecotourism has a unique and high biodiversity</td>
<td>3.924</td>
<td>High</td>
</tr>
<tr>
<td>4.</td>
<td>The object of TPNP ecotourism is a unique peatland ecosystem.</td>
<td>3.588</td>
<td>High</td>
</tr>
<tr>
<td>5.</td>
<td>TPNP is designated as the 33rd National Destination.</td>
<td>4.276</td>
<td>Very High</td>
</tr>
<tr>
<td>6.</td>
<td>The object of TNP ecotourism is designed as a location tourism development.</td>
<td>3.536</td>
<td>High</td>
</tr>
<tr>
<td>7.</td>
<td>The Central Kalimantan Provincial Government has a clear Tourism Development Strategic Plan.</td>
<td>3.96</td>
<td>High</td>
</tr>
<tr>
<td>8.</td>
<td>Tourism development policies made by the government are easily applied to tourism potential areas.</td>
<td>3.544</td>
<td>High</td>
</tr>
<tr>
<td>9.</td>
<td>The people of Central Kalimantan have a good understanding of tourism development</td>
<td>3.904</td>
<td>High</td>
</tr>
</tbody>
</table>

Average 3.77 Tinggi

Attachment 2. *Mean of Weakness the Ecotourism Object in Tanjung Putting National Park*

<table>
<thead>
<tr>
<th>No.</th>
<th>Weakness (W)</th>
<th>Mean</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Facilities and supporting infrastructure for TPNP ecotourism are not yet available optimally.</td>
<td>4.99</td>
<td>Low</td>
</tr>
<tr>
<td>2.</td>
<td>Development program of the TPNP ecotourism object is still simple.</td>
<td>4.00</td>
<td>Very Low</td>
</tr>
<tr>
<td>3.</td>
<td>Marketing Strategy of TPNP ecotourism objects is not optimal.</td>
<td>4.04</td>
<td>Very Low</td>
</tr>
<tr>
<td>4.</td>
<td>Information about the attractiveness of ecotourism is inadequate.</td>
<td>3.76</td>
<td>Low</td>
</tr>
<tr>
<td>5.</td>
<td>Human resources managing ecotourism do not yet have adequate capacity and sufficient capital in the development of tourism objects.</td>
<td>3.96</td>
<td>Low</td>
</tr>
<tr>
<td>6.</td>
<td>Budget of The management TPNP ecotourism objects is still low.</td>
<td>3.02</td>
<td>High</td>
</tr>
<tr>
<td>7.</td>
<td>Public awareness to protecting the environment is still low.</td>
<td>1.00</td>
<td>Very High</td>
</tr>
<tr>
<td>8.</td>
<td>Unclear boundaries of natural tourism areas</td>
<td>4.93</td>
<td>Low</td>
</tr>
</tbody>
</table>

Average 3.84 Low

Source: Primer Data, 2018 (processed)
### Attachment 3. **Mean of Opportunity Ecotourism object in Tanjung Putting National Park**

<table>
<thead>
<tr>
<th>No.</th>
<th>Peluang (O)</th>
<th>Mean</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Tourist attractions have the potential to be developed into sustainable natural tourism products.</td>
<td>3.49</td>
<td>High</td>
</tr>
<tr>
<td>2.</td>
<td>The object of the tourist destination area (ODTW) of TNTP has the potential to be developed and utilized in accordance with existing characteristics and potential.</td>
<td>3.51</td>
<td>High</td>
</tr>
<tr>
<td>3.</td>
<td>The development of TPNP ecotourism has helped to improve the economy of the surrounding community</td>
<td>3.99</td>
<td>High</td>
</tr>
<tr>
<td>4.</td>
<td>Biodiversity and the uniqueness of nature in it as a great potential for tourism development.</td>
<td>3.49</td>
<td>High</td>
</tr>
<tr>
<td>5.</td>
<td>The TNTP tourism object provides business opportunities for the surrounding community.</td>
<td>4.11</td>
<td>Hery High</td>
</tr>
<tr>
<td>6.</td>
<td>Construction of infrastructure and accessibility to TNTP.</td>
<td>3.45</td>
<td>High</td>
</tr>
<tr>
<td>7.</td>
<td>Make create the job opportunities.</td>
<td>4.03</td>
<td>Very High</td>
</tr>
<tr>
<td>8.</td>
<td>The ecotourism of TNTP potential will be promotion.</td>
<td>3.47</td>
<td>High</td>
</tr>
<tr>
<td>9.</td>
<td>Increased tourist visits to natural attractions as educational attractions.</td>
<td>4.00</td>
<td>Very High</td>
</tr>
</tbody>
</table>

**Average** 3.73 Tinggi

*Source: Primer Data, 2018 (processed).*

### Attachment 4. **Mean Threat of Ecotourism object in Tanjung Putting National Park**

<table>
<thead>
<tr>
<th>No.</th>
<th>Threat</th>
<th>Mean</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The still high / rampant forest encroachment activities around TNTP.</td>
<td>3.59</td>
<td>Low</td>
</tr>
<tr>
<td>2.</td>
<td>Vulnerable to forest and land fires.</td>
<td>3.62</td>
<td>Low</td>
</tr>
<tr>
<td>3.</td>
<td>The development of natural tourism areas elsewhere.</td>
<td>3.83</td>
<td>Low</td>
</tr>
<tr>
<td>4.</td>
<td>The development of oil palm plantations around TNTP</td>
<td>3.50</td>
<td>Low</td>
</tr>
<tr>
<td>5.</td>
<td>The proliferation of hunting activities and the capture of protected animals.</td>
<td>4.31</td>
<td>Very Low</td>
</tr>
<tr>
<td>6.</td>
<td>The still rampant forest and land clearing by community activities.</td>
<td>3.61</td>
<td>Low</td>
</tr>
<tr>
<td>7.</td>
<td>The high intrusion of external culture towards local culture.</td>
<td>4.03</td>
<td>Sangat Rendah</td>
</tr>
<tr>
<td>8.</td>
<td>The rise of government building designs that are nuanced by modern architects.</td>
<td>3.63</td>
<td>Rendah</td>
</tr>
<tr>
<td>9.</td>
<td>Low pride towards local culture.</td>
<td>3.90</td>
<td>Rendah</td>
</tr>
</tbody>
</table>

**Rata-rata** 3.78 Rendah

*Source: Primer Data, 2018 (processed).*
ALAS KEDATON TOURIST ATTRACTION
THE MODEL OF TRI HITA KARANA-BASED TOURIST ATTRACTION
MANAGEMENT

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ABSTRACT

This study aims to describe the management of Alas Kedaton Tourist Attraction in Marga Subdistrict, Tabanan Regency, Bali Province, as a Tri Hita Karana based tourist attraction management model and its implications for the economic, socio-cultural, and local environmental aspects. This research was considered important as a critical reaction to the large-scale and capital-intensive model of tourism development which favored the capitalists and often ignored the rights of local people as legitimate owners of local resources. This study uses a qualitative descriptive method, where more data collection is done using observation, interview, and document techniques. The results of this study concluded that the Alas Kedaton Tourism Management model was based on the philosophy of Tri Hita Karana, which is a harmonious relationship between humans and the spiritual environment, social environment, and physical environment. The model of Alas Kedaton Tourism Management basically also reflects a form of local wisdom that is proven to be able to bring positive implications to the economy, culture and the local environment more evenly and sustainably.

Keywords : model, management, tourism, Tri Hita Karana, implication

1. Introduction

Since the last few decades many developing countries have begun to look at the tourism sector as the main source of foreign exchange income due to the weakening of the competitiveness of their flagship commodities. In Indonesia, the birth of the regional autonomy policy has encouraged each region to compete in developing their tourism potential as an effort to increase local revenue. This is feared to be able to revive the spirit of the advocacy approach that has haunted the development of tourism in various countries a few decades ago. The advocacy approach has the main goal of developing various potential tourist attractions that often ignore the rights of local culture (Spillane, 1994: 28). This approach was very popular in the sixties where almost all countries recognized that tourism had considerable potential in increasing economic growth.

Tourism development which is dominated by the motivation to obtain foreign exchange is often a boomerang for the people's economy. So far, efforts to increase foreign exchange revenues tend to be carried out through the construction of various large-scale and capital-intensive tourism facilities, because this is the most effective way to boost local revenue. The benefits of building large-scale and capital-intensive tourism facilities generally do not favor the empowerment of the people's economy. In addition, a passionate economic desire (libidonomi) can lead to the capitalization of resources by ignoring the host's cultural rights and tends to position culture as a mere economic commodity. As a result, the economic benefits derived from the tourism sector must be redeemed with socio-cultural disadvantages. From an ecological perspective, the exploitation of the potential of environmental resources is increasingly tolerated in the name of tourism interests. As a result, the favor of tourism not only brings blessings but also calamities.
Based on this, tourism should be understood as a multi-dimensional phenomenon whose development requires an approach model that is able to provide benefits to the people's economy, cultural and environmental sustainability.

2. Tri Hita Karana Based Tourism

Etymologically Tri Hita Karana means "three causes of prosperity" consisting of parhyangan (spiritual environment), pawongan (social environment), and palemahan (physical environment). This concept contains the teaching that to achieve the welfare of his life, humans should always maintain a harmonious relationship with the three environments. The concept of Tri Hita Karana basically contains an understanding of the patterns of human adaptation to their environment (spiritual environment, social environment, and physical environment) in various dimensions of space and time. It contains universal values for the welfare of human life and the universe (Pujaastawa, 2004).

Lately the concept of Tri Hita Karana-based Tourism has begun to receive international attention and has become an important agenda in a number of international-level tourism meetings. The implementation of Tri Hita Karana in tourism development basically controls the libido of the tourism industry's capitalism by instilling moral awareness and religious ethics (parhyangan), humanity (pawongan), and the environment (palemahan). Thus, tourism is expected to not only pursue economic benefits, but also be able to increase human dignity as a cultural being and conservation of the environment in a sustainable manner (Pujaastawa, 2005; Wiranatha 2005).

3. Management of Alas Kedaton Tourist Attraction

3.1 Location and Potential

Alas Kedaton tourist attraction is located in Kukuh Village, Marga Subdistrict, Tabanan Regency which is about 12 kilometers northwest of Denpasar. The area of attraction reaches 12 hectares consisting of 6.6 hectares of forest area and 5.4 hectares used for land supporting facilities for tourism, such as parking area, artshops area, offices, and parks. The types of potential tourist attractions contained in Alas Kedaton tourist attraction are a blend of natural and cultural attraction potential integrated into an integral environmental system. The types of potential in question include the following.

3.1.1 Alas Kedaton Forest Area

Alas Kedaton forest area with an area of 6.6 hectares is classified as one of the types of wet tropical forest that has endemic flora and fauna. Based on its status, the Alas Kedaton forest area is a customary forest managed by the community of Desa Pakraman (traditional village) Kukuh. This forest area is overgrown by no less than 40 types of plant vegetation, some of which are classified as rare plants that are protected by law (Government Regulation of the Republic of Indonesia Number 7 of 1999).

3.1.2 Monkeys and Bats

The Alas Kedaton forest area is inhabited by around 1200 monkeys (long-tailed monkeys) that are relatively benign and within certain limits can interact with visitors. These monkeys not only roam inside the forest area, but can also be witnessed around the park and parking lots. In addition to ape animals, in the Alas Kedaton forest area there are also dozens of bats that in the daytime seem to hang in large trees. Towards evening, these bats began to fly looking for food around the forest and some left the forest to look for food elsewhere and just returned home in the morning.
3.1.3 Temples

Inside the Alas Kedaton forest area there is also a sacred building complex, namely Pura Dalem Kahyangan Kedaton, one of a number of temples managed by Desa Pakraman Kukuh. Inside the temple area there are a number of sacred buildings with traditional Balinese architectural styles that are artistic and have magical religious nuances. Periodically, especially in the days of Hinduism, this temple can be witnessed by religious rituals involving the local community. In ordinary days also often witnessed worship carried out by the manager of attraction and artshops owners. Sometimes the temple is also visited by Hindus from outside the village of Kukuh to offer prayers.

3.1.4 Rice Fields

Around the Alas Kedaton tourist attraction, you can also see a panoramic view of rice fields with various agricultural activities that reflect traditional agrarian community traditions. Among these are agricultural activities related to the cycle of farming and various types of religious rituals that are related to the farming cycle and plant growth cycle.

3.2 Facilities and Number of Tourist Visits

In Alas Kedaton tourist attraction environment there are a number of tourism facilities, including parking area and parks, artshops (202 units), management agency offices (1 unit), security posts (1 unit), bale bengong or gazebo (8 units), wantilan or multipurpose hall (1 unit), and toilet (3 units). Most of the construction of these facilities comes from the results of the management of local tourist attractions. The average number of tourists visiting each month reaches 8,081 people consisting of foreign tourists (61%) and domestic tourists (39%). While the average amount of income each month reaches Rp. 203,500,000.

3.3 Management

The management of Alas Kedaton tourist attraction is fully carried out by Desa Pakraman Kukuh. In terms of desa pakraman\(^1\), there are clearly three main elements which are basically elements of Tri Hita Karana. The elements in question are (1) parhyangan, in the form of three main temples called Kahyangan Tiga, (2) pawongan, consisting of village manners or villagers, and (3) palemahan, consisting of territory or physical environment. To achieve prosperity (jagadhiita) each of the villagers court tries to maintain a harmonious and balanced relationship with the aspects of parhyangan, pawongan, and palemahan. This is stated in a set of rules called the awig-awig desa pakraman which basically contains norms that govern human relations with the spiritual, social, and physical environment.

The management of Alas Kedaton tourist attraction by Desa Pakraman Kukuh is carried out through a agency called Alas Kedaton Tourism Management Agency which was formed through desa pakraman meeting. The position of responsible person is held by bendesa (head of desa pakraman), the position of advisor is held by perbekel or the head of desa dinas, while for other positions is chosen from the residents of desa pakraman who are considered to have competence and interest in it.

The main function of the management agency is to determine policies relating to the management of attractiveness. Meanwhile, the day-to-day technical operational implementation was handled by tourism conscious groups whose members were recruited from each banjar in desa pakraman. This group is also equipped with sections (1) security section, that is in charge of maintaining environmental security around tourist attraction, (2) the information section, whose task is to provide information about the existence of tourist attraction, (3) the infrastructure

\(^1\) The definition of desa pakraman is the customary law community unit in Bali Province which has a unified tradition and manners of social relations of the people of the community from generation to generation in the bond of three main temple called Kahyangan Tiga or Kahyangan Desa that has certain territories and assets own wealth and the right to take care of his own household (Bali Province Regional Regulation Number 03 of 2003).
section, whose task is to handle infrastructure matters around tourist attraction, (4) environmental section whose duty is to maintain the environment around tourist attraction, and (5) the arts and culture section whose task is to handle arts and cultural attractions around tourist attraction. To add insight and improve professionalism, they are also given tourism guidance, counseling and training by various relevant agencies.

4. Implications

In the ideal framework, the model of tourism development policy is expected to be more pro-people for the economic welfare of the people and able to provide benefits for the preservation of culture and the environment evenly and sustainably. The management model of Tri Hita Karana-based tourist attraction such as the management of Alas Kedaton tourist attraction brings economic, ecological, and cultural implications as follows.

4.1 Economic Implications

For the people of Desa Pakraman Kukuh, the existence of Alas Kedaton tourist attraction is recognized as providing significant benefits to the economic growth of the local community and contributing to local revenue. The results obtained from the management of Alas Kedaton tourist attraction come from several sources, namely the sale of visitor tickets, parking fees, fees for kiosk managers, and toilet rentals.

Of the total income each month, 20% is handed over to the regional revenue department in the form of taxes, the remaining 80% is managed by Desa Pakraman Kukuh. A portion of the proceeds are used for operational costs and employee salaries and the rest is used to finance the parhyangan, pawongan, and palemahan sectors. The funding for the parhyangan sector includes the costs of caring for and maintaining places of worship and organizing religious ceremonies. Pawongan sector funding includes, employee salaries, bereaved funds for each of the residents of the desa pakraman who have died, and credit loans through village credit institutions managed by the desa pakraman. The financing of the palemahan sector covers the cost of maintenance and construction of infrastructure facilities at Desa Pakraman Kukuh. In addition to the income obtained from the management of tourist attraction, the people of Desa Pakraman Kukuh also obtain economic benefits through various forms of business they have developed in response to the development of tourism in their area. The intended business forms include opening souvenier kiosk, producing art crafts, and developing arts groups.

4.2 Ecological Implications

The concept of Tri Hita Karana is a traditional cultural heritage that contains noble values. As stated by Dove (1985), that various traditional cultures actually play a positive role in supporting fundamental social, economic and ecological processes. Regarding the rise of the discourse of the global ecological crisis, aspects of traditional culture such as traditional knowledge and belief systems are increasingly seen as playing important roles as an effective environmental conservation mechanism (Soemarwoto, 1994: 99; Dove, 1985: xxxi-xl; Resosoedarmo et al., 1992: 88 - 90; Iskandar, 1992). The same thing was stated by Ryan (1993), that traditional communities actually had environmental preservation mechanisms that had protected their ecological systems for thousands of years. Similarly, according to Daldjoeni and Suyitno (1978: 87), that the traditional mindset seen from physical and social ecology is quite significant for the preservation of natural resources (see also Pranowo, 1985: 63 - 66).

The effectiveness of the role of traditional culture for environmental preservation depends largely on the role of local communities in managing local resources. The importance of the role of local communities in resource management is based on a number of fundamental considerations. First, there is local variety that cannot be treated equally. The situation of different regions requires different management systems and local communities that best understand the situation of the region. Second, the existence of local resources that have traditionally been managed by local communities from generation to generation. The experience of managing resources that has been inherited from generation to generation generally results in an accumulation of knowledge about management. This management takeover will create a sense of public offense, and the community will be antipathetic towards development projects. Third, local accountability means that management carried out by local communities is usually more
responsible, because the various things they do with resources will have a direct effect on their lives. Management by outsiders often does not contain moral closeness with local communities, so it does not feel that it has high moral responsibility (Korten, 1986).

In Bali, a set of traditional beliefs that are an integral part of the Hindu community belief system has also been shown to have a positive impact on the sustainability of the ecological system. The inhabitants of Desa Pakraman Sangeh, and Padang Tegal, for example, always guard the local forest area because it is believed to be a place for the gods to protect their lives. In this connection they never interfere with various types of flora, fauna, and other resources around the forest area, because they believe that the gods will always supervise and reward everyone who dares to interfere with their existence (Atmadja, 1993: 1-22. This view is in line with the opinion of Wilson (1991: 17), which states that a forest area and the animals in it remain sustainable because their existence is shrouded in faith or religion. Similarly, according to MacKinon et al. (1990: 63), that it is indeed not uncommon to have a conception of the role of spirits as the supervision of a forest area that functions very effectively to preserve forests even though there are no guards in reality.

Similarly, the preservation of the Alas Kedaton environmental system is inseparable from a system of beliefs that has been internalized for generations. According to the conception of the beliefs of the people of Desa Pakraman Kukuh, the existence of Alas Kedaton and Pura Dalem Kahyangan Jagat is a sacred and sacred environment as a place of residence for the gods and super natural forces that give blessings and protection to their lives. Various types of flora and fauna in the region are believed to be duwe or belong to the gods. Therefore, local communities always maintain the preservation and sanctity of the area. In connection with this they recognize a number of taboos that serve as a control mechanism for actions that have the potential to disrupt the preservation and sanctity of the forest area, such as abstinence from cutting down trees and utilizing forest products outside of religious and medicinal purposes, abstaining from disturbing apes and bats and abstinence from being disrespectful and acting obscene. Violations of these restrictions are believed to bring bad luck and calamity to the perpetrators or keep them away from the blessings and protection of the gods.

Besides being based on a belief system that is not real or non-existent, the motivation to always maintain the preservation of the Alas Kedaton environmental system is also influenced by the tangible benefits obtained from the existence of Alas Kedaton as a tourist attraction. Thus, actions that lead to fragmentary use of resources without regard to sustainability are realized as “slaughtering golden-laying chickens” which only provide a momentary advantage.

4.2 Cultural Implications

Related to tourism regulations in Bali, the Provincial Government of Bali has established Regional Regulation Number 2 of 2012 concerning Bali Cultural Tourism. These regional regulations, among others, emphasize that the type of tourism developed in Bali is cultural tourism, which is one type of tourism that is in development and its development uses Balinese culture which is part of national culture as the most dominant basic potential, in which one goal is implied, the ideal of a reciprocal relationship between tourism and culture, so that both increase harmoniously, in harmony and balance.

The management of Alas Kedaton tourist attraction basically provides a broad opportunity for people supporting the local culture to maintain and revitalize their culture while benefiting from the culture they have. Love and pride in their own culture is growing as they begin to realize that the culture they have turns out to attract both domestic and foreign tourists. Furthermore, various efforts to preserve culture will grow and develop on their own when they begin to feel the economic benefits of the various cultural attractions they present. As Kean (1973) stated, the development of tourism in Bali has given rise to the phenomenon of cultural involution, namely the better elaboration in the forms and practices of culture, as reflected in various types of traditional arts which are more often and extensively performed than a few years ago. Similarly, people who are directly involved in tourism are able to develop existing institutions in line with the demands of the world of tourism, as stated by Bagus (1990: 6), as follows.
"... In this case we see in the tourism area in Bali changes in the shape and organizational structure of the banjar and the village in carrying out citizenship and life in the area of tourism. This change is not a setback but rather is an increase in the content of the social institutions. In other words, it can be said that in that adjustment there was resistance to survival and the new part of the structure of Balinese society ".

5. Conclusion

The management of Alas Kedaton tourist attraction basically reflects the tourism attraction management model based on Tri Hita Karana which is based on the principle of a harmonious and balanced relationship between humans and their environment (spiritual, social, and physical environment). In the conception of the belief of the majority of the people of Hinduism, the principle of a harmonious relationship is believed to deliver human life towards physical and spiritual well-being.

The management model of tourism attraction based on Tri Hita Karana is a critical reaction to the conglomerate approach that is more pro-capital and positions the local community as a marginal group. Unlimited capitalism libido often leads to uncontrolled cultural and environmental capitalization. When culture and environmental resource potential are degraded, capitalists will go and find a new place of investment. Meanwhile, for local people, the pleasure of tourism which was previously a blessing must end in disaster.

The management model of tourism attraction based on Tri Hita Karana is a management model based on local wisdom that has been proven to provide benefits to the people's economy, the preservation of local culture and environment more equitably and sustainably.

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