

## Local Community Life Satisfaction at Early Stage Tourist Destination

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### ABSTRACT

The developing destinations are marked by increasing level of community life satisfaction. The objective of study is to identify the level of life satisfaction of local people in early stage tourist destinations. The method is a survey with a mix method analysis to justify the findings. Primary data were obtained from 6 tourism actors and local community leaders, while secondary data were obtained from official government institutions. The location of the study was two mangrove destination in North Karawang, West Java. The results showed that in the early stages of tourism destination development, the level of life satisfaction of the local community showed a high response to the subjective indicators but lower to the objective. In subjective indicators, the highest response occurs in the community's collectivity in building, but low in fulfilling personal aspects, especially awareness about the future. Local people feel relatively satisfied with their living conditions, especially family, social religious situation, and physical environment. They also view that tourism can be an alternative way out to improve economic conditions and the physical environment. Further research needs to see behavioral changes of local community to face destination development due to the increasing number of tourists.

Keywords: *early stage destination, life satisfaction, community*

### INTRODUCTION

#### Background

Destination development and management is one of the major concerns of any country or any region or destination in any part of the world. The nature of the destination, resources available, hosts, the visitor's behavior and experiences and management of tourism resources

optimally are extremely important research topics today (Manhas, Manrai, & Manrai, 2016). According to (Kim, 2002), tourism also viewed as expression of human behavior. It means interaction between local community and the tourist is important factors. Once a community becomes a destination, the lives of residents in the community are affected.

Aref (2011) underlines that changes in people's life satisfaction has to be a major concern by policy makers. Destination development must support the residents to be involved in the development, planning, successful operation, and sustainability of tourism,

Destination development is the strategic planning of defined areas to support the evolution of desirable destinations for travellers, with a sole focus on the supply side of tourism, by providing compelling experiences, quality infrastructure, and remarkable services to entice repeat visitation<sup>1</sup>. It will rather related with exploitation of destination resources that caused not only economic performance, but also life satisfaction of their community. Understanding tourism development from the local resident standpoint will deepen understanding of both the long-term success and sustainability of tourist destinations (Woo, Kim, & Uysal, 2015). The rapid growth of destination development has been powerful means of investment, creates jobs, and promotes the destination. Accordingly the life satisfaction of community should be increased too.

The impact of tourism development on local communities has been widely

investigated (Khizindar, 2012; Jeon, Kang, & E, 2014; Uysal, Sirgy, Woo, & Kim, 2015; Abdillah, Damanik, Fandeli, & Sudarmadji, 2015). It is shared that the support of local residents is crucial for the success and sustainability of any tourist development (Bimonte & Punzo, 2011; Lee, 2013). Therefore tourism development should be integrated with community planning and development. This integration will guarantee the creation of harmonization among the interests of stakeholders including the local community (Abdillah, Damanik, Fandeli, & Sudarmadji, 2015). Destination development and its connection to residents' Quality of Life (QoL) has many attention over the past few years (Bimonte, D'Agostino, Grilli, & Pagliuca, 2019).

People realized that there are relation between residents' attitudes to tourism and residents' happiness and satisfaction with life domains. Research that focusing on well-being related with tourism has recently flourished (Pearce, 2009; Pearce, Ross, & Filep, 2010; Rivera, Croes, & Lee, 2016; Sirgy, Kruger, Lee, & Yu, 2011; Bimonte, D'Agostino, Grilli, & Pagliuca, 2019). (Kim, 2002) stated that wellbeing is associated with quality of life. Quality of life (QoL) refers to how

<sup>1</sup> <https://www.destinationbc.ca/what-we-do/destination-management/destination-development/>

individuals subjectively assess their own well-being and their ability to perform physical, psychological, and social functions<sup>2</sup>. In the context of destination development, QoL are daily life condition of impacted community in the destination. Kim (2002) expressed development impact means perceptions of tourism (economic, social, cultural, and environmental) with residents' satisfaction with particular life domains (material well-being, community well-being, emotional well-being, and health and safety well-being) and overall life satisfaction.

As tourist destination, coastal zones (CZ) are complex areas of strategic importance at an environmental, economic, social, cultural, and recreational level. They are constantly under pressure from human occupation and overexploitation of resources, resulting in serious environmental impacts. Coastal areas have an influence on the socio-economic conditions of people who live in or around it. The coast has a high degree of demographic vitality, and a major part of coastal populations is economically dependent on marine resources (Carvalho, Ulisses, Azeiteiro, & Meira-Cartea, 2012).

In terms of destination awareness, it has been widely appreciated that

mangroves provide valuable and essential natural resources (Sukardjo, 1993). Mangrove areas are the target of natural resource exploitation activities due to development demands. The more economic benefits gained, the heavier the burden will be. The higher the level of development, it should be the higher the benefits obtained by the community.

Karawang is a strategic location for mangrove conservation in Java. The characteristics of muddy beaches and calm waters cause mangroves grow easily. At least there are two advantages of developing mangroves on the north coast of Karawang, namely as an enrichment of tourism destinations and conservation of waters for fisheries development. Karawang tourism destination development is directed to develop five targets, namely the arrangement of tourist attractions, increased accessibility, community empowerment, and increased investment (Anonymous, 2016). The location of a mangrove destination in Karawang are Pantai Pusaka Jaya dan Pantai Sedari. As a tourism destination, the mangrove area has a significant impact on the quality of life of local people especially in increasing income in the form of fisheries and tourism

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Based on mapping of destination life cycle concept, Karawang can be categorized as early stage tourist destination. Inspired by Butler (1980) TALC, Hussin (2019) proposes that destinations are considered to evolve in six distinct phases of exploration, involvement, development, consolidation, stagnation, and decline and/or rejuvenation where each of which is characterized by a number of identifiable features. Early stage tourism destination refer to exploration and involvement phase. As Butler R. (1980) mention the early stage is characterized by small numbers of tourists. At this time there would be no specific facilities provided for visitors. The use of local facilities and contact with local residents are therefore likely to be high, which may itself be a significant attraction to some visitors.

This study aims to determine the level of community life satisfaction on the early stage tourism destination. This study wants to see whether tourists who have an impact on economic activity also have a positive impact on the level of satisfaction of local people's lives in destination. In other words how changes in quality of life occur in tourism destinations and is it true that the development of tourism destinations has an impact on changes in the quality of life of the community.

## LITERATURE REVIEW

### Early Stage Destination Development

As Butler's proposed of TALC evolve in six distinct phases of exploration, involvement, development, consolidation, stagnation, and decline and/or rejuvenation. The specific characteristic of each stage of a destination lifecycle required different strategies in order for the destination planner to maintain or gain the desired position and improve the competitive advantage of the destination. In the earliest stage of destination lifecycle, the destination product and market share are usually unknown. Thus the adoptions of correct strategies are absolutely necessary in order to forestall future issues ahead. These strategies include selling new product/ services to new markets and Expand market share and build awareness among the tourist. By implementing both strategies, the destination hope to attain a strong market position before competitors enters (Cooper, 1992).

Butler R. (2011) explain the purpose of developing the model is to direct attention to the natural dynamics of the development of tourism destinations. Besides that the model also gives an overview of the general process of development as well the potential for decreases that should be avoided with appropriate interventions (planning,

management and development). The key to the TALC concept is carrying capacity. The right intervention will ensure that various carrying capacities (economic, socio-cultural and environmental) exceeded or if possible returns to the growth phase.

### Life Satisfaction

According to Gondos (2014) concept of quality of life was first used by Pigou in 1920, however, it became widespread only in the 1950s. To determine what quality of life is we cannot find a uniform definition. It occurs in the determinations that such factors are needed to the quality of life or to the increasing of it which contribute to people's social, economical and environmental welfare, therefore the improvement of these factors has to be emphasized.

Susniene & Jurkauskas (2009) states that until now there has not been a single concept of quality of life that is universally stated and accepted. Quality of life is defined as an understanding of life satisfaction. In recent years the interest towards researching quality of life has gradually increased. With the development of quality of life-oriented strategy the experts initiated the creation of TRQL index (Tourism Related Quality of Life index) (Kovács (2007) in Gondos, 2014). The tourism-related quality of life has two

parts: first, in a tourist destination the impact of tourism on the residents' quality of life. Second, a person's active participation in the tourism industry (or the lack of this) and its impact on life satisfaction. The researchers tried to map the relationship between tourism and quality of life along the following five factors: 1. visiting/visitor's motivation; 2. characteristics of travelling; 3. impact of tourism; 4. characteristics of tourism or destination; 5. travelling as assessment of activity

Sirgy, Lee, Larsen, & Wright (1998) states that the quality of life of a person is an amalgamation of life satisfaction which includes individual subjective conditions and objective conditions in society. The objective approach represents the general quality of life of the community, while the subjective approach represents the satisfaction of the individual towards his life.

In quality of life research, one often distinguishes between the subjective and objective quality of life. Subjective quality of life is about feeling good and being satisfied with things in general. Objective quality of life is about fulfilling the societal and cultural demands for material wealth, social status and physical well-being. Morris dan Alpin (1982) put forward the concept *Physical Quality of Life Index* (PQLI). There are three elements included

in the index namely: infant mortality, life expectancy, and literacy rates.

In subjective context, Kim (2002) explained that quality of life is determined by four aspects namely material, community, emotional, and health and safety. The ideal concept of quality of life

is determined by an objective approach supported by a subjective approach. However, even though objective assessments are easier to do, subjective judgments dominate the discussion, given their size is the micro size of a particular area.

Table 1. Previous Research on Turism and Quality of Life

Researcher, year of Research	Purposes of study	QOL measurement used	Note on result
Khizindar (2012)	To analyze direct effect of tourism on the perception of resident quality of life and to investigate between tourism and demographic information	3 subjective indicators are adopted from (Kim, 2002) to measure overall QOL.	Social, cultural, and environmental impacts affect resident's quality of life and demographic characteristics affect their perception of tourism domains.
Uysal, Sirgy, Woo, & Kim, (2015)	To determine the relationship between perception of tourism impact and community stakeholder quality of life	6 subjective items are adopted from previous research in order to measure overall quality of life.	Satisfaction with material and non-material life positively affect their overall quality of life moreover, the type of community stakeholder group moderate this relationship.
Joon, Kang, & Desmarals (2014)	To investigate influences of seasonal attributes on resident perception of tourism impacts and residents quality of life in a cultural heritage tourism destination	4 subjective items are used for the resident quality of life construct.	Perceived economic benefits, environment sustainability, and perceived social costs positively affected residents' perceived quality of life
Abdillah et al. (2016)*	To determine the relationship between level of tourist destination development, community involvement, and community quality of life	4 subjective indicators are adopted from previous research	There are significant difference between the quality of life of local communities and their involvement in the two phases of the development of tourism destinations

Note: This table cites from (Uysal, Sirgy, Woo, & Kim, 2015) and add one research specific in Indonesia (\*). This table includes studies that examine residents' Quality of Life (QoL). Thus, it is not intended to be exhaustive in its coverage.

## Tourism Development and Life Satisfaction

The development of tourism research and quality of life with a series of reviews since 2012 (Uysal, Sirgy, Woo, & Kim, 2015).

## METHOD

The research method is a survey research rather with a qualitative approach. However, on some information a quantitative is used to describe the information from secondary data. Given this, the characteristic of qualitative methods are considered eminently more

suitable than those of quantitative. As qualitative is the root for interpretive paradigm, which recognises the significance of subjective experience and provide a wealth of depth of detailed information regarding the issues being investigated. The aim of the study is to understand and explain profile of the level of quality of life of local people towards the development of tourism destinations that occur.

The variables used are done by inspiring quality of life design Kim (2002), Susniene & Jurkauskas (2009), and Abdillah, Damanik, Fandeli, & Sudarmadji (2015) as follows:

- a) Objective Indicators (Literacy number, Life Expectancy Rate, Standar of Living, Human Development Index)
- b) Subjective Indicators (Happiness, Religious Atmosphere, Social Engagement, Social Capital, Hospitality Awareness)

Analysis of objective measurements is carried out by tabulating time series data obtained from Central Bureau of Statistics at Karawang. Subjective measures are analyzed by judgment of interview information. Six informants were selected as members and local community leaders. Informants are determined based on length of stay in the community, role in the community, as well

as knowing various information about the destination

The interviews results were analyzed by judgment to assess the level of quality of life of local people that is bad, fair, and good. The bad condition if its indicate a bad condition, irregular, and not maintained, while good condition indicate good, organized, and well-maintained conditions. Secondary data were analyzed by simple statistical (mean, median, mode) and compared with national standard of HDI.

## RESULTS AND DISCUSSION

### Study Area

This research was conducted in two locations that is Pusaka Jaya and Sedari, Karawang Regency. Both of these locations are known as mangrove tourist destinations by the local community. In 2004 Karawang had 5400 hectares of mangrove forest in 8 sub-districts, mainly Cibuaya, Cilebar and Cilamaya (Maulana, 2011). Data pada tahun 2016 menunjukkan bahwa terjadi kerusakan sebanyak 54% dari luas mangrove tersebut. Data in 2016 shows that there was 54% of mangrove area was damage. Mangrove damage is caused by the exploitation of the surrounding community to provide their needs. Mangroves area convert to ponds, settlements, industry, beach reclamation as

tourist area. The distribution of mangrove area in Karawang Regency is as follows.



Figure 1. Distribution of Mangrove Forests in Karawang Regency (2004)

Along with community awareness about mangrove sustainability, since 1999 it began the effort to preserve mangrove forests for tourism activities. Two villages that intensively carry out conservation are Pusaka Jaya and Sedari village North Karawang. This conservation effort supported by various stakeholders, especially companies that care about preservation such as Toyota and Pertamina. The types of mangroves planted in the two regions include *Rhizophora apiculata*, *Rhizophora mucronata*, *Rhizophora stylosa*, *Avicennia marina*, *Sonneratia alba*, *Lumnitzera racemosa*, etc. There are so many obstacles in developing mangrove area such as environment pollution, flood

and exploitation. Although the community is aware of the function of mangroves as coast protection, the economic needs of the community make the existence of mangroves always threatened.

The current of tourist visits is local tourist with an average of 30 group each day. This visit will significantly increase during the school holiday season or on religious holidays. The type of tourists are local tourists, most of them are families, with the purpose of the visit is refreshing to enjoy fresh air.

### Objective Indicator of Quality of Life

In accordance with the objectives of the study, there are two measuring instruments used are objective and subjective measurement. Objective data obtained from secondary data as follows:

#### a) Literacy number

Literacy number is defined as proportion of population aged 15 years and over who has the ability to read and write simple sentences. In the current calculation, to measure the level of literacy the EYS (*expected years school*) number is used (BPS, 2019).

#### b) Life Expectancy Rate

Life Expectancy Rate (LER) is defined as the average number of years a person will live who have succeeded in reaching that age in the situation of death prevailing in the community (BPS, 2019). LER is



part of the Human Development Index as an objective measure of the quality of human life

#### c) Standard of Living (Income)

According to Indonesia's Law number 11 of 2009 standard of living is a condition of meeting material needs in order to live properly and be able to develop themselves, so they can carry out their social functions. Standard of living is represented by income. According to BPS (Central Bureau

of Statistics) income is all money received in both the formal and informal sectors which is calculated within a certain period. Sajogyo (1977) stated that a high level of income will provide greater opportunities for households to choose food that is better in quantity and quality of nutrition. Low income will cause low quality of family nutrition.

The following data is the human development data of Karawang areas:

Table 2. Objective Indicators of Life Satisfaction

Year	HDI	LER	EYS	Income (IDR)
2011	64.58	71.38	10.76	94.41.37
2012	65.97	71.41	10.92	95.24.89
2013	66.61	71.44	11.08	96.71.03
2014	67.08	71.45	11.31	97.55.43
2015	67.66	71.55	11.64	96.78.31
2016	68.19	71.60	11.69	10.216.85
2017	69.17	71.64	11.85	10.379
2018	69.89	71.69	11.96	10.703
National Standard	70.05	71.39	8.17	11.06

Source: BPS Karawang, 2019

#### Subjective Indicators of Quality of Life

Subjective data from the interview consist of:

##### a) Happiness

Happiness is general psychological well-being or satisfaction with life as a whole (Santrock, 2002). Happiness will arise and be experienced if someone's needs and desires can be fulfilled at a certain time.

The results showed that the local community both in Sedari and Pusakajaya were happy with their life. The happiness is determined by their income, absence of ill, and education especially for their children. Tourists cause them to create business opportunities from mangroves. The main income of the people of Sedari Village is fishermen and fishpond entrepreneurs. Increasing the number of tourists causes

them to be able to sell the results of fishermen and fishponds at better prices

People's happiness is also determined by the existence of good relations with the surrounding environment. Pusaka Jaya Village people are happy by working together to maintain mangroves from their natural threats. The threats that often occur are pollution and tidal waves that cause abrasion. Since 1999 there have been at least 4 abrasions which damaged mangroves already planted before.

#### b) Religious Atmosphere

Religious atmosphere is subjective conditions of the individual towards the level of fulfillment of the needs of the religious condition, God's justice and respect for God's creation. The results showed that the level of religious appreciation could be seen from the many houses of worship in Pusaka Jaya and Sedari. The entire house of worship was built independently by the community. The house of worship implies the need of the people to worship God. The entire community of Sedari and Pusaka Jaya villages are Muslim.

The appreciation of religious values is felt during the Islamic holidays. Nevertheless the community did not leave the traditional belief that apply from generation to generation. "Sedekah Laut" ceremony is a traditional ceremony that is still valid to welcome the sea season and

give thanks for catching of fish. Although the prayer in this ceremony is in accordance with Islam, its implementation is not in accordance with Islamic teachings.

The community is also very open with their respective religious behavior. The tolerance level is shown by permissively the circulation of liquor. This happened because the people in both villages were fishing communities who were accustomed to drinking liquor. The most important in relationship among community are not interfere with each other among the members of the community.

The community is also aware of religious education for the community, especially children. There are several basic religious education facilities at the level of kindergarten. This educational institution is managed by the community in a cooperative manner by bringing in religious teachers.

#### c) Social Harmony

Harmony is defined as the attitude of a person to allow freedom to others and recognize differences as recognition of human rights. The local people of Sedari and Pusaka Jaya have a very good harmony with a high concern for the environment. This is indicated by the entire social activities of the village carried out in mutual cooperation (*gotong royong*). Village infrastructure improvements for example, as long as there is no government

assistance, the community does it themselves. In Pusakajaya Village road infrastructure is often affected by tidal waves, while in Sedari floods occur during the rainy season.

The existence of a village program that drives the community in waste and mangroves management is also an indication of a high level of harmony. In Pusaka Jaya Village, community awareness of waste and mangrove management is carried out independently, whereas in Sedari Village although the mangrove area is Perhutani's (national forest company) land, the community is involved in mangrove conservation.

#### d) Hospitality Awareness

Hospitality Awareness interpreted as the relationship between guests and the community in hospitality activities. In general the community is a friendly and very accepting community, because they are Sundanese, hospitality in receiving guests is Sundanese style.

The people of Pusaka Jaya and Sedari are aware of the importance of serving tourists as customer. However, according to the Sundanese local character, there are various shynesses that often cause interactions to be hampered. The natural behavior of people who strongly support hospitality is the level of honesty. Honesty causes an excellent level of village security. In general, although the ability of services

is still low, public awareness to be involved and serve is very good. This is reflected in the welcoming hospitality, always smiling, and the price offered is relatively fair. Excellent service training programs are needed to improve their ability to serve tourists.

#### e) Social Capital

Social capital is a resource that is owned by the community in the form of norms or values that facilitate the community to build community. Coleman (1999) states that social capital is the ability of people to work together, in order to achieve shared goals, in various groups and organizations. In terms of social capital the people of both villages have pride in the village's potential. The community of both villages has social cohesiveness that is able to be a driving force in the development of tourist destinations. Tourism is realized is a new opportunity for the community to increase income.

Even though there are no informal leaders in the two villages, it seems that formal figures who collaborate with youth are able to become the dynamic development. The development in Sedari Village is accelerated with the village head who has a vision of tourism and is fighting for infrastructure improvements. In contrast to Sedari, Pusaka Jaya Village has a youth group that is seriously fighting for consistent mangrove development. Very

strong social capital in both villages is a high spirit of progress and development.

## Discussion

Analysis of the findings was carried out in accordance with the objective of the study, to measure the quality of life of local community and determine which variable is the most prominent. The analysis used is descriptive personal judgment, as follows:

Table 3. Indicators and Parameter of Life Staisfaction

Life satisfaction indicators	Parameters	Parameter,s value	Scale
Objective indicators	Human development index	Below from national HDI	Fair
	Life expectancy	Higher than national standards	Good
	Early Years School	Higher than national standards	Good
	Income	Lower than national standards	Fair
Subjective inficators	Happiness	The community is happy with tourism	Good
	Religious atmosphere	Stable religious atmosphere	Good
	Social harmony	There are no social conflicts and safe village conditions	Very Good
	Hospitality awarens	High level of service awareness	Good
	Social capital	Having a strong social capital that is mutual cooperation	Very Good

This study investigates the relationship between tourism development and life satisfaction from the perspective of residents. Happiness is an important aspect of life satisfaction is more likely to adopt activities and behaviors that benefit societies (Diener, 2000). The results showed that in the early stages of tourism destination development, the subjective indicators is higher than the objective. Hal ini mengindikasikan bahwa masyarakat merespons secara genuine terhadap perkembangan pariwisata.

HDI is an objective measurement of the quality of life of a community. This measurement consists of three main parameters life expectancy, income, and literacy number. These three components are recognized internationally as a measurement of the quality of life. Ngoo & Tey (2019) stated that although HDI has been adopted as a measure of development, a cursory review of the literature indicates that there has been no analysis on the association between HDI and overall life satisfaction whether it influence happiness. The results showed an indication of an inverse relationship between happiness and HDI. The level of HDI which is below the national standard does not affect the level of happiness that occurs. This can happen because the community believes that so far it can still provide daily needs and socialy needs then they remain happy.

Happiness matters to the individual and to society. Therefore, it behooves destination managers to monitor happiness patterns. Traditionally, monitoring mainly considers material indicators such as GDP, consumer confidence, life expectancy, education output, etc (Ngoo & Tey, 2019). This study indicates that the focus on assessing well-being based on increased material wealth (e.g. GDP, consumer confidence, etc.) does not fully capture happiness patterns. In other words, destination managers who only consider, for example, jobs and income that tourism development provides may miss valuable information about what truly enhances happiness. For example, objective data may indicate that more people are working two jobs and are sleeping less. Government intervention may mandate higher wages and more social security benefits. However, well-being indicators may suggest that workers are less happy with their work and family.

In subjective indicators, the highest response occurs in the community's collectivity in building, but low in fulfilling personal aspects, especially awareness about the future. Among the various aspects of quality of life, aspect social harmony and social capital have higher responses than others. In general, local people feel relatively satisfied with their living conditions, social religious situation,

and environment. The community views that tourism can be an alternative way to improve economic conditions and the physical environment.

## CONCLUSION

### Conclusion

The conclusions obtained from this study are as follows:

- a) Both of study location are newly developed village as a tourist destination with mangrove forest as main attractions. Based on Butler's TALC, they are included in the initial development phase of tourist destination
- b) Objectives measurement indicate that all of parameters good grades (higher than national standards) except HDI. Overall, the objective quality of life of local people is in good condition.
- c) Subjective measurements consist of level of happiness, religious atmosphere, community harmony, awareness of hospitality, and social capital indicate are in very good condition.

Based on indication of their life satisfaction, both of village are ready to be higher level of tourist destination. The general conclusion is the level of life satisfaction of local people in Sedari and Pusaka Jaya is good. Both of villages is worthy to be tourist destination.

## Future Research

The results of the study are qualitative descriptions of the profile of local communities in relation with their acceptance of tourism activities. A high level of life satisfaction indicates that the community is in a good situation for tourism development. Further research needs to see behavioral changes of local community to face destination development due to the increasing number of tourists.

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## **Culinary Versus Gastronomy** ***Argumentum Ad Populum Elimination***

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### **ABSTRACT**

Food becomes one of main income of tourism sector which supports Gross Domestic Product. Food and beverage is also suspected to be the tourists' motivation for travelling. People, publicly, and government recognize it more as culinary. However, there is a view that argumentation which is constructed by public seems to be not accordance with the real situation. Gastronomy, which accommodates foodshed, cooking, until foodscape and human behaviour, is perceived to be more appropriate as a comparison argument. Related to that matter, in this paper, researcher is trying to study and to compare two-sided definition of terminology over culinary and gastronomy as a way to eliminate *argumentum ad populum*.

Keywords: *culinary, gastronomy, foodshed, foodscape, argumentum ad populum*

### **INTRODUCTION**

Tourism now has become a sexy world to supply the state finances. In the State speech on Friday, August 16<sup>th</sup> 2019 at DPR MPR RI (Parliament) Building, Senayan Jakarta, the president of Indonesia conveyed that the foreign exchange obtained from tourism sector had reached US\$ 19.29 billion from 15.8 million foreign tourists in 2018 with Average Spending per Arrival (ASPA) was US\$ 1,220 per arrival.

The contribution of tourism sector towards Gross Domestic Product in 2019 raised 4.80 percent compared to that in 2018 that reached 4.50 percent. Some contributor sectors of Gross Domestic Product are food, accommodation, and food and beverage provider in small enterprises had an encouraging increase (Table 1). This sector has much related to tourism business. The data in 2019 seems to be relieving. Gross Domestic Product of business in each sector went beyond that in 2018.

Unfortunately, in 2020 there is an anomaly in tourism sector. The plague Covid-19 attack has made it apparent death even half collapse and must change the way of doing

business. However, post pandemic Covid-19, this sector is believed to show back the significant contribution over Gross Domestic Product of Indonesia.

Table 1. Gross Domestic Product Based on Small Scale Enterprise (IDR)

<b>PDB Lapangan Usaha</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020 <sup>*)</sup></b>
Food Plant	438,889.50	449,732.10	446,869.50	115,527.20
Horticulture Plant	197,325.60	218,713.20	238,830.50	56,902.30
Plantation Crops	471,466.40	489,185.60	517,507.80	123,138.30
Animal Husbandry	213,780.80	232,274.70	257,007.90	65,522.20
Agricultural and Hunting Services	26,063.90	27,593.20	29,307.00	7,533.20
Fishery	348,827.60	385,908.00	419,982.20	109,637.20
Accommodation Provider	91,953.30	96,571.70	99,160.50	23,635.50
Food and Beverage Provider	295,059.80	316,138.00	341,107.20	86,111.10

Source: BPS/ Central Bureau of Statistics (2020)

Note: <sup>\*)</sup> quarterly I-2020

Food (including drink) or also known as food and beverage is a promising tourism supporting element. In the world of tourism, food is often related, or is discussed from various aspects like its origin, to taste, aroma, raw material, spices, processing places, way of processing, even to research, consumer behaviour and so on.

In 2019, accommodation provider sector as well as food and beverage, as main indicator of tourism activity, increased 5.8% (y.o.y). This high growth was supported by food and beverage sector (6.9%), whereas the growth of accommodation provider sector precisely decreased 1.3%. Perhaps, it happened because of disruption caused by technology(application) of accommodation provider in tourist destination which could

decrease the hotel occupation (Revindo et al., 2020). Therefore, the performance of food and beverage is significant towards tourism sector in Indonesia that needs to be supported to keep on growing.

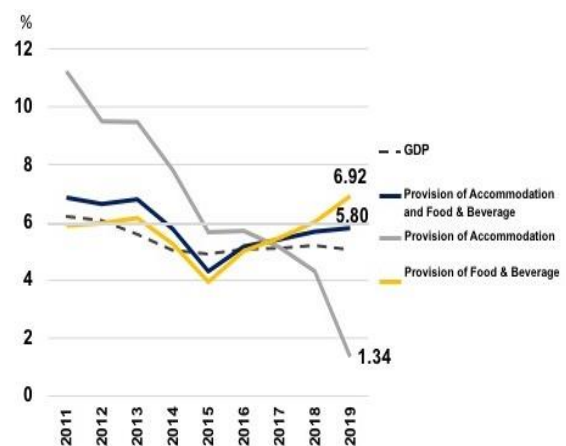


Figure 1. The Growth of Accommodation and Food and Beverage Provider Sector

Source: Revindo et al. (2020)

A tour, which is food and beverage designed as the main purpose, becomes a tourist motivation factor to travel. This tourism includes in cultural category (NIOS, 2018) and identified with “food tourism” or “tasting tourism”. Indonesian government through Tourism Department since 2012 has been using “culinary” term to express a tourism that is related to food so that stipulate it as an icon (Kemenpar, 2012). There are various terminologies for the food field spoken by common people. They call it cookery, cuisine, dish, banquet, catering, culinary, gastronomy and so on. The last two terms is interesting topic since has become a contradiction very often, even an exciting debate among the supporters.

Therefore, the aim of this paper is to find a point over the term of culinary and gastronomy in line with the designation. Surely, this is so as not to become *an argentum ad populum* in tourism.

## CULINARY

Culinary is derived from the word culinary as an adjective (kū'lin-ar-i) which relates to a kitchen or cuisine or something uses a kitchen. The word culinary is rooted from Latin *culinarius* or *culina* means a kitchen (Chambers 20<sup>th</sup> Century Dictionary, 2019). In ancient English, culinary is written as *cyln* means cooking. The first word of culinary was written in

1638, and then re-introduced by the Humanists sourced from classic Latin in the 16<sup>th</sup> century (Engyes, 2019).

Culinary is an art, a way, a technique of food cooking around or relates to a kitchen. The word culinary is connected with cooking, especially as a developed skill or art (Cambridge, 2020). Vocabulary (2020) explained, culinary means having to do with cooking or the kitchen. If you go to culinary school, you're learning how to cook, most likely because you want to work as a chef. Foxeslovelemons (2013) said “What I Learned in Culinary School” series, I’ll be sharing tips and tricks that I learned from two years of working with some of the country’s best chefs. This will include big things like learning to work efficiently, and small things like how to cook bacon perfectly. All of them will be applicable to your home kitchen, making you a faster, better, and more confident cook. Of course, once again, this is only conducted in the kitchen area.

“Culinary” refers to an adjective (culinary art, culinary school, and so on). Culinary art is based on food, preparation, aesthetic, and everything depends on different cultures or location where it is developed, or relates to a kitchen of cuisine. Culinary is about cooking food relates to cooking practices or cooking activities.

## GASTRONOMY

Gastronomy is derived from a French (1800-1900) *gastronomie* which is adopted from ancient Greek (*αστρονομία*) *gastronómia*. Gastro or *gastér* means “stomach”, while *nómos* (*γαστήρ* and *νόμος*) means knowledge or law. So, gastro is understood as “cooking” and *nomi* means “a rule or a law system about certain field”. Cooking skills continued to develop as an actual field of study until 1800s. Instead of just learning how to cook food, people began to focus on how food became an experience – how senses interacted to create complete dish to enjoy. France, of course, was the first to claim the title and field as theirs.

If look further to the past time, Archestratus in the 4<sup>th</sup> BC mentioned gastronomy “pleasure to pursue delicacy”. He wrote a book “*Gastronomia*”, which generally means “a rule for stomach”, contained an eating guide (Santich, 1996). In the modern era, Gastronomy began to re-introduce in 1803 by Jaques Delille Joseph de Berchoux (2015), a French writer. He wrote a poetry “*la gastronomie ou l'homme des champs à table* (Gastronomy, or the peasant at the table)”.

There are many researchers like Soeroso (2014a), Soeroso and Susilo (2013), Lilholt (2015), Shenoy (2005), Manolis (2010), Santich (2010),

<http://ojs.unud.ac.id/index.php/eot>

Pullphothong and Sopha (2013) who stated that the focus of gastronomy is not merely culinary in the kitchen but also relates to the ins and outs of cultures, especially human behaviour in selecting raw material, and then in tasting, feeling, serving the food and having consuming experience, as well as in seeking, learning, researching and writing about food and everything relates to ethics, etiquette and nutrition for people in different countries (Figure 2).



Figure 1. Gastronomy

Sources: Shenoy (2005), Manolis (2010), Santich (2010), Pullphothong & Sopha (2013), Soeroso, (2014a), Turgarini (2018)

Gastronomy is one of those terms often tossed around in the culinary field, used to define everything from fine dining experiences to specific studies of the chemical manipulation of food. While popular use puts the word almost always in

the hands of chefs and cooks, gastronomy actually goes beyond cooking to define the food world as a whole. From the science of human digestion to the study of cultures and the way they interact with food, gastronomy is all about the relationship between humans, food, and the world we live in (Reluctant Gourmet, 2011).

Gastronomy is an art and a science, even cross ethnic, nation, race, group, religion, gender and culture appreciation by learning how to eat, food and beverage in detail to use in various conditions and situations. Other dimension of gastronomy is its characteristic connects to food, meal and living environment (physically, biologically or culturally) of cultivation place of food sources or often called foodshed. One of examples is agricultural cultivation has significant relation to aroma, taste, food colour, even original point or place, environment of raw material and human behaviour or the maker's nation (Soeroso, 2014a, 2014b). Differentially, gastronomy has practical (conversing food to dishes), theoretical (closely with food science) and technical (performance, system evaluation) field of study, as well as food product development, molecular (a transformation of food physio-chemical), geography, history, tourism and so on.

Gastronomy associated with foodshed (Feagan, 2007), a geographic region that produces the food for a

particular population. The term is used to describe a region of food flows, from the area where it is produced, to the place where it is consumed, including: the land it grows on, the route it travels, the markets it passes through, and the tables it ends up on. Foodshed, according to Kloppenburg et al. (1996), describe as socio-geographical space, where human activity is embedded in the natural integument of a particular place.

Gastronomy also relates to food landscape which means a food spatial distribution (Sobal & Wansink, 2007; Winson, 2004; Johnston & MacKendrick, 2009), ecological site (Johnston & MacKendrick, 2009), institutional arrangements (Sobal & Wansink, 2007), a structure in community who establishes food environment (Burgoine et al., 2009), the system of production, chain, ethic and food policy (Freidberg, 2010). Foodscape can be visualized as a location, a place for food to display or to serve for consumption or buying (Brembeck & Johansson, 2010), or a space relates to food and eating, including services as a part of food consumption as well (Winson, 2004). Foodscape is a socio-cultural construction of system relation between food products with the space as well as their attributes and the meaning of the food place consumed or explored (Knasko *et al.*, 1990; Zukin, 1991; Winson, 2004; Sobal & Wansink, 2007); or

according to Dolphijn (2005) is an interaction process among what the food is, where the location is and who the food consumer is. Therefore, it is obvious that foodscape is an inseparable part from gastronomy. Consumers will come to enjoy food products, as well as to have conversations while enjoying the atmosphere of the space of that food service provider, and finally they just buy experiences of food eating.

In relation to tourism, the International Culinary Tourism Association defines gastronomy as "the pursuit of unique and memorable eating and drinking experiences" (Manolis, 2010). Chaney and Ryan (2012) identify that gastronomic tourism is one of tourism activities newly known by public. Thus the gastronomy tourists are those who are willing to travel other places for tasting and seeking experiences over authentic local food in destinations (Pullphothong & Sopha, 2013).

### **WHY DOES GASTRONOMY RELATE TO CULTURE?**

Culture is a characteristic and knowledge of group of people comprises language, religion, cuisine, social habit, music and art. The word "culture" derives from French term which taken from Latin "*colere*", means tend to the earth and to

grow, or cultivation and nurturing. Culture (KBBI, 2019) is a thought, customs and common sense. The derivation word of culture is culture which means a way of human thinking and acting. Culture (Koentjaraningrat, 2015) is a whole system of ideas, actions and creations of human beings in their lives. Culture also becomes one's own of human beings by learning. Then what does culture relate to gastronomy?

Eagleton (1997) argued that gastronomy emphasizes on food as core component of each culture. As a part of culture, authenticity eating is a combination of joyful, utility and social, while food is a dictionary of heart situation and sensation (Ellmann, 1993), so that the relation between human beings and their food (as cultural product) is characteristic. So, selection on kinds and how the food is consumed will become a marker for identity and differences (Richards, 2012, 2015). This perspective indicates food is not merely energy, but also comprises widely meaning as a means to increase the quality of life, of a vehicle for socializing, to enrich experiences, to reveal identity or social status and even to become conflict prevention, and to protect the homeland. Therefore, regardless of how to serve, both locals and tourists who visit a tourist destination, they consistently determine their gastronomy choices according to their

social class identity, which in turn will show power and control of social and economy hierarchically (Everett, 2009).

Some simple examples shows that gastronomy is a part of culture which can be seen from the presence of *Tumpeng*, *Kerupuk* and *Bakar Batu*. *Tumpeng* is not only as rice eaten along with side dishes, but also personifies a relation between macro cosmos and micro cosmos, between the creator and the creation (Indogastronomy, 2016). *Tumpeng* is used in various social traditional occasions. *Kerupuk* is originally food for poor people (detikfood, 2017). Previously, this product was made as an effort of the remaining rice efficiency so that it is not wasted. Then the remaining rice is dried by drying it in the sun. After that, it is processed to become raw ingredient which then fried to become *Kerupuk*. Both foods are recognized internationally as authentic Indonesian food. Meanwhile, the tradition of *Bakar Batu* is a way of people in Papua to celebrate birth, wedding, designation of tribal chief and so on. They cook food flanked by stacked stones on fire and burned until the firewood burn out, so that the stones are blazing heat. Those stones are arranged in a hole which has been previously dug. After all ingredients are put in the hole and flanked by those stacked stones, wait until cooked.

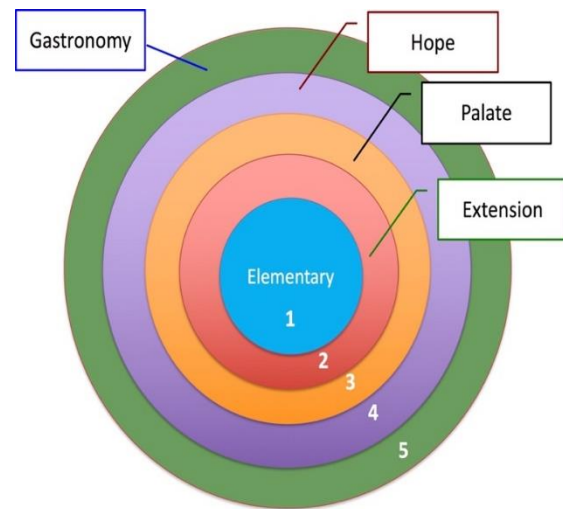


Figure 2. Gastronomy Product Development

Source: Turgarini (2018)

Food as cultural a cultural product (see Figure 3), previously, was an “elementary product” as a consumption means to fulfil human’s basic needs to survive. However, the function of food was then transformed as “existence product” commercially and transactional, even though the food is still the same as the previous product. On the third step, food product benefit is now polished and enriched with art, special skill and technique through processing, cooking and then presenting it so that resulting “palate or taste product” where taste, aroma, display begin to be important to raise consumers’ appetite and also healthy. The next step, food is like a fulfilment of nutrition standard, quality of life, social, experience, status, conservation to national defence. In the top, food is enriched and

positioned as “gastronomy product” which can become attraction due to comprises elementary function, benefit, joyful, happiness, curiosity fulfilment, as well as social aspects (Turgarini, 2018).

Therefore, culinary process still becomes a part of each gastronomic culture stage. Cooking itself is a food processing process from level one to five on gastronomy product. However, culinary area is only around kitchen. This is different from gastronomy which adopts all food ecosystem starts from foodshed to foodscape and dining tables even post enjoying the served dishes.

### **ARGUMENTUM AD POPULUM ELIMINATION**

Nowadays, culinary has become vocabulary for anything relates to food (including raw ingredient, foodscape, and consumers’ behaviour). This term is considered to be true because it has been used by mostly public even government officials. However, in this case, actually there is an *argumentum ad populum*, in logic, is a fallacious argument that concludes a proposition to be true because many or all people believe it alleges, if many believe so, it is so. This type of argument is known by several names, including appeal to the masses, appeal to belief, appeal to the majority, appeal to the

people, argument by consensus, authority of the many, and bandwagon fallacy, and in Latin by the names *argumentum ad populum*, *argumentum ad numerum*, and *consensus gentium* (Miller et al., 2009).

From the explanation above, the argument that has been used “culinary is the same as gastronomy” is not appropriate in use. *Argumentum ad populum* means “asking people’s opinion is considered to be true due to be believed by many people”. *Argumentum ad populum* is a form of relevant digression, namely a digression emerges whenever a conclusion taken is not relevant with or is not a logic implication from its premise that makes people fooled.

The *Argumentum ad Populum* is an argument, often emotionally laden, that claims a conclusion is true because most, all, or even an elite group people irrelevantly think, believe, or feel that it is. This argument is characterized here with many examples and shown to be sometimes persuasive but normally fallacious if there is no direct relevant evidence presented for the truth of its conclusion. In other words, *argumentum ad Populum* (an appeal to popularity, public opinion or to the majority) is an argument, often emotively laden, for the acceptance of an unproved conclusion by adducing irrelevant evidence based on the feelings, prejudices, or beliefs of a large group of people (Philosophy, 2020).



Culinary is mentioned to connect with kitchen and cuisine (Merriam-Webster, 2020), connected with cooking or food (oxfordlearnersdictionaries, 2020); of, relating to, or used in cooking or the kitchen (Dictionary, 2020), so that becomes a part of gastronomy processing stages, and not vice versa (see Figure 2). The meaning of gastronomy is widely compared to culinary begin from choosing the ingredient, cooking in the kitchen (culinary), tasting, serving, seeking eating unique food experience, ethic and etiquette of culinary art up to the food enters the stomach and nurturing the consumers. Beyond that, gastronomy also relates to research and writing about food.

## CONCLUSION

The definition of gastronomy has a broad spectrum, from foodshed (a place for cultivation and distribution of food) up to foodscape (a place for food to serve as well as dining table as a place for serving food) even goes beyond the limits, that seeking eating experience, researching and writing about food still become a part of its ecosystem. Meanwhile culinary is merely a partially process of gastronomy. Culinary habitat does no relate to foodshed, while its foodscape is only limited to cooking space as a form of cooking activity or only around kitchen.

Therefore, the use of pronunciation and definition of culinary to co-optation all eating food procession is not appropriate. The understanding of culinary in the micro order cannot be congruent or has not the same meaning as gastronomy in macro level. There are many people, starts from common people up to government officials misled on argumentum ad populum with relevance error making meaning confusion between culinary and gastronomy.

This case has become a misleading accepted by public. Hence, the term of culinary and gastronomy as eating culture should be return to each position and be used according to the meaning. Tourism Ministry along with tourism departments in all provinces in the Republic of Indonesia can initiate the confusion justification of the term. However, the provision of food and beverage is a significant support for tourism.

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## **Sustainability and Authenticity of Chinese Traditional Crafts in the Contexts of Luxury and Tourism**

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### **ABSTRACT**

Chinese crafts have been examined from economic, historical and aesthetic perspectives, but rather less attention has been devoted to them in the literature on luxury and tourism. When considering the former, it is worth noting that some of the world's leading brands had their origins in craft businesses, notably Louis Vuitton, and that craft skills remain important for this industry in the 21st century. On the other hand, there is a common assumption that craft souvenirs represent a cheap and debased version of human material culture but, as many academics have asserted souvenirs come in a wide variety of forms, including what Graburn (2000) has called 'pride goods', in which peoples visited by tourists sell products that are simultaneously economically useful and boosters of esteem on behalf of the producing community. It is with these thoughts in mind that we turn our attention to the production of Chinese craft products in the early 21st century. As one of the leading handicraft producers in the world, the expanding demand for Chinese craft products has generated commercial opportunities and strong economic returns, it has also created challenges to the Chinese traditional crafts sector which may influence the direction and sustainability of its future development, and as such is worthy of deeper investigation and discussion.

**Keywords:** *Chinese traditional crafts, luxury, tourism, sustainability, authenticity*

### **INTRODUCTION**

China is one of the leading handicraft producers with around 30% share of world trade (Ernst & Young 2012). According to a report published by the United Nations Educational, Scientific and

Cultural Organization (UNESCO) in 2016, the growth rate of China's exports of 'cultural goods of visual arts and crafts' between 2004 and 2013 was 735%, five times greater than her runner-up state, the USA. While the expanding demand for Chinese craft products has generated

commercial opportunities and strong economic returns, it has also created challenges to the Chinese traditional crafts sector which may influence the direction and sustainability of its future development, and as such is worthy of deeper investigation and discussion.

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In this paper, we review the issues and challenges that the Chinese traditional craft sector is facing due to the historical

transformation, before we propose a 'luxury approach' as a strategy to seek for a more sustainable trajectory of development. What should be noted from the outset is that this work refers to the products of the Han Chinese, the country's major ethnic group, and not the country's renowned minorities, though the authors have been inspired by work in this area by authors such as Gina Corrigan (2002).

## **CRAFT & ART**

The ultimate etymology of the English term 'craft' is uncertain, but there does appear to be a strong link with the various versions of the Germanic and Nordic term 'kraft', which has connotations of 'strength' and 'power' and more infamously with the Nazis use of the term in the slogan 'kraft durch freude' or 'strength through joy'.

The Germanic/Norse sense of the term was expanded in Old English to include notions of skill, dexterity, art science and talent and something that was built or made. Mediaeval cities later became centres for guilds built around collectives of crafts producers and the idea that they embodied 'mysteries', which later evolved into 'worshipful companies' and later charitable organisations as the need for skilled craftwork declined as Britain industrialised. Indeed, the authors of this

paper both work for Goldsmiths College, which was founded by the descendants of the old precious metalworking guild of that name.

The terms ‘craft’ is also often association with notions of ‘tradition’, though this is not invariably the case. However, as this paper discusses Chinese crafts, which have a long history it is worth considering what ‘traditional’ actually means, especially in its etymological sense in English which contains notions of beliefs or practices handed down over the generations. Ultimately, it has origins in the Jewish sense of tradition based on Mosaic Law, but appears to have come into English from the late 13<sup>th</sup> century French concept of ‘tradicion’, meaning transmission or handing over.

In other words, there is association of passing down knowledge or skills over the generations, though not invariably with the same family, and thus has relevance in the Chinese context where notions of tradition are closely associated with the concept of culture (文化 *wehua*). The term appears to be derived from ‘wen (文)’, which is associated with the weaving of colours, ornamentation and goods, and ‘hua (化)’ meaning variation, creation and formation.

There was period of time when craft was considered irrelevant to any kind of

creative work (Greenhalgh 2002), but we started rethinking the value of ‘craft’ when the field of crafts begun to shadow impacts on our societal values. In modern history, it was almost 150 years ago when ‘craft’ last evoked scholarly debates among various academic disciplines. The ‘Arts and Craft Movement’ was sparked in the 1880s in Britain, largely as a reaction against the deficient product quality of mass mechanical production and the deprived social status of decorative art - craft objects with a functional nature (Risatti 2007, Greenhalgh, 1997 & 2010).

Since then discussions surrounding the craft and art relationship has never quite resolved the questions whether ‘craft’ should be separated from ‘art’, or could legitimately be defined as ‘art’. Lees-Maffei and Sandino (2004: 207) believed the principle of defining (or differentiating) craft and art was to take into consideration the many changes occurring in any given historical, socio-cultural and geographical context.

During the 20<sup>th</sup> Century, the boundary between craft and art became blurred. Greenhalgh (2002:1) pointed out that, whilst craft has been gradually “corralled into a particular enclosure”, it is necessary to reflect on the emerging agendas (such as digitalisation in work design and product distribution) in the current field of craft, because these will

manifest, unfold and impact on our society in the coming years. And now, just as we did more than a century ago, we need to rethink craft and re-evaluate its strategic relations with art (Shiner 2012).

In the final report jointly presented by UNSECO and the International Trade Centre (ITC), crafts were defined as the “products that are produced by **artisans**, either completely **by hand** or with the **help of hand-tools** or even mechanical means, as long as the direct manual contribution of the artisan remains the most substantial component of the finished product” (UNESCO & ITC, 1997: 6). It goes on to conclude that the distinctive features of crafts “can be utilitarian, aesthetic, artistic, creative, culturally attached, decorative, functional, traditional, religiously and socially symbolic and significant which attribute to the special nature of artisanal products” (ibid). As Greenhalgh (2002:1) argued “crafts are a consortium of genres” which have been “deliberately placed together” but can “make sense collectively for artistic, economic and institutional reasons”.

Greenhalgh’s remark might sound harsh, but it indicates some important properties of crafts which help define and justify the identity of crafts and craftspeople, and being institutionally connected is one of them. Furthermore, both Thornton (2002) and Shiner (2012)

contended that it is the multifaceted institutional nature of craft industry that has shaped the developing trajectory of ‘craftworld’ in the western culture, and it has certainly happened in China too, but often with more political interference.

## A CHINESE VIEW OF CRAFTS, CRAFTSMAN AND CRAFTSMANSHIP

### ‘Crafts’ in Chinese Translation

What is significant is that crafts people have long had a clearly defined space in Chinese culture dating to the late Zhou Dynasty (1046-221 BCI). Scholars belonging to the legalist or Confucian tradition recognised four categories of people based on occupation which were *shi* (gentry or scholars), *nong* (peasant farmers) *gong* (crafts people) and *shang* (merchants and traders). These occupations were not invariably organised in this order and they were not seen as socioeconomic classes and were not hereditary. This arrangement stands in sharp contrast to two other major civilisations – India and Europe – where the role of crafts people has been studied in detail and in which heredity and social standing was accorded great significance in the pre-industrial era.

What is also interesting about China is that its crafts people attracted the attention of its renowned sages, namely Mozi (c.470-391BC) who is thought to



have come from a lower artisanal background and managed to make his way in to the literary class or gentry. He was born in Tengzhou in what is now Shandong Province and there is some suggestion that his youth was troubled and that he was branded because of his misdemeanours and that his name, Mozi, which is not his original name but literally means the tattooed master (Eno 2010: 1), reflects this.

However, he seems to have overcome this inauspicious start to serve as a minister in the state of Song and to open a school for students who wished to become officials. Mozi argued against the better-established schools of thought of Confucianism and Daoism, placing emphasis on self-restraint, self-reflection and authenticity as opposed to obedience to ritual. He was also renowned as a carpenter and is attributed with designing a wide variety of mechanical objects ranging from water moving utensils to siege engines.

His life is celebrated in the Mozi Museum in Shandong Province and current interpretation places him as something of working class and modern day Communist hero who designed tools that eased the lives of working people. His followers were mostly crafts people and technicians who were organised in a disciplined manner in the study of Mozi's technical and philosophical writings. In particular, the sage exhorted his followers to lead an

ascetic and self-restrained way of life and to renounce material and spiritual extravagance. It would not be misplaced to say that even in the 21st Century, the spirit of Mozi lives on among contemporary crafts people. The key point in relation to this discussion is Mozi's focus on authenticity, a term which frequently crops up in discussions with contemporary craft practitioners in China.

The Chinese term 'Gong Yi Mei Shu (工艺美术)' was first introduced by Chinese educator Cai Yuanpei in his book *The Origin of Art* in 1920 (Zhu 2009), which was a direct reference to the European and North American Arts and Crafts movement (and the later Japanese Mingei movement). Educated in Japan and influenced by western culture, Cai intended to import advanced Western thinking to China, however his translated Chinese phrase did not fully convey the two components of 'arts and crafts'.

'Gong Yi' can be closely translated as 'crafts' in the Chinese context, but 'Mei Shu' was a orthographically borrowed word from the Japanese 美術 (bijutsu), meaning 'beautiful technique' or 'techniques of creating aesthetic objects'. Whilst in the Japanese language 'Mei Shu' is equivalent to 'fine art' in the English sense, but in the context of the Chinese language it doesn't completely pair with the

meaning of ‘fine art’ encoded in the English language. And later when ‘design’ emerged from Germany as a new notion pioneered by Bauhaus with the aim of combining crafts and fine art, ‘Mei Shu’ was not able to reflect or connect to the new concept (Zhu 2009, Tian 2010). As a consequence of this combined complication, the term ‘Gong Yi Mei Shu’ has long stimulated debate among Chinese scholars, policy-makers and industry practitioners.

### **A Dividing Line Between Crafts and Art**

After the communist party became the ruling party in 1949, the term ‘Gong Yi Mei Shu’ became commonly perceived by the public as synonymous with handicrafts in the wider Chinese social context, and it particularly applied to the traditional handicrafts that were exclusively manufactured for the purpose of overseas exports after 1950s (Zhu & Xu 2010, Zhu 2009). However, within academic circles divisions emerged as to whether ‘Gong Yi Mei Shu’ should be treated as a singular term which placed emphasis on artistic design, or should focus in a rather more limited sense of ‘crafts’ and specifically ‘handicrafts’ (Zhu 2009).

Before 2012, most degrees offered by Chinese higher education institutes (e.g. universities) were related to artistic design with the incorporation of western theory

and techniques (Tang & Tao 2014), whereas on the other hand teaching and training in the design and production of crafts were conveyed through occupational schools. The consequence of this divergence within the educational system was that students graduating with a higher education degree would have a much better chance to gain access to professional jobs within the arts and crafts sector which might be labelled ‘white collar’, and who would thereby be considered to have a higher social status, as well as better income and career progression prospects. In contrast, students fully trained in the skills needed to produce crafts would be most likely to become ‘blue-collar’ workers who would normally work with their hands to produce physical products, but would garner less social respect and lower remuneration.

It seems the dividing line between crafts and art is quite clear in China, and is noticeably reflected in the differing social standing of craftsmen and artists. In addition, the social status of Chinese craftsmen has traditionally been embedded within the hierarchies of Chinese society. Furthermore, the craftsmen community is further divided into levels based on the degree of association that craftspeople are able to claim with the country’s hierarchical institutions, which means the closer craftspeople are able to link with the central

governmental powers (such as the imperial courts and aristocracy communities in ancient China, and now most likely the PRC party apparatus), the more they are respected and hence their crafts are more visible, valuable and collectable (Xu, 2016).

Some Chinese scholars contest that the association between the Chinese crafts industry and political power is not in fact driven by the commercial market, but instead constitutes the typical political behaviour exerted within government circles. A consequence of this political behaviour is that, once a particular type of craft becomes a ‘special supply’ to the central political powers, the mass public will have restricted or zero accessibility to these crafts, whilst paradoxically possession of a rare item handmade by the favoured craftspeople with a higher social status or stronger political connections will be considered as the symbol of power.

### **Disappearing Craftsmanship**

In common with other Asian court-based societies, a great deal of artisanal production in China was clustered around royal and noble centres. The demise of this kind of patronage following the establishment of the Republic has long posed a threat to the viability of these traditions. The expansion of domestic and

inbound tourism since the 1980s has offered a potential source of revenue. For example, for Japanese tourists the purchase of a high end souvenir often represents the second largest expenditure after the purchase of the holiday itself.

What seems to have been neglected or overlooked over the last 100 years by the Chinese society and polity is that the skills and often localised specialisations associated with craftsmanship is something that has accumulated and evolved over centuries. In Western culture, people honour and appreciate the virtues of craftsmanship which may typically be considered to be the most important assets to the craft industry, to be nurtured, inherited and promoted (van Bergen 2017). There is a common acknowledgement, shared by both western and Chinese culture, that traditional craftsmanship embodies the crafts people’s supreme skills, the extremely high quality and intricate detail of craft products and the sense of craftsmen “giving themselves to their work” (Bergadaà 2008:11, Xu 2016). But what has caused China gradually to lose some of the essence of its craftsmanship over the last century can be summarised mainly through three stages (Xu 2016): the dismantling of imperial power in the early 20<sup>th</sup> Century, which reduced the demand for high-end crafts by

the royal court and the aristocratic communities.

The second phase was during the period of Chairman Mao's leadership, when the central government had to prioritise the political focus on 'meeting people's basic needs' due to widespread poverty and product shortages, with crafts being given a lower priority, and high-end crafts shunned for their bourgeois associations. The Open Doors policy since the 1980s, meanwhile, has allowed wider access to national and international markets, but at a cost of mass and intensified production of craft items of questionable quality, and which has even earned for China a reputation of being the world's largest "provenance for counterfeit goods" (Europol & EUIPO 2017: 6).

Within such a commercial environment it has been very difficult for many Chinese crafts to stand out in international markets on the basis of the quality of craftsmanship, not least because craft themes are often related to Chinese myths and legends that are often unfamiliar to peoples abroad. Considerable interpretation may be required therefore to make these stories understandable and possibly at some cost.

## **Reinstating Chinese Craftsmanship**

Since Chinese Premier Li Keqiang introduced the concept of the 'spirit of craftsmanship' in his government work report in March 2016, all genres of professions in the entire nation have since tried to fathom the concept. But what exactly does the new concept imply for Chinese society? Setting up as a central governmental project, the Chinese government wanted to encourage the nation in all industries to improve professional techniques and refine product quality in order to restore consumers' confidence towards domestic products in the face of fierce competition from foreign products.

Moreover, in 2017 the government released a 'Plan to Revitalise the Traditional Crafts', which aimed to "further promote traditional Chinese crafts" and "inject momentum into the protection of Chinese culture and heritage" (Hu 2017), with the objectives of increasing job opportunities and enhancing product diversity within the craft industry. What, then, are the particular implications of the 'plan' for the Chinese craft industry, as well as to the thousands of craftspeople in China?

Apart from pursuing professional excellence, the notion of 'craftsmanship spirit' is more about promoting a particular set of moral values, which had become

understated in the money-driven society. But in his well-cited book, Sennett (2008) claimed moral imperatives only work for better results in a situation where they are institutionally organised. Since China rolled out the new concept as a national project, both central and local governments will provide sufficient policy and financial support, but the fine spirit that craftspeople traditionally held may take time to rekindle and require more interpersonal and emotional inputs to nurture (Coeckelbergh 2014).

In the following paragraphs, we are going to open discussion of the challenges that the traditional Chinese crafts face against this backdrop, as well as exploring the potential opportunities which the Chinese crafts sector might enjoy in the luxury segment of the market – something Chinese-made products have largely been absent from hitherto despite China having become one of the world's largest consumers of luxury goods.

### **SEARCHING FOR AUTHENTICITY – A CHALLENGE FACED BY TRADITIONAL CHINESE CRAFTS**

Traditional Chinese crafts generally refers to “a variety of handicrafts and techniques that have existed for over one hundred years and [are] marked by a long history, exquisite skills, have been passed on from generation to generation, have a

complete technical process, have been made of natural materials, have a distinct national style and local features, and are renowned both at home and abroad” (State Council of the PRC 1997).

Bearing in mind the official definition, if we conduct a quick survey of the international auction houses in terms of their major bidding deals in recent years, it is not difficult to notice that both Chinese traditional crafts and Chinese buyers are near the top of the lists on both bidding sides (e.g. Sotheby's and Christie's). Also, in many major international art museums, we often find a particular section dedicated to traditional Chinese crafts (e.g. Victoria and Albert Museum) ambiguous understanding of the characteristics of ‘authenticity’ under different circumstances. Accordingly, we will explore the meaning of authenticity in the context of Chinese traditional crafts in two specific contexts: tourism and branding.

### **Authenticity in the context of luxury branding**

Authenticity is a concept that has been widely researched but often overused, particularly in the field of marketing. A widely held position is that authenticity is important for consumers and that customers want to acquire something that is real and not something that is fake (Gilmore and Pine, 2007), though as these authors

concede that authenticity can be seen in a variety of ways and its prominence may vary from one enterprise to another. To simplify a somewhat complex series of arguments, the essence of authenticity lies in the ability of companies to build brands in which consumers have faith and confidence that the products they are buying are somehow rooted to tradition, locality or genuine craftsmanship.

Research findings suggest that consumers' perceptions with regard to the authenticity of the products and the locations where they make purchases tend to influence their consumption behaviours (Ramkissoon & Uysal 2011, Kim & Bonn 2016, Fritz et al. 2017). Hede and others (2014, p 1395) tested and confirmed that "consumer scepticism and expectations are antecedents to perceived authenticity of the visitor experience" under the research context of museum in which curatorial expertise provides validation.

Bergadaà (2008) claimed the experience of authenticity in relation to craft industry falls into three fields: the objects of artistic craftsmanship; the professionalism of craftspeople; and the relationship that is built during the interaction of consumers and craftspeople in relation to the cultural and aesthetic experience associated with crafts production.

Furthermore, affluent consumers (the mainstay of the luxury markets) are searching for authenticity beyond physical objects, which may sometimes be artificially branded with 'authentic features'. Instead, they pursue the authentic values embedded in the physical object which is "secured by craftsmanship, scarcity of supply, unique aesthetics, the link to the origin, non-necessity, and the high price" (Hitzler & Müller-Stewens 2017: 53).

Concurrently, luxury brands view authenticity as a prime parameter to differentiate themselves from mass others (Heine et al, 2016; Hitzler & Müller-Stewens 2017), and therefore strive to exhibit their excellence and perfection through authenticity in every aspect of their business, as part of their overall management strategies (Hitzler & Müller-Stewens 2017). From this point of view, the traditional Chinese crafts are able to match with these 'luxury credentials' in the sense of offering 'authentic value', which is one of the factors that help explain why some traditional Chinese crafts are frequently among the top-priced transactions made on both domestic and international antique auction markets.

However, what is particularly interesting about Chinese consumers is that, for them, the emphasis on authenticity has a slightly different manifestation, with

less emphasis on a perceived binary relationship between authentic and inauthentic products (Liu, Yannopolou, Bian and Elliott 2015). The authors suggest that Chinese consumers evaluate authenticity in relational and hierarchical terms as opposed to uniqueness and originality, with two authenticity types emerging – domesticated and mimicked (ibid.).

What seems to be emerging from this research is that the Chinese place an emphasis on ‘brand equity’ and long-term relationships with consumers, but this is potentially problematic in the context of tourism where craft makers often do not have meaningful and clearly identifiable brands, and are unlikely to engage in long-term relationships with consumers.

### **Authenticity in the Context of Tourism**

Many Chinese craft producers sell their wares in the context of tourism, which has a huge domestic dimension. Even though the customers often share the same culture as the producers, many craft makers complain the buyers are not very interested in traditional themes and are driven by questions of price rather than quality. A common refrain is that craft producers are being pushed by the demands of this market to produce goods that are not authentic in terms of traditional craftsmanship. Several

scholars in the field of tourism studies have been investigating the impacts of tourists on the authenticity of handicrafts, with much research focusing on East and South East Asia (Graburn 1984, Parnwell 1993, Bruner, 2005, Wherry 2006, Chang et al. 2008). It worth considering their main observations at this juncture as an additional set of issues comes to the fore, such as the notion of the ‘staged authenticity’ of tourist attractions (McCannell 1973), ‘objective authenticity’ (Wang 1999), which is further elaborated by Steiner and Reisinger (2006) and Lau (2010), as well as ‘constructed authenticity’ and ‘existential (subjective) authenticity’ (Cohen 1988).

Cohen and Cohen (2012) point out that the “...three discourses are not on the same level: while objective (object) authenticity and existential (subjective) authenticity denote different types of (personally experienced) authenticity, constructed authenticity does not; rather, it relates implicitly to the process of social construction of the other two types”. In an attempt to get to the heart of the authenticity debate in tourism, Tom Selwyn (1996) offered the distinction between “hot” and “cool” authenticity. Selwyn (1996: 20-21) conceived of “hot” authenticity as that “aspect of the imagined world of tourist make-believe...concerned with questions of self and society,” in particular with the

quest for an “authentic self” and “authentic other.” Selwyn distinguishes the concept of “cool” authenticity as reserved for propositions which aim to be open to the kinds of procedures described by Popper [i.e. are subject to falsification]. Selwyn appears to distinguish between a “social” and a “scientific” version of authenticity, or in more theoretical terms, an “emic” and an “etic” one – one experienced by the tourists, the other representing a theoretical top-down approach (Cohen and Cohen 2012). But what about the situation in China?

The meaning of the term ‘authenticity’ in China seems to have a sense which does not differ much from the English use of the term in which authenticity is seen as embodying something that is original and is not a copy. It might also be added that there also the curatorial sense of the word which may be captured in terms such as expertise (of the scholar/curator), provenance (origin), materials, association, name (often in the langue of the place of origin), documentation, measurement and photographic record. In fact, it is often these features that have pride-of-place in a museum’s documentation, and a great deal of effort goes in to the accuracy of the records on file.

Similar concerns are also seen in the authentication of high quality crafts and luxury goods, which are often

interchangeable. All of the above curatorial concerns appear to be taken into account with an underlying desire to protect the authenticity of the creator’s products and in particular the creator’s or company’s intellectual property. This is not just a matter of pride as there is a very strong underlying business imperative to protect the producer’s brand and identity, not least because of the threat of copying without the initial investment in creating. This means that the brand or company that created a given object risks losing its initial investment if it is simply copied by another commercial concern that did not have to invest in the creativity vested in a high quality and desirable item.

There are “craft experts” – both Chinese and foreign - who can provenance crafts and understand the significance of their patterns, style and manner of manufacture, in other words ‘cool authenticity’. However, some Chinese crafts have considerable “kerb appeal” and there are now many varieties designed to appeal to tourists – ‘hot authenticity’. But these new forms of “Chinese crafts” may not be rooted in the tangible and intangible heritage of traditional crafts, though the results are often pretty impressive. Creativity may be defined as a phenomenon whereby something new and of value is formed. Creativity may be intangible (e.g. music, stories, humour) or



tangible (paintings, sculptures, buildings). While traditional Chinese crafts would at first glance appear to be tangible, there are intangible elements associated with the symbolism of certain designs. While such items may be readily intelligible to Chinese purchasers, foreigners are often in need of interpretation, as they may not be familiar with the stories or symbolism inherent in such objects. Why is it important to consider tourism?

The position of Chinese traditional crafts in tourism is mixed. ‘Authentic’ traditional crafts may be collected by knowledgeable tourists, both domestic and foreign, and there is a market for high-end crafts that acknowledge the ancient traditions of China but have taken them to new creative heights. Interestingly, these exclusive crafts are often designed by very small companies making very high value-added products, but what about the popular market? Informal questioning of tourists and an examination of blog posts where China’s craft products are mentioned, indicates that, for Western tourists at least, traditional craft products have limited appeal. The themes, uses and associations of these crafts are often unknown, though there is a growing literature. There is also limited use of the “co-creation of experience” model in China, where the purchaser and the producer come together in a shared creative undertaking. It is these

contexts where interpretation can enhance the value-added, not least because tourism is moving on to the consumption of experiences

It would appear that many small and medium-sized producers of crafts, as well as some major concerns, are focused on the home market, and seem to assume that their products automatically have international appeal. The ‘authenticity’ and ‘creativity’ of these companies can be directed at the international tourism market through clever designs, shops displays and social media.

### **CAN ‘LUXURY BRANDING’ PROVIDE AN OPPORTUNITY FOR CHINESE TRADITIONAL CRAFTS?**

It may sound irrelevant or controversial to bring ‘luxury’ into the current research context, but what many luxury brands have experienced in the last century could have some implications for the development of Chinese traditional crafts in both the domestic and international markets. Rebecca van Bergen (2017) asked if fine European craftsmanship contributed to the success of many internationally-renowned luxury brands, why hasn’t this happened in the rest of the world? It is an even more sarcastic question to ask in the Chinese context: whilst there are thousands (perhaps millions) of skilled craftspeople mastering all forms of traditional Chinese craftsmanship, and China’s export of craft

products is in the leading position in the international trade market, why has China only earned herself a very damaging reputation with the label ‘made in China’?

On the other hand, if we examine closely those international (mainly European) luxury brands with more than 50 years’ history, their products and experiential qualities seem to share certain common features: these include historical **heritage and cultural attachment**, unique know-how (**craftsmanship**), the long-lasting **quality** of the product (and experience), a **restricted and selective distribution** system, **personalised** service and excessive prices, and above all a **sense of privilege** brought to the owners who purchase or possess the products (and experiences) (Kapferer & Bastien 2012: 47). It is not difficult to find certain of these ‘luxury features’ (such as historical and cultural attachment, craftsmanship) also associated with Chinese traditional crafts, as we have discussed in the previous sections. But other components such as product quality and consistency, distribution system, and personalised service, still require further development in order to restore the reputation of traditional Chinese crafts and deliver a sense of ‘privilege’ to the consumer.

### **Building Luxury Brands for Chinese Traditional Crafts**

Theoretically, building a luxury brand requires two fundamental elements, which are the historical heritage to which the brand is attached, and a convincing story the brand can tell to luxury consumers (Kapferer & Bastien 2012). China is hardly deprived of either element, which means traditional Chinese crafts possess the fundamentals to metamorphose into luxury products and experiences. However, what seems missing here is the ‘brand’ - an identifiable name that can represent the beauty of the traditional Chinese crafts and differentiate them from the competitors in the market.

However, it is only very recently that China has evinced an intention to build brands that seek to exploit the country’s historical inheritance. While most famous brands in the luxury industry globally have striven for innovation and market expansion since the end of WWII, Chinese brands have often moved in the opposite direction, going through a process of nationalisation in the 1950s, and further recession during the Cultural Revolution. The economic reforms of the late 20th Century enabled China to open up to global markets, but while mass-produced but low-priced Chinese goods have contributed significantly to GDP growth in China, this has occurred at a cost of a Chinese brand

image that is often associated with inferior quality.

It was not until 2006 that the Ministry of Commerce of the PRC (MOFCOM) announced the first 434 Mainland Chinese enterprises to be the recipients of the designation ‘China Time-honoured Brand’, with the aim of promoting famous Chinese domestic brands. Until now, 1128 brands have been recognised in the list, together with an average of 140 years’ establishment history (Ge & Wang 2018). However, a mere twenty-one of these brands (2%) are in the category of ‘art and craft’, with a few more craft brands (e.g. the Gong Qian bamboo fan) included in the category of ‘processing and manufacturing’.<sup>1</sup> While perhaps the ‘made in China’ label has stained Chinese brands’ reputation in the global markets, particularly in the segments of daily use objects and counterfeit luxury goods, how can this handful of ‘China Time-honoured Brands’ battle against the prevailing brand image for Chinese traditional crafts?

### **Developing a Sustainable Brand for Chinese Traditional Crafts**

#### **Is Brand Ownership a Myth?**

It may take quite some time for many Chinese traditional crafts to build a brand and revitalise their brand image in

both domestic and international markets. Accordingly, it may be more realistic to take a closer look at some of the established ‘time-honoured’ crafts brands which are recognised by the central government. A few questions may be asked here: how many of these brands are well-known by domestic consumers, particularly the younger generations (e.g. the millennials)? How much is knowledge of the brands appreciated and highly valued by the mass market? And ultimately what are the ‘strategies’ to sustain the brands’ development? The following text will discuss four agendas in relation to these questions, starting with the ownership of the brand.

In the luxury industry, there is a universal principle that ‘the brand comes first’ (Kapferer & Bastien 2012)! The luxury brand owner, whether it is a family or a group, views the brand name as one of most important assets for the enterprise. The brand owner has authority and freedom to steer brand strategies within the enterprise, with the best intention to promote the brand name. In the meantime, the brand owner has all forms of rights to protect the enterprise when the brand name is under threat. The essence of the brand name always stays within the enterprise,

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<sup>1</sup> Source of statistics: <http://zhzh.mofcom.gov.cn>

and the brand owner is the guardian and guide for the brand.

However, the situation in China seems more complicated for the traditional crafts: obviously many traditional Chinese crafts have managed to maintain the original brand names as they were first established, but the brand owners have not necessarily stayed within the brand family due to the nationalisation policies of the Maoist era, though interestingly the early Communist leaders espoused their support for what they considered to be ‘time honoured’ brands (China Daily 15<sup>th</sup> August 2011). Now, in order to rejuvenate authentic craft brands, the government intends to ‘reconnect’ the brand name with the original brand founding family, often through the use of social media (Barclay 2017) but this is challenging given that the original brand essence has been long lost over the past 50 years (Li & Ma 2017). So, perhaps the first challenge faced by both sides is to search for the original brand essence and reposition the brand to adapt to the current market.

### Importance of Brand Protection

Brand protection is the second agenda item that has to be taken into serious consideration once the brands start trading on both international and domestic markets. In order to protect their vital brand asset, luxury brands have always armoured

themselves with layers of protection for their intellectual property rights, ranging from international treaties (e.g. WIFO) to regional agreements (e.g. EUIPO) and domestic legal regulations. For example, Christian Louboutin devoted six years to the battle against a rivalry company who had replicated the distinctive scarlet red sole; Gucci engaged in a 9-year-long international court case to fight for trademark rights against Guess; and there are many more examples that might be cited. It might be unrealistic to expect the traditional Chinese craft people to equip themselves with legal protection similar to the world-famous luxury brands, not least given weaknesses in the country’s own intellectual property protection legislation, but it is nonetheless necessary for them to acquire and equip themselves with knowledge of the forms of protection they require to guard their own intellectual property in relation to craft work.

China has been rather late in developing and enforcing effectively a legal protection system for IPR, which has clearly not helped crafts producers to nurture a conducive atmosphere. The “Regulations on Protection of Traditional Arts and Crafts” were first issued in 1997, and so far is the only IP regulation with a specific focus on traditional arts and crafts. It has been widely acknowledged that intellectual property is not only an

economic phenomenon but also a cultural one (Raustiala and Sprigman 2014: 4), which has particular implications in the traditional Chinese crafts industry. The authors Marron and Steel (2000, p. 166) were once informed by a reputable craftsman that it is a cultural tradition within the crafts community that one should not claim individual ownership of their craft work, because it is considered to be a 'public good', which others were therefore allowed to imitate (ibid). This is largely due to the traditional Chinese mind-set of collectivism, but also through the nature of crafts industry being institutional or communal. Many believe that through sharing, the original creation can be further enhanced through "co-innovation and re-innovation based on the assimilation of imported technologies" (Raustiala and Sprigman 2014:3).

#### Brand Promotion as A Solution

One of the successful tactics that many luxury brands adopt in promoting their products is to showcase the craftsmanship involved in the construction of the final piece of work. A successful luxury brand would usually first make their name within their own domestic market before expanding to overseas markets. According to Bain & Company (2018), Chinese consumers constitute more than 30% of global luxury consumption, and the

millennial generation (typically aged 20-34) have become major contributors to this. In the face of a younger generation of consumers who clearly have stronger spending power and brand value perception, Chinese traditional crafts have not been very effective in drawing their attention, which is a frequent complaint by craft producers surveyed by the authors of this paper. Whilst it is not too late to target the younger Chinese, the principal question is how? Research studies have identified one type of young Chinese luxury consumers as 'spirituals' (Ngai 2012) who have the capacity genuinely to understand and appreciate the aesthetic and social value of objects, and who also pursue associated experiences beyond the material.

The documentary programme "Masters in the Forbidden City", which was broadcast on China Central Television in early 2016, became surprisingly popular among the young Chinese audience who mostly accessed the episodes through online streaming and tagged the programme as the new 'online influencer' (Global Times 2016). The documentary depicted the life stories of craftspeople preserving and restoring antique works for the Forbidden City Palace Museum, and the success of the documentary sent a clear message: the modern methods used to reinterpret traditional culture now can not only form a bridge between history and

make connection with current realities (Song, 2017, 160), but can also build a cultural and emotional connection to young people that rejuvenates their love of ‘good culture’ (ibid).

### Brand Inheriting is A Mission

If it is true that China has been in danger of losing her grassroots essentials of traditional crafts because of political changes and economic development, these paradoxically may be seen as a basis for the revival and perpetuation of China’s historical and cultural heritage. In order to sustain the brands of the traditional Chinese crafts, the skills and essence of craftsmanship must be passed onto the next generation, so education and training must be viewed as the first and foremost component. In 2012 the Ministry of Education re-introduced ‘*gong yi mei shu*’ (art and craft) into the university undergraduate course catalogue after decades of absence.

Chinese scholars Tang and Tao (2014) nonetheless admit that universities face challenges to implement the new course catalogue, but can possibly attempt to do so in three areas: to prioritise and incorporate local crafts which manifest regional characteristics; to invite the experienced craft masters into the lecture room to demonstrate the empirical skills that complement the theories they are

learning; and to incorporate innovative ideas related to culture and modern life into the building of the curriculum. An interview with an art scholar Mr. Li from Shanghai adds further reflection on the theme of this paper: he believes that the national policy to promote ‘craftsmanship’ indicates the government’s intention to elevate the social status of craftspeople and their craft works, with the universities acting as one of first gateways to set this in motion.

On the other hand, a few Chinese Haute Couture brands Guo Pei and Lan Yu have managed to make their way to Paris and exhibit their collections since 2016. And what has contributed to their success - apart from the Chinese themes embedded within their designs - is the unique craftsmanship: the traditional embroidery techniques the designers have applied to enable them to deliver unique, exquisite and luxury pieces on the Paris fashion stages.

### **CONCLUSION: A STRATEGIC DEVELOPMENT TRAJECTORY**

As academics with their particular research focus on the luxury industry and cultural tourism and museums, we would argue that there is a great deal to learn from history. But this is not an anti-development position as it is clear that human society

should and will develop for myriad good and beneficial reasons, but sometimes we have to surrender to the truth that history repeats itself and we have to take stock and reflect on what happened in the past, and what we can do to improve upon it. Chinese handicrafts are simultaneously commodities and heritage-cum-pride goods that have their roots deeply embedded in Chinese history going back to at least the Zhou Dynasty if not earlier. Even if we need not take at face value the declared love of the early leaders of the Peoples' Republic of China for time-honoured brands, it would seem to indicate that they were voicing perhaps a commonly held view. The proliferation of museums across China at both grand and city level to smaller village-based ones devoted to crafts seems to indicate a string and widespread interest in the country's craft heritage.

However, we need to be cautious as China has been undergoing for some decades an enormous transformation in terms of industrialisation and urbanisation, and it seems reasonable to assume that this may be accompanied in paradigm shifts in terms of consumer behaviour. For example, a study from Anshan City in Liaoning Province that Chinese consumers are undergoing a Romantic reappraisal of rurality in contradistinction to the symbolic infrastructure of mass urbanisation and industrialisation that may have some

similarities to the sentiments of the British and West European Romantic Period in the late 18th and early 19th centuries that followed a massive wave of industrialisation there (Griffiths, Chapman and Christiansen, 2010). There are good reasons for linking this reappraisal to tourism as Hitchcock and Barsham (2013) have explored what they call 'prophets of nature' and the ongoing relevance of Romantic ideals in considerations of the relationship between tourism and the environment. This is perhaps one of the areas that we should be investigating when consider the sustainability and authenticity – however conceived- of Chinese traditional crafts.

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## Comparison Study of Foreign Tourist Preferences in Choose The Attributes of Tourism Destination Pre and Post Natural Disaster

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### ABSTRACT

Post natural disaster there is a shift in the attributes selection of tourism destinations. This research was conducted at a Bali tourism destination when Agung mountain natural disaster occurred. The background of the research objective to find out the preferences of overseas tourists, in choosing tourist destinations during their visit destinations by comparing the conditions of pre and post natural disasters. The types of data used in this study are qualitative and quantitative data. Data sources come from primary and secondary data. Data collection techniques by observation, interviews, questionnaires, documentation and literature. Data analysis techniques with descriptive statistics and conjoint analysis, sampling techniques with Slovin formulas for foreign tourists who have visited Bali pre and post natural disasters of Mount Agung eruption. This research findings that preferences of foreign tourists in the selection of tourist destinations before natural disasters are strongly influenced by low prices / special offers, but after natural disasters are greatly influenced by information or promotion in articles in magazines/newspapers and films when to choose tourism destinations.

Keywords: *preference, foreign tourist, natural disaster, tourism destination*

### INTRODUCTION

Natural disasters cannot be avoided. Wherever we are, have the opportunity to be affected by natural disasters. Likewise, tourists who visit a tourism destination, they are far from their home country, the possibility of natural disasters that they will

experience could occur. Often tourists have planned their trip to a destination, but in the planned time of travel, there is a natural disaster at the destination. Of course, this is not easy for tourists and tourism managers in these destinations. The findings of this study are expected to be used as a view to see the disaster from the market point of

view, in this case tourists. Tourism management is not only seen from pleasure activities, but also pays attention and anticipates the possibility of a crisis, one of which is natural disasters.

Natural disasters are caused by hydro-meteorological, climatological, geophysical and biological phenomena which adversely impact on the natural and built environment of affected regions (Mata-Lima et al, 2013). Community participation as a host in a destination has an important role in disaster management. There is a need for dissemination of information regarding disaster response earlier in the experience of health professionals, prior to the occurrence of a disaster (Dunin-Bell, 2018). The natural disaster of the eruption of Mount Agung that occurred in Bali had a major impact on the condition of tourism on the island. Mount Agung which has an altitude of 3142 masl (meters above sea level) has a long history of eruptions. Based on PVMBG records (Center for Volcanology and Geological Disaster Mitigation), the volcano has erupted four times since 1800. Four eruptions occurred in 1808, 1821, 1843, and the last was in 1963. The last natural disaster in 1963 occurred since February 18, 1963 and ended on January 27, 1964. Natural disasters are magmatic. The eruption of the mountain in 1963

resulted in 1,148 people died and 296 people were injured (Tempo, 2017).

Bali is a world tourist destination. Tourists who come to Bali continue to increase from year to year. Bali region is divided into eight districts and one city. Besides Bali Island, Bali also consists of other small islands, namely Nusa Penida Island, Nusa Lembongan, and Nusa Ceningan which are Klungkung Regency, Serangan Island in Denpasar City, and Menjangan Island in Buleleng Regency. Bali is geographically located at 8 ° 3'40" - 8 ° 50'48" South Latitude and 114 ° 25'53" - 115 ° 42'40" East Longitude. Relief and topography of the island of Bali in the midst of a mountain range that extends from west to east. Bali is located between Java and Lombok. The total area of Bali as a whole reach 5,636.66 km<sup>2</sup> or 0.29 percent of the vast Indonesian archipelago.

Based on relief and topography, in the middle of the island of Bali lies a mountain range extending from west to east and between these mountains there is a cluster of volcanoes, namely Mount Agung which is the highest point in Bali as high as 3,142 meters. This volcano last erupted on 61 March 1963. Mount Batur (1,717 meters) located in Bangli is also one of the volcanoes. While the volcanic mountains include Mount Merbuk (1,356 meters) in Jembrana, Mount Patas (1,414 meters) in Buleleng, and Mount Seraya (1,058 meters)

in Karangasem, and several other mountains. The existence of these mountains causes the geographical area of Bali to be divided into two unequal parts, namely North Bali with a narrow and sloping lowland, and South Bali with a broad and gentle lowland. The slope of Bali Island consists of flat land (0-2 percent) covering 122,652 ha, undulating land (2-15 percent) covering 118,339 ha, steep land (15-40 percent) covering 190,486 ha and very steep land (> 40 percent) covering an area of 132,189 ha. Bali also has four lakes, namely Lake Beratan, Lake Buyan, Lake Tamblingan and Lake Batur.

### **Research Objective**

This research was conducted in Bali for one year, since the eruption of Mount Agung and the closure of I Gusti Ngurah Rai Airport for 3 days (27-29 November 2017) which resulted in many tourists feeling anxious and returning to their country and also many tourists who canceled planned visit to Bali. Room occupancy rates dropped dramatically to levels below 10% in December 2017. Various marketing and promotional efforts were undertaken by tourism 'stakeholders to attract tourists' interest in visiting this island of the gods. Although the current condition of Mount Agung has been lowered from alert to alert, tourist arrivals

are not as much as the previous year in the same period. The visit is dominated by domestic tourists. However, the number of foreign tourists began to increase, although not significantly. This study aims to determine the preferences of foreign tourists on a trip to Bali as seen from the selection of tourist destinations visited while in Bali given the eruption of Mount Agung natural disaster has not ended and eruptions can occur at any time. In this study tourists who will be respondents are foreign tourists who have made repeated visits to Bali, that is before natural disasters and return visits after natural disasters. By conducting a comparative analysis of the preferences of visiting foreign tourists, it is hoped that this research will be able to produce a recovery policy in Bali after natural disasters.

### **LITERATURE REVIEW**

The eruption of Mount Agung at the end of 2017 has had a significant impact on the condition of tourism in Bali. In November 2017, many tourists canceled their visit to Bali, even though December was a high season because many tourists celebrated Christmas and the New Year in Bali. Various marketing and promotional efforts continue to be carried out by the stakeholders' to restore the image of Bali as a tourist destination that is safe to visit. This

of course also affects the government's target of the number of tourists visiting Indonesia and plans for several world events to be held in Bali. The theories / concepts used in this study include:

### 1) Preferences

Preference is as or (the right to) take precedence and take precedence over others or it can also have the meaning of choice, tendency, liking, so preference is interpreted as a person's tendency to prioritize something (Language Center of the Ministry of National Education, 2002: 894). Meanwhile, according to Frank (2011: 63), preference is the process of ranking all things that can be consumed with the aim of obtaining a preference for a product or service. Consumer preferences appear in the alternative evaluation stage in the purchasing decision process. In that stage the consumer is faced with a wide choice of products and different kinds of different attributes.

Based on the above definition, it can be concluded that preference is a ranking process that reflects preferences or tendencies with the aim of obtaining a preference for a product or service. Kotler and Keller (2009: 229) state that there are three patterns of preference that can be formed: (1) Homogeneous preferences indicate a market where all consumers have almost the same preferences, markets do not show natural segments; (2) Diffused

preferences, consumers with this preference have very varied preferences. If there are several brands in the market, each wants to position themselves in the competition space and show real differences to adjust to differences in consumer preferences; (3) Group preferences are generated when natural market segments arise from groups of consumers with the same preferences.

### 2) Tourist Characteristics

Talking about tourism, certainly will not be separated from people who travel or are known as tourists. Soekadijo (2000: 3) sets limits "A tourist is a person who travels from his residence without staying in the place he is visiting or only temporarily staying at the place he is visiting". According to Seaton and Bennet (in Suwena and Widyatmaja, 2010: 39) the picture of tourists is usually distinguished by the characteristics of the trip (trip descriptor) and the characteristics of the tourist (tourist descriptor).

- (1) Trip Descriptor, tourists are divided into groups based on the type of trip they take. Several groupings of tourists based on their travel characteristics can be seen in Table 1.
- (2) Tourist Descriptor, focusing on tourists, is usually described as "Who wants what, why, when, where, and how much?" To explain these things,



several characteristics are used, including the following.

Table 1.  
Characteristics of Tourist Travel

Characteristics	Distribution
Length of visit	1 – 3 days
	4 – 7 days
	8 – 28 days
	29 – 91 days
	92 – 365 days
Distance traveled (can be used kilometers / miles)	Local
	In one province
	Other province
	Overseas
Time to travel	Daily time
	Weekend
	Holiday
	Break school
Accommodation used	Comercial (star and non-star hotel)
	Non comercial (stay in friend/family house)
Modes of transportation	Flight
	Car
	Train
	Cruise
Travel organization	By self
	Family
	School
	Company
	Travel agent

Source: Smith (1989) in Suwena and Widyatmaja (2010).

### Socio-Demographic Characteristics

Socio-Demographic Characteristics try to answer the question "who wants what". This division based on these characteristics is most often done in the interests of tourism analysis, planning, and

marketing, because the definition is very clear and the distribution is relatively easy (Kotler, 1996). Some further classifications of socio-demographic characteristics can be seen in Table 2.

Table 2.  
Socio-Demographic Characteristics of Tourists

Characteristics	Distribution
Gender	Man
	Women
Ages	0 – 14 year old
	15 – 24
	25 – 44
	45 – 64
	> 65
Education level	Not completed in primary school
	Elementary school
	High school
	Diploma
	Bachelor degree)
	Post Graduate (S2, S3)
	Work (civil servants / employees, entrepreneurs, professionals and others)
	Not working (housewives, students)
	Single
	Maried
Marital status	Divorse

Source: Smith (1989) in Suwena dan Widyatmaja (2010).

### Geographical Characteristics

Geographical characteristics divide tourists based on their location of residence, usually divided into village-city, province, or country of origin. This division can also be further grouped based on the size (size)

of the city of residence (small, medium, large / metropolitan), population density in the city and others.

#### Psychographic Characteristics

These psychographic characteristics divide tourists into groups based on social class, life style and personal characteristics. Tourists in the same demographic group may have very different psychographic profiles.

Wall and Mathieson (2006) states that tourist profiles can be divided into 2, namely: 1) Characteristics of tourists viewed from the socioeconomic (age, level of education, income, employment, family size, family life cycle, experiences that affect attitudes, perceptions, motivation and decisions taken); 2) Characteristics of tourists as seen from their behavior which includes the needs, desires, motivations consisting of driving factors and pull factors in carrying out tourism activities, the attitude of travel features and attributes of the chosen destination, awareness and sources of information in traveling. In addition, in a cognitive-normative approach, Plog (in Pitana and Diarta, 2009: 48) develops the typology of tourists as follows:

- (1) Allocentric, namely tourists who want to visit places that are not yet known, are adventure (adventure), and utilize

the facilities provided by the local community.

- (2) Psychocentric, namely tourists who only want to visit tourist destinations that already have facilities with the same standards as those in their own country. They travel with certain programs and utilize facilities with international standards.
- (3) Mid-centric, located between allocentric and psychocentric.

Based on tourist behavior in a tourist destination, Gray (1970) in Pitana and Diarta (2009: 49) distinguishes tourists into two, namely: (1) sunlust and (2) wanderlust. Sunlust tourist is a tourist who visits an area with the main purpose for rest or relaxation. This type of tourist expects climate conditions, facilities, food, etc. that are in accordance with the standards in their home country. In contrast, wanderlust tourists are tourists whose travel trips are driven by motivation to gain new experiences, learn new cultures, or admire natural beauty that has never been seen. Tourists like this are more interested in tourist destinations that are able to offer cultural uniqueness or natural scenery that has high learning value.

### 3) Tourism Destination

Law Number 10 of 2009 concerning Tourism states that a tourism destination is a geographical area within one or more

administrative regions in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism. Whereas Pitana and Diarta (2009) define a tourism destination as a place that is visited with a significant period of time during one's trip when compared to other places traversed during the trip. In addition, Hadinoto (1996) states that a tourist destination is a specific area chosen by a visitor, where he can stay and reside for a certain period of time. Based on a review of tourism destinations it can be concluded that a tourism destination is a geographical area visited by a visitor in which there is a tourist attraction, public facilities, tourism facilities, accessibility, as well as communities that are interrelated and complement the realization of tourism. Manolis (2011) in the TRAVELSAT benchmarking survey states that the main factors influencing tourists in choosing tourist destinations are as follows: 1) Friends or relatives recommendation; 2) World renowned must-see destination; 3) Information on the web; 4) Cheap deal/special offer; 5) Geographically close destination; 6) Travel agency recommendation; 7) Article in a magazine/newspaper; 8) Movie realized in the country; 9) Appealing advertising on it; and 10) Heard about in the TV news.

## METHODOLOGY

This research is a collaboration between qualitative and quantitative approaches conducted by observation, interviews, and questionnaires. Presentation of the results of data analysis is done formally (in table form) or informal (in narrative form). The study began with the distribution of questionnaires related to the preferences of foreign tourists in choosing tourist destinations in Bali before and after the eruption of Mount Agung. The variables used in this study related to the preferences of foreign tourists towards tourist destinations are (Manolis, 2011): 1) Friends or relatives recommendation; 2) World renowned must-see destination; 3) Information on the web; 4) Cheap deal/special offer; 5) Geographically close destination; 6) Travel agency recommendation; 7) Article in a magazine/newspaper; 8) Movie realized in the country; 9) Appealing advertising on it; and 10) Heard about in the TV news.

While the data sources are primary data and secondary data. Determination of respondents in this study using Accidental Sampling techniques. The number of respondents taken using the Slovin Formula, with an error rate of 10% specifically for foreign tourists as many as 100 people. Foreign tourists selected as respondents are foreign tourists who have

made repeated visits to Bali, that is before natural disasters and return visits after the eruption of Mount Agung, so based on tourist preferences it can be seen whether there are differences in the selection of tourist destinations in Bali. Bali related to natural disasters. By conducting a comparative analysis of the preferences of visiting foreign tourists, it is hoped that this research will be able to produce a recovery policy for Bali tourism after natural disasters. In this study used descriptive statistical analysis techniques and conjoint analysis.

Descriptive statistics are used to analyze data by describing or describing data that has been collected as it is without intending to make conclusions that apply to the public or generalize. Conjoint Analysis is an analysis technique used to examine the impact of the attributes of an object or service simultaneously on a person's preferences for that object or service (Gudono, 2015).

## **RESULTS AND DISCUSSION**

### **Characteristics of Tourists Visiting Bali**

Data of foreign tourists visiting Bali every year shows an increasing trend, but interestingly there is a change in the trend of visits by nationality. If in previous years Australian national tourists who dominated the visit to Bali, but in 2017 and 2018 were

dominated by Chinese tourists. Likewise, the number of Indian tourists visiting Bali showed an upward trend and was ranked third after Australia. The number of Chinese tourists who come to Bali is generally in groups and uses the services of a travel agent.

Based on interviews with Chinese tourists, they stated that the recommendations of families and people who were figures / idols greatly influenced their decision to visit and choose tourist destinations. For example, if there are artists that they idolize on holiday to Bali, then the tendency of fans of these artists will come to visit the tourist destination. However, the main obstacle is the ability of Chinese tourists to English, so they need a special Mandarin guide to be able to explain the tourist attractions they visit. In contrast to India, the surge in Indian tourists coming to Bali due to the opening of direct flight access from India to Bali has led to a significant increase in the number of Indian tourists visiting Bali. The number of foreign tourists visiting Bali can be seen in Tables 3 and 4.

Table 3.  
Number of Foreign Tourists Visiting Bali in 2008-2018

<b>Year</b>	<b>The number of tourist visits</b>	<b>Growth (%)</b>
2008	1,968,892	18.26
2009	2,229,945	13.26
2010	2,493,058	11.80
2011	2,756,579	10.57
2012	2,892,019	4.91
2013	3,278,598	13.37
2014	3,766,638	14.89
2015	4,001,835	6.24
2016	4,927,937	23.14
2017	5,697,739	15.62
2018	6,070,473	6.54

Source: Dinas Pariwisata Provinsi Bali, 2018.

Table 4.  
Number of Foreign Tourists Visiting Bali Based on the 20 Largest Nationalities

<b>Nationalities</b>	<b>R</b>	<b>2017</b>	<b>Share (%)</b>	<b>R</b>	<b>2018</b>	<b>+/- (%)</b>	<b>Share (%)</b>
Chinese	1	1.385.850	24,32	1	1.361.512	-1,76	22,43
Australian	2	1.094.974	19,22	2	1.169.215	6,78	19,26
Indian	3	272.761	4,79	3	353.894	29,75	5,83
British	5	243.827	4,28	4	270.789	11,06	4,46
Japanese	4	252.998	4,44	5	261.666	3,43	4,31
American	6	191.106	3,35	6	236.578	23,79	3,90
French	7	177.864	3,12	7	195.734	10,05	3,22
Malaysian	10	170.459	2,99	8	194.760	14,26	3,21
German	8	177.184	3,11	9	185.863	4,90	3,06
Singaporean	12	125.934	2,21	10	144.549	14,78	2,38
South Korean	9	174.842	3,07	11	143.581	-17,88	2,37
New Zealand	15	86.463	1,52	12	111.967	29,50	1,84
Russian	14	94.898	1,67	13	111.610	17,61	1,84
Netherlands	13	102.235	1,79	14	108.429	6,06	1,79
Taiwanese	11	129.921	2,28	15	106.058	-18,37	1,75
Philippines	17	57.826	1,01	16	88.344	52,78	1,46
Canadian	16	63.385	1,11	17	66.619	5,10	1,10
Italian	18	50.045	0,88	18	56.222	12,34	0,93
Spain	19	44.690	0,78	19	51.278	14,74	0,84
Thailand	20	42.070	0,74	20	47.367	12,59	0,78
Total		4.939.332	86,69		5.266.035	6,61	86,75
Others nationalities		758.407	13,31		804.438	6,07	13,25
Total arrival		5.697.739	100,00		6.070.473	6,54	100,00

Source: Dinas Pariwisata Provinsi Bali, 2018.

The characteristics of tourists visiting Bali are seen based on gender, age, level of education, occupation, nationality, type of accommodation chosen, destination of travel, marital status, number of visits,

length of visit, tourist activities undertaken and tourist attractions visited. The characteristics of tourists can be seen in Table 5.

Table 5.  
Characteristics of Tourists Visiting

No.	Variable	Indicators	Number of visits (person)	Percentage (%)
1	Gender	Man	77	77
		Woman	23	23
2	Ages	15-24 years old	49	49
		25-44	43	43
		45-64	7	7
		>65	1	1
3	Education level	Junior high school	3	3
		Hihg school	37	37
		Diploma/Bachelor	54	54
		Master/doctoral	6	6
4	Job	Student/college	45	45
		Public Servant	19	19
		Bussiness man	21	21
		Private employee	13	13
		No work	2	2
5	Nationality	European	41	41
		Australian	29	29
		Asian	16	16
		American	11	11
		African	3	3
6	Accomodation type	Hotel	50	50
		Villa	24	24
		Homestay	11	11
		Cottage	9	9
		Bungalow	6	6
7	Travel purpose	Traveling	87	87
		Bussiness/MICE	13	13
8	Marital status	Single	75	75
		Married	15	15
		Divorce	10	10

9	Travel time to Bali	2 times	67	67
		3 times	23	23
		4 times	6	6
		5 times	1	1
		8 times	1	1
		10 times	1	1
		20 times	1	1
10	Use travel agency	No	79	79
		Yes	21	21
11	Length of stay	2 days	1	1
		3 days	18	18
		4 days	19	19
		5 days	1	1
		1 week	34	34
		2 weeks	9	9
		3 weeks	1	1
		1 month	13	13
		2 months	3	3
		5 months	1	1
12	The tourist attraction visited	Kuta beach	69	NA
		Sanur	18	NA
		Ubud	18	NA
		Seminyak	16	NA
		Legian	14	NA
		Canggu	9	NA
		Nusa Dua	8	NA
		Monkey Forest	8	NA
		Padang-Padang beach	7	NA
		Tanah Lot	6	NA
		Others	24	NA
13	The tourist activities carried out	Culinary	69	NA
		Swimming	39	NA
		Surfing	23	NA
		Shopping	13	NA
		Walking around	11	NA
		Diving	9	NA
		Praying	5	NA
		Others	11	NA

Source: data of research, 2018.

The characteristics of tourists are dominated by men, the age range of adolescents and young adults with a Diploma / Strata education level 1. The characteristics of tourists based on nationality can be seen that European nationality tourists dominate (41 percent), and then followed by Australian, Asian and American tourists.

Characteristics of tourists based on marital status, dominated by unmarried, the number of visits 2 times, do not use the services of a travel agent, the most time per visit per visit for 1 week and the most tourist attraction chosen by tourists as a tourist spot is Kuta Beach. Tourism activities carried out while in Bali, it can be seen that the most tourist activities undertaken by tourists are culinary tours, then followed by swimming, surfing, shopping, walking, diving, and praying activities. Other activities include: SPA and massage, watching the sun, sunbathing, climbing, yoga, jogging, paraselling, business, watching Barong Dance, and visiting family.

### **Preferences of Foreign Tourists Pre and Post Natural Disasters of Mount Agung Eruption**

Based on the results of the Conjoin analysis in this study which is divided into four parts, namely the implementation of the pre-test, the results of the Conjoin

analysis, the utility level analysis of each attribute, and the analysis of the importance level of the attribute. The level of importance attribute the recommendation of friends / relatives, the value of the utility is not recommended friends / relatives shows a positive number 0.561 for foreign tourists before natural disasters and a positive number 0.922 for foreign tourists after natural disasters. While the recommendation of friends / relatives only get a utility value that shows a negative number of 0.561 for foreign tourists before natural disasters and a negative number of 0.922 for foreign tourists after natural disasters. This shows that before and after the eruption of Mount Agung, foreign tourists did not prefer the recommendation of friends / relatives in choosing a tourist destination.

In the attribute of destination that must be seen by the world, the value of utility not destination that must be seen shows a positive number of 0.352 for foreign tourists before natural disasters and a positive number of 0.500 for foreign tourists after natural disasters. Whereas the attribute of destination that must be seen gets a utility value which shows a negative number of 0.352 for foreign tourists before natural disasters and a negative number of 0.500 for foreign tourists after natural disasters. It can be concluded that before and after the eruption of Mount Agung,



foreign tourists prefer tourist destinations not based on world renowned must-see destination.

Attribute information on the website, the value of utilities no information on the website shows a positive number of 0.806 for foreign tourists before natural disasters and a positive number of 0.895 for foreign tourists after natural disasters. Whereas information on the website about tourist destinations received utility values which showed a negative number of 0.806 for foreign tourists before natural disasters and a negative number of 0.895 for foreign tourists after natural disasters. It can be concluded that before and after the eruption of Mount Agung, foreign tourists prefer there is no information on the website about tourist destinations.

Low price attributes / special offers, foreign tourists prefer low prices or special offers before natural disasters with a positive utility value of 0.297. Whereas after natural disasters, foreign tourists tend not to choose low prices / special offers with a positive utility value of 0.640. The value of low-cost utility / special offers shows a positive number of 0.297 for foreign tourists before natural disasters and a negative number of 0.640 for foreign tourists after natural disasters. While not a cheap price/special offer on tourist destinations, the utility value shows a

negative number of 0.297 for foreign tourists before natural disasters and a positive number of 0.640 for foreign tourists after natural disasters. It can be concluded that there is a difference in the orientation of the election between before and after the natural disaster of the eruption of Mount Agung based on low prices/special offers.

In terms of location proximity, foreign tourists prefer proximity to locations with a positive utility value of 0.016 before natural disasters. Meanwhile, after a natural disaster, foreign tourists do not choose the proximity of the location with a positive utility value of 0.468. The value of the proximity location utility shows a positive number of 0.016 for foreign tourists before natural disasters and a negative number of 0.468 for foreign tourists after natural disasters. While not the proximity of the location in the selection of tourist destinations get a utility value that shows a negative number of 0.016 for foreign tourists before natural disasters and a positive number of 0.468 for foreign tourists after natural disasters. It can be concluded that there was a difference in the orientation of the election between before and after the natural disaster of the eruption of Mount Agung based on the proximity of the location.

The attribute of a travel agent recommendation, the value of the utility not recommended by the travel agent shows a positive number of 0.581 for foreign tourists before natural disasters and a positive number of 0.730 for foreign tourists after natural disasters. While recommendations from travel agents get utility values that show a negative number of 0.581 for foreign tourists before natural disasters and a negative number of 0.730 for foreign tourists after natural disasters. It can be concluded that before and after the eruption of Mount Agung, foreign tourists are more likely not to choose a recommendation from a travel agent.

Article attributes in magazines / newspapers, foreign tourists prefer articles in magazines in the selection of tourist destinations before and after natural disasters compared to articles in newspapers. The utility value of articles in the magazine shows a positive number of 0.744 for foreign tourists before natural disasters and a positive number of 0.830 for foreign tourists after natural disasters. While articles in the newspaper get a utility value that shows a negative number of 0.744 for foreign tourists before natural disasters and a negative number of 0.830 for foreign tourists after natural disasters. It can be concluded that before and after the eruption of Mount Agung, foreign tourists chose articles in the magazine as a medium

in the selection of tourist destinations. In the film attribute, the value of destination utilities contained in a film shows a positive number of 0.353 for foreign tourists before natural disasters and a positive number of 0.447 for foreign tourists after natural disasters. Whereas the destination not in any film gets a utility value which shows a negative number of 0.353 for foreign tourists before natural disasters and a negative number of 0.447 for foreign tourists after natural disasters. It can be concluded that before and after the eruption of Mount Agung, the film media affected the selection of tourists in choosing tourist destinations.

Attractive advertising attributes, foreign tourists do not choose tourist destinations based on attractive advertisements, both before and after natural disasters. The utility value of not choosing based on attractive advertisements shows a positive number of 0.644 for foreign tourists before natural disasters and a positive number of 0.607 for foreign tourists after natural disasters. Whereas choosing tourist destinations based on attractive advertisements gets utility values that show a negative number of 0.644 for foreign tourists before natural disasters and a negative number of 0.607 for foreign tourists after natural disasters. It can be concluded that before and after the eruption of Mount Agung, foreign tourists

did not choose a tourist destination based on attractive advertisements. Attributes hear the news on TV, the value of utilities not hearing about tourist destinations on TV news shows a positive number of 0.544 for foreign tourists before natural disasters and a positive number of 0.813 for foreign tourists after the disaster. While hearing about tourist destinations on TV news has a utility value which shows a negative number of 0.544 for foreign tourists before natural disasters and a negative number of 0.813 for foreign tourists after natural disasters. It can be concluded that before and after the eruption of Mount Agung, foreign tourists prefer tourist destinations not based on information from TV news.

### Attribute Importance Analysis

Analysis of the importance of attributes will produce the attributes that are most considered by tourists in choosing tourist destinations, both before and after natural disasters. The results of questionnaire data processing with conjoint analysis showed the importance level of attributes sorted from the most important to the least important attributes. The level of importance of attributes can be seen in Table 6.

Table 6. Attributes of Importance

Indicators	Pre the Mount Agung Natural Disasters	Post the Mount Agung Natural Disasters
Friends or relatives recommendation	8.351	10.764
World renowned must-see dest	10.752	9.461
Information on the website	9.470	10.220
Cheap deal/ special offer	11.472	8.889
Geographically close destination	12.549	9.120
Travel agency recommendation	9.823	10.898
Article in a magazine/ newspaper	11.359	13.296
Movie realized in the country	9.288	10.074
Appealing advertising on it	7.899	7.242
Heard about in the TV news	9.038	10.035
TOTAL	99.99	99.99

Source: data of research, 2018.

Table 7 shows that the most important attribute according to respondents in choosing tourist destinations in Bali prior to natural disasters was the proximity attribute of location with a percentage of 12.549 percent. Furthermore, the second factor that is considered by foreign tourists is the attribute of low prices or special offers with a percentage of 11.472 percent. The third attribute is the attribute of articles in magazines/ newspapers with a percentage of 11.359 percent. Unlike the consideration of foreign tourists after a natural disaster with the

attribute value of articles in magazines / newspapers (13.296 percent), travel agent recommendations (10.898 percent), recommendations of friends / relatives (10.764 percent). The order of importance based on the attributes most considered by tourists in choosing tourist destinations, both before and after the natural disaster of the eruption of Mount Agung can be seen in Table 7.

Table 7. Sequence of Attributes Based on Level of Interest

Rank	Pre the Natural Disasters	Post the Natural Disasters
1	Geographically close destination	Article in a magazine/newspaper
2	Cheap deal/special offer spesial	Travel agency recommendation
3	Article in a magazine/newspaper	Friends or relatives recommendation
4	World renowned must-see destination	Information on the website
5	Travel agency recommendation	Heard about in the TV news
6	Information on the website	Movie realized in the country
7	Movie realized in the country	World renowned must-see destination
8	Heard about in the TV news	Geographically close destination
9	Friends or relatives recommendation	Cheap deal/special offer
10	Appealing advertising on it	Appealing advertising on it

Source: data of research, 2018.

## Significance and Predictive Accuracy Testing

Significance and predictive accuracy testing in this study was conducted on 100 respondents. Significance testing in research using conjoint analysis can be done by looking at the value of Pearson's R and Kendall's Tau correlations based on questionnaire data processing. Pearson's R and Kendall's Tau significance values if under 0.05, then have a very strong significance relationship.

The results of the Conjoint analysis will be validated by looking at Pearson's R and Kendall's Tau Correlation values, if the correlation value shows a number above 0.5, it can be interpreted that the correlation has a strong predictive accuracy or otherwise valid. The results of the questionnaire data that have been processed using Statistical Package for the Social Sciences (SPSS) version 18, have a correlation value that can be seen in Table 8.

Table 8. Correlation Value between Attributes

	Utilities Pre Natural disaster		Utilities Post Natural disaster	
	Value	Sig	Value	Sig
<i>Pearson's R</i>	0,994	0,000	0,996	0,000
<i>Kendall's tau</i>	0,939	0,000	1,000	0,000

Source: data of research, 2018.

Based on Table 8 it can be seen that the significance value of Pearson's R and Kendall's Tau is 0.00 (below 0.05) which means that each attribute has a very strong significance relationship. While the Pearson's R correlation value of 0.980 and Kendall's Tau of 0.875 means that the value is above 0.5, thus indicating a strong relationship between estimate and actual. Thus, it can be said that the opinions of the 100 respondents can be accepted to describe the preferences of tourists towards the selection of tourist destinations before and after the natural disaster of Mount Agung.

### **Bali Tourism Post-Natural Disaster Recovery Policy**

Based on the results that have been described above can be given several considerations related to the recovery policy of tourism in Bali after natural disasters, among others:

- (1) The existence of Mount Agung natural disasters, information in print and electronic media and information from travel agents becomes very important and basis for tourists to decide in choosing a tourist destination when traveling. The information presented will form public opinion which will later spread by word of mouth which will be a recommendation from friends / relatives who are important attributes in the selection of tourist destinations. The media should be careful in providing information because it can form opinions and images about the condition of tourism destinations. The role of the media in providing true and positive information greatly helps the speed of recovery of a tourist destination affected by disaster.
- (2) When natural disasters occur, various promotional and marketing activities in the form of advertisements, various low price offers are not able to influence tourists' decisions in choosing tourist destinations. So various hot deal offers and other promotions are not recommended.
- (3) Films have a large impact in shaping information, images and ideas for visiting and choosing these tourist destinations. Lots of tourist destinations then become famous after being used as the background of a film. Promotion through film is highly recommended, of course the theme in the film should be able to strengthen the brand image of the tourist destination which is used as the location of shooting the film, provide a positive image / image and have a positive impact on tourist destinations.

The importance of creating tourist loyalty because the cost required is less than the cost of promotion and marketing in attracting new tourists. Tourist loyalty will only be created if tourists are satisfied with existing tourist products. More tourism products are services or combinations of services and goods. Providing the best possible service to tourists supported by all tourism stakeholders in Bali will be able to realize tourist loyalty.

## CONCLUSION

Preferences of foreign tourists in the selection of tourist destinations before natural disasters are greatly influenced by low prices/special offers, proximity of locations, articles in magazines/newspapers and films. The order of attributes based on the level of interest of foreign tourists in the selection of destinations before natural disasters is the proximity of the location, low prices/special offers, articles in magazines/newspapers, destinations that must be seen in the world, travel agent recommendations, information on websites, films, hear about on the news TV, recommendations of friends/relatives, and interesting advertisements.

Preferences of foreign tourists in the selection of tourist destinations after natural disasters are greatly influenced by articles

in magazines / newspapers and films. The order of attributes based on the level of interest of foreign tourists in the selection of destinations after natural disasters is an article in a magazine / newspaper, travel agent recommendations, recommendations of friends / relatives, information on the website, hear about on TV news, films, destinations to be seen in the world, proximity of locations, cheap prices / special offers, attractive advertisements. Bali tourism recovery policy after natural disasters is the importance of information conveyed media as well as information from travel agents as a basis for tourists to decide in choosing a tourist destination when traveling.

The role of the media in providing positive information greatly helps the speed of recovery of a disaster-affected tourist destination. In addition, film has a large impact in shaping information, images and ideas for visiting and choosing tourist destinations and being able to strengthen the brand image of a tourist destination that is used as the location of shooting films, providing a positive image / image and having a positive impact on tourist destinations.

The suggestions that can be conveyed in this study are based on the objectives of the problem and suggestions from tourists when the questionnaire is distributed, including:

- (1) The natural disaster of Mount Agung is very well understood by tourists who come as something that cannot be predicted, but the most important thing is the readiness of Bali tourism stakeholders in the destination in providing precise and accurate information and being able to provide certainty, guarantee safety and professional in handling when the disaster occurs.
- (2) The emergence of various hoaxes and various information deliberately exaggerated for a long time on various information media and social media can destroy the image of a destination. Various post-disaster promotion and recovery efforts carried out after the disaster so far have only been in vain. The government should make regulations that can act on this. If Bali and Indonesia are committed to developing tourism, all stakeholders should have an obligation to protect it.
- (3) Increasing the number and capacity development of the existing Tourism Information Center.
- (4) The importance of improving services to tourists in various economic sectors and activities.

The importance of maintaining environmental cleanliness and free of plastic waste. If we are able to do it, Bali's image as a tourist destination will be better.

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## Resilience Ecotourism in Papua Amid Covid 19 Pandemic

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### ABSTRACT

Tourism destination is facing numerous crises caused by climate change, natural disaster, economic recession, instability political, internal turmoil and terrorism. These crises affect inbound tourism flows and consequently the tourism industry. New crisis as we know Covid 19 pandemic affecting many sectors, the most affected is the tourism industry. Purpose of this research was (1) to determine mitigation strategies of Ministry of Tourism and Creative Economy amid Covid 19 pandemic, (2) to learn the adaptation strategy of community ecotourism to survive amid Covid 19 pandemic and (3) to analyze the implication of Covid 19 epidemic on ecotourism destination resilience in Papua. The research was qualitative research with descriptive explanation, and data collections used interview, documentation, literature study. SWOT analysis method to analyze strength, weakness, opportunity and threat of resilience ecotourism in Papua. The procedure of data analysis techniques in this research used (1) data reduction, (2) presentation data, (3) conclusions. The result of this study showed there were three adaptation strategies (1) physically (2) economically, and (3) social. Covid 19 pandemic gives big implicated to the economic sector, social and culture sectors on ecotourism destination resilience. Cancellations of guest booking and travelling restriction impact on community ecotourism lifecycle. Meanwhile, other industries such as geography, demography, natural resources, politic and security were not implicated by Covid 19 pandemic.

Keywords: *ecotourism, resilience, Papua, Covid 19*

### INTRODUCTION

#### Background

Covid 19 pandemic makes the world facing an unprecedented global health emergency with an unparalleled

impact on societies and livelihood; one of them is a travel and tourism the most affected by this crisis. Based on UNWTO World Tourism Barometer report impact of Covid 19 pandemic has caused a 20% decreasing in international tourist arrivals

during the first quarter of 2020 and forecast could lead to an annual decline of between 60% and 80% compare to 2019.

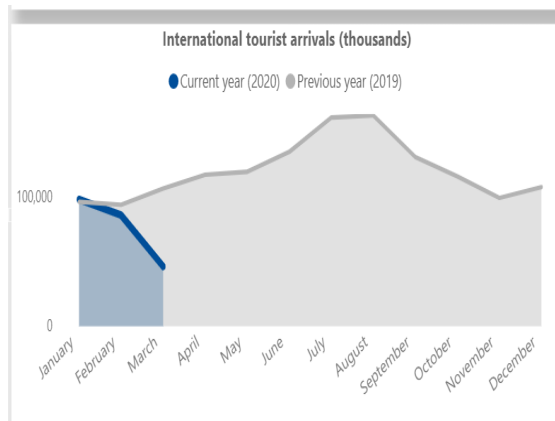


Figure 1. International Tourist Arrivals

Source: UNWTO, 2020

Figure 1 showed data that following the lockdown in many countries, travel restrictions and the closure of airports and national borders impact on decreasing 57% number of arrivals in March 2020 compared to international tourist arrivals in the previous year, 2019. This data means lots of the amount of global tourist arrivals decline, loss in revenue and tourism jobs at-risk situation.

Covid 19 pandemic was first confirmed to have spread to Indonesia on March 2, 2020. Since that day, the epidemic had spread to all 34 provinces in Indonesia. Prevention Covid 19 pandemic getting more wide-spread, large scale social restriction is an option to be implemented in Indonesia. Pandemic gave the tourism sector the hardest time to recover, though The Ministry of Tourism and Creative

Economy of Indonesia reveal data number of international visitors to Indonesia were decline comparing to January until March 2019. Data showed in figure 2.

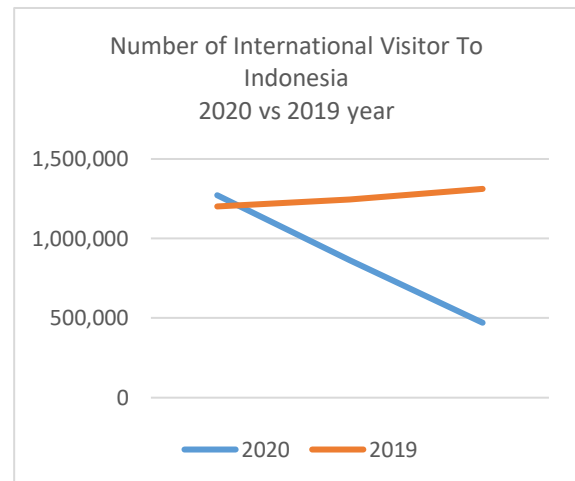


Figure 2. Number of International Visitor to Indonesia.

Source: The Ministry of Tourism and Creative Economy, 2020

Data on figure 2 from Indonesia Ministry of Tourism and Creative Economy explain total international visitor from 26 main gates in Indonesia such as Ngurah Rai – Bali airport, Soekarno Hatta – Banten airport, Juanda-East Java airport, Kualanamun-North Sumatra airport, Husein Sastranegara-West Java airport, Adi Sucipto-Yogyakarta airport, Bil-NTB airport, Sam Ratulangi-North Sulawesi, Minangkabau-West Sumatra airport, S. Syarif Kasim II-Riau airport, S. Iskandar Muda-Aceh airport, Supadio-West Kalimantan airport, Sultan M. Badaruddin II-South Sumatra airport, Batam-Riau

Island port and airport, Tanjung Uban-Riau Island port, Tanjung Pinang-Riau Island port, Tanjung Balai Karimun-Riau Island port, Tanjung Benoa-Bali port, Jayapura-Papua terminal, Atambua-NTB terminal, Entikong-West Kalimantan terminal, Aruk-West Kalimantan port, Nanga Badau-West Kalimantan port were 1,272,083 million international visitor on January 2020; 863,960 international visitor on February 2020; and 470,898 international visitor on March 2020 have been calculated.

Meanwhile, data on 2019 start from January were 1,201,735 and February 1,243,996; March 1,311,911 international visitors. This means that during pandemic Covid 19 and Social Distancing Restriction affected on number of international visitors slowly decrease every month start January until March 2020 comparing with data number of international visitors on 2019 show increasing numbers before pandemic Covid 19.

Based on data from (Travel, 2020) some of tourist attractions on Java Island, Bali Island, Sumatra Island, Kalimantan Island, Sulawesi Island, East Nusa Tenggara and other destination were closed. The impact of the spread of the Covid 19 felt by the hotel, restaurant, airline, entrepreneur who had massive share and investment value. Therefore, The Ministry of Tourism and Creative Economy take mitigation action. First, the social

protection program for workers in the tourism sector. Second, reallocated the existing budget. Third, preparation of economic stimulus for business in tourism and creative economy sectors. Fourth, online training such as financial planning, English course, upskill and reskilling the human resources competencies in spa business. Fifth, #BanggabuatanIndonesia, and #BeliKreatifLokal campaign to encourage people contribution helping each other to local products.

Indonesia Ministry of Tourism and Creative Economy predicts ecotourism product will attract tourists after the pandemic. The pandemic has changed the activities, behaviour of tourist. The tourism standard of health, safety, and clean protocols become new trends. Nature-based tourism activities and outdoor activities and outdoor activities will be a quick rebound because ecotourism is niche tourism. Therefore, ecotourism might become a new trend. The objective of this research is studying:

- 1) How mitigation strategies of the Ministry of Tourism and Creative Economy amid Covid 19 pandemic.
- 2) How adaptation strategy of community ecotourism amid Covid 19 pandemic.
- 3) How the Covid 19 pandemic implication on ecotourism destination resilience in Papua.

## LITERATURE REVIEW

Ecotourism is a type of tourism program that simple adopted by traditional communities. Based on (Wiranatha, 2015), ecotourism is an alternative form of tourism activity that recently adopted by the expertise and local communities to bring benefit for the local economy and to preserve the nature conservation

Ecotourism encourages local residents to use their culture in the natural conservation of their surroundings, contemporary forms an attraction for tourist. (Sitorus, 2017) explained the objective of ecotourism activities is to learn, to appreciate, and to preserve nature and to enhance the income of local communities.

Ecotourism consist of interacting agents including visitors, entrepreneurs and local communities, continually learn and adapt to external changes to find the best fit with the environment, and connect social, ecological, and economic subsystems through reliable feedback mechanism (Nabin, 2013). Local communities in ecotourism activities become an essential role in the process of implementation of ecotourism. Also, the government and entrepreneur acting as a catalyst or stimulus and a vital role in the development to increase the participation in ecotourism activities (Singgalen, 2019).

(Razak, 2017) define there are several components why ecotourism activities can be a new trend: (1) education level motivate ecotourism demand. Higher-level education tends to have a connection to ecotourism activity request; (2) segmentation ecotourism from young, elderly healthy individuals. Ecotourism is niche tourism; (3) female roles determine ecotourism destinations; (4) holiday pattern changes; (5) quality service; (6) communication and information technology; (7) travel options; (8) individual security, safety, hygiene; (9) increased social and environmental concerns; (10) globalization of the economy.

Ecotourism should be based on the indigenous community given fact that society has better knowledge of their natural potentials, culture, culinary and handicrafts (Farid, 2020). Ecotourism program is one forms of community resilience that in a way, could support the efforts to extensive protection of forests and sea ecosystems (Farid, 2020).

Resilience is the ability to handle a natural disaster, social politic conflict, policy, knowledge to adapted with climate change, ability to manage ecosystem sustainability. Building community resilience is to reorganize the social life and environment that is resilient to various shocks.

Resilience concept needs to integrate with the framework of empowerment and sustainability of community livelihood (Mahmudi, 2020). Resilience defined as the capacity of a social-ecological system to absorb disturbance and reorganize while changing to retain mostly still the same function, structure, identity and feedbacks (Nabin, 2013). Resilience in the social-ecological system connected with diversity, innovation, the capacity to handle the disturbance and self-organization to respond to the changing environment.

Since WHO proclaim issue of Covid 19 pandemic, it has affected to ecotourism industry in Papua, travel and homestay booked was cancelled, zero tourism activities, the loss of jobs has posed financial problems for tourist guides. Local communities play a substantial role in ecotourism area, perspectives on sustainable development and environmental protection issue are vital for effective management (Jamaliah, 2017).

## METHOD

During Covid 19 pandemic, and Social Distancing Restriction impacted on how this research was conduct. The researcher tried to do the research used a qualitative method with a descriptive explanation. Data collections include <http://ojs.unud.ac.id/index.php/eot>

literature study, website and webinar. The procedure of data analysis techniques in this research was (1) data reduction, (2) presentation data, (3) conclusions. The informant involved in this research is Leader of Perkumpulan Penggerak Usaha dan Penghidupan masyarakat Asli Raja Ampat (Perjampat) Association, Manager of Trek-Papua Tours.

The study of the intended document is the searching of information through the internet to sharpen the analysis. This study focuses on three adaptation strategies: (1) physically adaptation strategy, (2) economically adaptation strategy, and (3) social adaptation strategy.

In the early stages, researcher searching information about issues of pandemic Covid 19 impacted tourism industry, joined webinar held by UNWTO talked about impact of Covid 19 and a glimpse of hope for tourism industry, webinar workshop solution synergy of sustainability tourism amid pandemic Covid 19, rural tourism during epidemic Covid 19, EcoNusa TV.

Furthermore, searching article journal about ecotourism and resilience, data literature from UNWTO and Ministry of Tourism and Creative Economy about numbers of international tourist arrivals and names of the foreign visitor to Indonesia, mitigation action of Ministry of Tourism and Creative Economy. The researcher

traced information through website, interview, and online news to ensure real condition.

## RESULT AND DISCUSSION

### Mitigation Impact of Covid 19 Pandemic to Tourism Industry in Indonesia

Indonesia Ministry of Tourism and Creative Economy has predicted that the decrease in international tourists visits Indonesia as the impact of epidemic Covid 19. Data show in table 1.

Table 1.  
Number of International Visitor to Indonesia on January-March, 2019-2020

Main Gate	2019	2020	Percentage
Ngurah Rai	1,329,681	1,040,928	-21,72
Soekarno-Hatta	585,307	357,116	-38,99
Juanda	51,678	34,521	-33,20
Kualanamu	59,197	41,066	-30,63
Husein Sastranegara	43,993	30,270	-31,19
Adi Sucipto	28,209	18,633	-33,95
BIL	9,284	11,821	27,33
Sam Ratulangi	32,971	14,004	-57,53
Minangkabau	15,868	10,874	-31,47
S. Syarif Kasim II	8,510	6,787	-20,25
S. Iskandar Muda	5,549	10,329	86,14
Ahmad Yani	6,494	4,923	-24,19
Supadio	6,553	4,389	-33,02
Sultan Hasanuddin	4,155	3,572	-14,03
Sultan M. Badaruddin II	4,030	2,297	-43,00
Batam	466,124	295,572	-36,59

Tj. Uban	151,151	63,922	-57,71
Tj. Pinang	38,222	18,246	-52,26
Tj. Balai Karimun	30,842	21,523	-30,22
Tj. Benoa	12,914	8,768	-32,10
Tj. Mas	8,973	3,991	-55,52
Jayapura	12,178	5,670	-53,44
Atambua	20,549	23,379	13,77
Entikong	6,087	4,679	-23,13
Aruk	4,964	4,297	-13,44
Nanga Badau	3,500	1,923	-45,06
<b>Total Visit</b>	<b>2,946,983</b>	<b>2,043,500</b>	<b>-30,66</b>

Sources: Indonesia Minstry of Tourism and Creative Economy, 2020

Cumulatively, data from January until March showed in 2019 were 2,946,983 visitors, meanwhile the number of international visitors in January until March 2020 was 2,043,500 visitors. A total visit means there -30,66 percentage number of foreign visitors decreased. There 23 main gates were a decline in the sum of international visitors. At the same time there three main gates such as BIL or International Airport Lombok, S. Iskandar Muda airport, and Atambua airport showed the increasing number of international visitors.

Simultaneously with travelling restriction, there is a list of closed tourism attraction in regards to Covid 19 pandemic. Data shown in table 2.

Table 2.  
List of closed tourism attraction in regards  
to Covid 19

No.	Destination	Tourist Attraction	Museum
1	Central Java	Ancient Human Museum in Sangiran Karimunjawa Marine National Park Merbabu National Park Mountain Selok National Park Grojogan Sewu Nature Park Guci Nature Park Telogo Warno/Pengilon Nature Park Mountain Merapi National Park	The Puppet Museum The Maritime Museum The Joang 45 Museum MACAN Museum Mandiri Museum The Youth Pledge Museum if National Awakening The National Museum The National Library Seribu Archipelago National Park Muara Angke Wildlife Reserve Rambut Island Wildlife Reserve Pavilion of DKI at TMII Jakarta Planetarium Dance Laboratory and Karawitan, Condet Cipir Island Kelor Island Benjamin Suaeb Park Puppet Show Bharata Miss Tjitjih Jakarta Training Art Building Basoeki Abdullah Museum Formulation of The Proclamation Manuscript
2	Jakarta	National Monument and surrounding area Ancol Kota Tua Ragunan Zoo Ismail Marzuki Setu Babakan Pitung House Onrust Archaeology Park The Jakarta History Museum The Prasasti Museum The MH Thamrin Museum The Art & Ceramic Museum The Textile	



3	Bali	Museum	5	Bogor	Hotels
		Indonesia	6	Surabaya	Hotels
		National	7	Solo	Radya Pustaka
		Gallery			Museum
		Bight			Keris Museum
		Club/Pub/Disc			Keraton
		otheque			Museum
		Family			Balekambang
		Karaoke/Execu			Park
		tive Karaoke			Danar Hadi
		Bar			Batik Museum
		Griya Massage			Taru Jurug Zoo
		Spa			Pura
		Movie Theater			Mangkunegara
		Billiard			an
		Steam Bath			Ketoprak Art
		Ice Skating			& Performance
		Manual			Sriwedari Man
		Dexterity and			Puppet
		Mechanical			Performance
4	Bandung	Game Arena			Tumurun
		for Adult			Private
		Shopping			Museum
		Malls			17 Pulau Riung
		Hotels	8	East Nusa	Nature Park
		All beaches		Tenggara	Batang Island
		and all			Nature Park
		entertainment			Baumata
		area in North			Nature Park
		Kuta			Bipolo Nature
		Hotels			Park
		Alun-alun			Camplong
		Bandung			Nature Park
		City Park			Gugus Pulau
		Bandung			Teluk
		Planning			Maumere
		Gallery			Nature Park
		The Bandung			Lapang Island
		City Museum			Nature Park
		Bandung			Menipo Nature
9	Central Kalimantan	Creative hub			Park
		Dago Car Free			Rusa Island
		Day			Nature Park
		Bosscha			Ruteng Nature
		Observatorium			Park
		Gedung Sate			Teluk Kupang
		Museum			Nature Park
		Djuanda Forest			Tuti Adagae
		Park			Nature Park
		Bandung			Bukit
		Geology			Tangkiling
		Museum	9		Nature Park
		Korea Village			Sebangau
		Bandung			National Park
		Hotels			Tanjung

10	West Kalimantan	Keluang Nature Park	Temple Kalasan
		Tanjung Putting National Park	Temple All tourism destination in Pangandaran
		Mount Palung National Park	The Bromo Tengger Semeru National Park
		Tanjung Belimbing Nature Park	Rinjani Mountain
		Kelam Hill Nature Park	The Komodo National Park
		Bukit Baka	Kutai National Park
		Bukit Raya National Park	Alas Purwo National Park
		Betung Kerihun Danau Sentarum National Park	Ijen Crater Nature Park
		Lore Lindu National Park	Kerinci Seblat National Park
		Bancea Nature Park	Aketajawe Lolobata National Park
11	Central Sulawesi	Wera Nature Park	Mount Leuser National Park
		Pinjan Tanjung Matop Wildlife Reserve	Bukit igupuluh National Park
		Kepulauan Togean National Park	Bukit Duabelas National Park
		Bantimurung Bulusarung National Park	Mount Gede Pangrango National Park
		Lejja Nature Park	All Jatim Park Arena
		Malino Nature Park	Maount Tambora National Park
		Taka Bonerate National Park	Amaris Ambon Hotel
		Wakatobi National Park	Le Grandeur Swiss Bellhotel
		Bunaken National Park	Balikpapan Nasa
		Gili Meno	Banjarmasin Hotel
12	South Sulawesi	Trawangan	Swiss Bellhotel
13	Sulawesi Tenggara	Gili Air	Harbour Bay Zest Hotel
14	North Sulawesi	Mpunt Merbabu	El Hotel
15	Others	Borobudur Temple	Kartika Wijaya
		Prambanan Temple	Royal Orchid
		Ratu Boko	

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Batu  
Amaris  
Pettarani  
Makasar  
M. Bahalap  
Palangkaraya  
Hotel  
Louis Kienne  
Pandanaran  
Semarang  
Hotel  
Louis Kienne  
Simpang Lima  
Maxone  
Sukabumi  
Hotel  
Santika Ice BD  
Hotel  
Benteng  
V'redeburg  
Yogyakarta  
Museum  
Balai Kriti  
Museum  
Temple  
(Pawom  
Mendut,  
Sambisari,  
Sari, Barong,  
Banyunibo,  
Ijo, Gebang,  
Keulan, Dieng,  
Muarajambi,  
Bumiayu,  
Benteng  
Marlborough,  
Bung Karno's  
Exile)  
Batang Gadis  
National Park  
South Bukit  
Barisan  
National Park  
Ujung Kulon  
National Park

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Sources: Indonesia Ministry of Tourism  
and Creative

Data from table 2 explained there  
more than 14 destinations in Indonesia with  
tourism attraction such as museums,

shopping malls, national parks, hotels,  
temples, nature park, art & performances,  
spa, and movie theatres were closed.

Indonesia Government, through the  
Ministry of Tourism and Creative  
Economy, takes mitigation action amid  
pandemic Covid 19 with First, social  
protection program for workers in the  
tourism sectors, distribute cloth masks.  
Second, reallocated the existing budget.  
Third, preparation of economic stimulus for  
business in tourism and creative economy  
sectors. The charitable donation will give to  
44,925 art and creative sector's employees.  
Fourth, online training on improvement  
room attendant competencies, financial  
planning, English course, upskill and  
reskilling the human resources  
competencies in the spa business,  
increasing the capacity of MICE industry  
professional competencies.

Fifth, #BanggaBuatanIndonesia and  
#BeliKreatifLokal campaign to encourage  
people contribution helping each other to  
local products. Sixth, evaluation and  
rearrangement of ecotourism travel pattern  
have adjusted with the New Normal  
condition. Focusing on ecotourism and  
wellness tourism would be supported. In  
this case need a guarantee of cleanliness,  
health and safety preservation  
environmental quality of the area and  
involvement of local communities-  
seventh, managing visitor management,

managing quota and dividing large groups into small groups during tourism activities. Adaptation strategy for New Normal Cleanliness, Health, and Safety (CHS) program associated in Indonesia tourism destination. The readiness of new standard tourism destination and community disciplines of Hygiene, Healthy and Clean protocol. Bali, Yogyakarta and Riau Island would become three priorities tourism destination were CHS program applied, followed by Labuan Bajo, Lombok, Banyuwangi, 5 priorities destinations and next to all tourism destination in Indonesia. There are main essential factors such as cleanliness in the room, public space with disinfectant, availability handwashing facilities and soap, clean trash net have associated.

Ministry of Tourism and Creative Economy maintains the existence of Indonesia Tourism in East Asia market, such as Japan, South Korea, Chinese, Taipei by organized through webinar series with more than 100 tourism industry practitioners from each organization.

Visual artists did exhibition from a home campaign organized by the Ministry of Tourism and Creative Economy, was a substitute for showrooms which have been the mainstay for displaying their works. AADC program for Accept, Adapt, Digital, and Creative Collaboration program was an

adaptation strategy for Micro, Small, Medium Entrepreneurs (MSMEs) sectors. Ministry of Tourism and Creative Economy has applied several mitigation actions to the tourism industry, workers, entrepreneur during and after the pandemic. Adaptation strategy of the CHS program also was used for New Normal Indonesia tourism destination.

### **Ecotourism in Papua**

Nature is still genuine, unique and unique culture, a particular interest of maritime, world heritage site Lorentz National Park, Teluk Cendrawasih National Park, Wasur National Park, Transfly Landscape & Ecoregion, Abun in West Papua turtle conservation, Asmat. All these potentials are still pure to be a tourist attraction. One of the iconic tourist attractions in Papua is Raja Ampat, has preservation coral reef at Misool Eco-resort; Kayak conservation.

This conservation 100% income from tourism activities went to local communities and conservation purpose; Marine Wildlife Reserved preserved the sustainability of biodiversity in the islands; Raja Ampat Research & Conservation Center; Green Turtle Research.

### **Adaptation Strategy Scotourism in Papua Amid Pandemic Covid 19**

The similar stories also happen in Papua; all tourists scheduled cancelled. Homestay, all of a sudden, has no occupation, no activity, no income. They have impacted to livelihood local communities. Based on information from the coordinator of Raja Ampat Association of Business Players and Native People's Livelihood (Perjampat), the pandemic situation had encouraged local communities to move on the other way to survive.

Methods of local communities in adaptation strategy amid pandemic in Papua used different ways, such as sustaining the environment, protecting sea surrounding tourism attraction areas from illegally catching fisher that could be damaged environment.

The pandemic force local communities back to the previous livelihood activities, such as hunting wild boar, planting, selling yellow rice and wild boar to market, selling coffee, coffee beans, sage, do online business. Meanwhile, the Perjampat activities were made new trekking paths, identified wildlife along the original trekking path as new ecotourism offers, updating websites, fixing 2021 trips planning, build new facilities such as bungalow, homestay and renovation homestay.

### **Obstacles Implementation Adaptation Strategy**

Lack of coordination and cooperation between government and communities makes different understanding, fear to be suspected Covid 19 so communities did not tell the truth to medical personnel when going to the hospital. Fast infected various gender, ages; vaccination still on progress research. Data were collected for ecotourism practitioners by the government, but support has not received yet by communities.

### **The Implication of Pandemic Covid 19 on Ecotourism Resilience in Papua**

The implication of Covid 19 pandemic on ecotourism resilience in Papua in this research there were eight aspects of resistance will be explained.

First, Geography aspect. Geography for ecotourism was a vital tourism attraction; also a habitat for flora and fauna, and the environment becomes cleaner and fresh.

Second, Natural Resources aspect. Less of human activities on natural resources bring benefit to refresh, breath and regrow.

Third, Demography aspect was affected by the pandemic, and several populations decline 2% infected by Covid 19, 70% hospitalized.

Fourth, Ideology aspect on ecotourism resilience had not been affected. Communities have a strong ideology of Pancasila.

Fifth, Politic aspect also not changed. Sixth, Economy aspect have big implicated of pandemic Covid 19 on ecotourism resilience. Loss of income, jobs makes ecotourism practitioners and communities must survive.

Seventh, Social Culture aspect on ecotourism resilience affected on the new habit on communities, practitioners started to be more concern about cleanliness, hygiene, health, and safety; also need to be more sensitive on small group tourist, sanitation and hygiene of homestay and surrounding facilities, kitchen, food, more space on the room. Periodic clean and disinfectant ecotourism activities tools properties and mode of transportation.

Eighth, Safety aspect on ecotourism resilience need more protection fro illegal fishing, illegal action on ecotourism destination.

## **Discussion**

This research focuses on three adaptation strategies forms, physical, economy, and society. Virus Covid 19 was a new disaster where hardest impacted to economic sectors, and common areas to all Indonesia region, even many countries. It is different from a natural disaster. It did not

affect may destination, but Covid 19 changed lots of tourism destination in the economy and social sectors.

Tourist destination needs adaptation strategy on the physical area amid pandemic Covid 19 was local communities need to protect the environment from illegal industries or action. Therefore, local communities, tourism activities, tourism practitioners can be adapted from mitigation action to survive on the economy and social sectors.

Based on information from coordinator Perjampat, adaptation strategy of local communities during pandemic Covid 19 from the economy sector were encouraged communities to adapt again to the previous livelihood before tourism activities such as selling some product planting coffe and sage, fish, yellow rice, and wild boar to the traditional market and online business.

Meanwhile, from the social sector during pandemic there no ecotourism activities, local communities adapted with planting hydroponic, build homestay, coordinate with local government search new trekking at Kampung Dokay and Sosi, fishing and clean wash fish. At the same time, adaptation strategy on the physical sector of ecotourism was protecting sustainability environment, especially sea from illegal fishing, clearing area for preparation planting.

## **SWOT Analysis**

A swot analysis evaluates the interna strengths and weaknesses, and the external opportunities, and threats in an organization's envirotnment (Bonnici, 2015).

### **Analysis of Internal Strenghts and Weaknesses**

Internal strength of Papua communities to resilient ecotourism during the pandemic is using natural resources from forest, sea, land by hunting wild boar, fishing skill, and planting skill made them able to endure.

Weaknesses of resilient ecotourism communities were less of coordination between government and communities, illegally fishing, lack of knowledge of Covid 19, tendency depends on tourism sectors as the main livelihood.

### **Analysis of External Opportunities and Threats**

Opportunities to resilient ecosystem amid pandemic Covid 19 19 refreshed, regrow, restructure environment. Ecotourism in Papua able to alive again with a new environment, as a result, ecotourism in Papua will have a new track, original path, new attraction to promote also to support conservation.

Communities also have new standard skills to live with cleanliness, hygiene, health, and safety. Have the

opportunity and have time to strengthen institutional, fixing the website, differentiation new product to offer. Planning and mitigation risk management have time to create value-added.

The threat to resilient ecotourism in Papua was new changing protocol standard on running ecotourism business industry. There was the demand on cleanliness, hygiene, health, and safety of homestay and surrounding, kitchen products, facilities, restaurant, ecotourism attraction tools. Tendency stimulate tourism package needed to recover, demad on small group tourist, changing on tourist travelling behaviour and market share, demand more space on room, example tourist will not be willing to be in lots of people at the same room. There was high-cost forecasting.

## **CONCLUSION**

There were seven mitigation programs strategies of Ministry Tourism and Creative Economy amid Covid 19 pandemic. Social protection for workers was the important, followed by reallocated budget, a stimulus for tourism business sector, live online training, campaign, evaluate and re-arrangement of ecotourism travel pattern and standard protocol, managing visitor management.

Eight aspects of implication of Covid 19 pandemic on ecotourism destination resilience were geography, natural resources, demography, ideology, politic, economic, social culture, safety.

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# The Influence of Destination Brands on the Satisfaction and Revisit Intention of Foreign Tourists at the Agro-tourism of Ceking Rice Field Terrace in Bali

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## ABSTRACT

Agrotourism attraction of Ceking Rice Field Terrace Village is a natural panorama of rice fields terrace has been recognized as heritage that should be preserved. The purpose of this study is to find out the influence of destination brands on the interest of foreign tourists in Ceking Rice Field Terrace Agrotourism and the obstacles faced in building destination brands in Ceking Rice Field Terrace tourist destinations. The independent variables of this research are part of the brand destination, namely brand awareness, brand image and brand association. The dependent variables are customer satisfaction and revisit intention. Research was design based on structural equation model. Data was analyzed by using Smart-PLS version 3.0. Brand awareness, brand image and brand association had a significant and positive influence on the satisfaction of foreign tourists and their revisit intention. The results also showed that the constraints faced by Agrotourism Rice Field Terrace in building a destination brand area, the name of Agrotourism Ceking Rice Field Terrace has not been known as a name of attractive tourist destination and the lack of handicrafts that have the characteristics of the Agrotourism.

Keywords: *agrotourism, brand destination, and revisit intention*

## INTRODUCTION

### Background

The role of agriculture as the leading sector in boosting food security is a benchmark for a country, especially a developing country like Indonesia, which is highly dependent on several sectors, one of

which is the agricultural sector, apart from supporting food security; the agricultural sector can also be used as a tourist attraction. The tourism industry also has an important role in the growth and development of an area, even in some tourism areas, for example Bali. Bali tourism is one of the leading sectors besides

the agricultural sector. The natural beauty, culture, hospitality of the Balinese people, and their customs make Bali a world favorite destination.

The tourism trend with the back to nature concept encourages the development of alternative tourism models or special interest tourism that prioritizes natural conservation values and interacts with local communities that are beneficial to tourists and provide opportunities for local communities and farmers to enjoy the benefits of developing agriculture-based tourism. The trend back to nature can provide benefit for local communities from nature-based tourism activities known as nature-based tourism.

The alternative forms of tourism developed in Bali include agro-tourism activities, spiritual tourism, village tours, and ecotourism. Agro-tourism is a tourism activity that pays great attention to the agricultural and plantation sectors, such as in Ceking Village. One of the attractions of Agro tourism in Ceking Village Rice Field Terrace is the natural panorama of terraced rice fields, which are more commonly known as rice terraces which are included as a heritage that needs to be preserved.

The number of tourist arrivals to Ceking Rice Field Terrace Agrotourism after the eruption of Mount Agung decreased drastically so it is necessary to create a destination image (brand

destination). This is the background of the research entitled "The Influence of Destination Brands on the Satisfaction and Revisit Intention of Foreign Tourists at the Agro-tourism of Ceking Rice Field Terrace in Bali ".

### **Research Questions**

The research questions are structured as follows:

1. How does the destination brand influence the satisfaction of foreign tourists at Ceking Rice Field Terrace Agro Tourism?
2. How does the influence of foreign tourists' satisfaction on the revisit intention to the Ceking Rice Field Terrace Agro-tourism?
3. What are the obstacles faced in building a destination brand at Ceking Rice Field Terrace Agro tourism?

### **Research objectives**

The objectives of this study are as follows.

1. The influence of destination brands on the satisfaction of foreign tourists at Ceking Rice Field Terrace Agro TourismPengaruh kepuasan wisatawan mancanegara terhadap niat berkunjung kembali pada Agrowisata Ceking *Rice Field Terrace*.

2. Constraints faced in building destination brands at Ceking Rice Field Terrace Agro Tourism.

## **METHODOLOGY**

### **Research Site and Time**

This research was conducted in Ceking Village, Tegalalang Sub-District, Gianyar Regency, which was determined purposively for 3 months from April to June 2018 with the following considerations:

1. Ceking Village, Tegalalang Sub-District, Gianyar Regency is a village that has the potential in developing agro-tourism where its strategic position is close to the tourist area of Ubud.
2. There is no similar research on the influence of destination brands on the revisit intention to Ceking Rice Field Terrace Agro Tourism.

### **Types and Sources of Data**

The type of research data is qualitative and quantitative data. Qualitative data is used because the results of this study are descriptive by emphasizing brand of destination, satisfaction and revisit intention decisions by distributing questionnaires to respondents in the field directly. Quantitative data is used as complement and as material to support the

explanations related to the substance of the research, such as data on tourist visits to Bali from books, literature, the Bali Provincial Statistics Agency, documents from related agencies or institutions, online articles and books that are able to support during the research process and the writing of the undergraduate thesis.

### **Method of collecting data**

Data collection in this study was carried out in several ways, including reading and collecting data from existing literature and references from various books and used as a theoretical basis which supported the writing of this study and field studies aimed to cover many people so that the survey results could be seen as representative of the population or is a generalization. The form of the survey carried out is an individual survey, where the researcher carried out the survey by meeting respondents face to face. The questionnaire was designed with the aim of asking respondents to indicate their level of agreement or disagreement with a series of statements about an object.

### **Data Analysis**

The analysis used in this research is quantitative analysis. Quantitative analysis using the SEM method with the help of Smart-PLS 3.0 software and Microsoft Excel 2016 for data tabulation.

## RESULTS AND DISCUSSION

### Respondent Characteristics

The majority of respondents who visited Ceking Rice Field Terrace Agro-tourism were male. Most respondents came from the UK and the least came from Italy. The highest age range of respondents was 21-30 years and the lowest was less than 20 years. The occupations of visitor respondents were varied, from entrepreneur to police / army officer. The majority of respondents knew information about Ceking Rice Field Terrace from the internet and rarely received information from radio or television advertisements. Respondents visited more with friends than with groups. On average, respondents have visited the Ceking Rice Field Terrace Agro tourism more than 3 times.

### Confirmatory Analysis

Confirmatory analysis in this study is shown to draw inferences about the influence of brand awareness, brand image, brand association on satisfaction, and revisit intention of foreign tourists at Ceking Rice Field Terrace Agro Tourism. The influence of brand awareness, brand image and brand association on the satisfaction and revisit intention of foreign tourists at Ceking Rice Field Terrace Agro-tourism is modeled through a structural equation model (SEM) by involving five

latent variables as previously explained. The SEM model developed in this study is variance-based SEM with a model structure as shown in Figure 1 below.

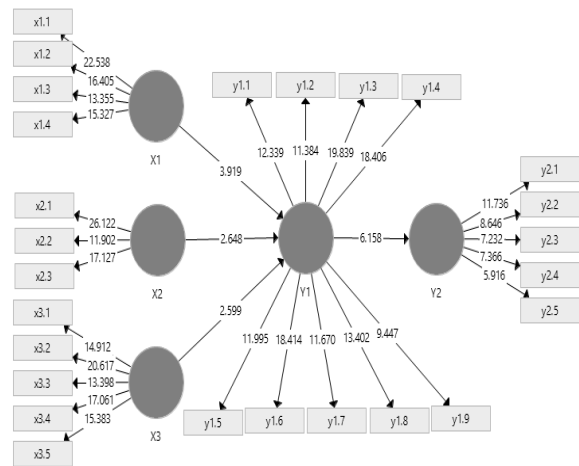


Figure 1. Structural Equation Model

### Outer/measurement Model

The analysis on the outer measurement model focuses on examining the relationship between latent variables and their indicators. The indicator can be seen from the outer-loading. Testing for discriminant validity is by looking at the Average Variance Extraxted (AVE) value in the PLS model. The model requirement has good validity if each latent variable has (AVE) above 0.5. In this study, the AVE value is presented in Table 1 below.

Table 1. Score of Average Variance Extraxted (AVE)

Variable	Average Variance Extracted (AVE)
Brand awareness	0,729
Brand image	0,725
Brand association	0,682
Satisfaction	0,605
Revisit intention	0,604

Source: 2018 Processed Primary Data

Based on the analysis shown in Table 1, the AVE value of each latent variable has a value above 0.5 and the PLS model in this study meets the requirements for discriminant validity.

This research uses cross loading values to measure discriminant validity and each latent variable must have a value of more than 0.7.

Table 2. Discriminant Validity

variable	AVE		cross loading				
	AVE	√	brand awareness (X1)	brand image (X2)	Brand association (X3)	Tourist satisfaction (Y1)	Revisit intention (Y2)
brand awareness (X1)	0,729	0,853	0,854				
brand image (X2)	0,725	0,851	0,167	0,852			
Brand association (X3)	0,682	0,825	0,400	0,389	0,826		
Tourist satisfaction (Y1)	0,605	0,777	0,592	0,543	0,630	0,778	
Revisit intention (Y2)	0,604	0,777	0,184	0,459	0,304	0,605	0,777

Source: 2018 Processed Primary Data

Based on table 2, the analysis results show that each indicator has a cross loading of more than 0.7 compared to other variables. Indicators on brand awareness, brand image, brand association, consumer satisfaction and revisit intention have a

greater correlation on the latent itself than the correlation to other latents, so that the model meets the requirements for discriminant validity.

### Model Reliability Testing

Reliability test is measuring composite reliability and cronbach'alpha on the four latent variables and the model is said to be reliable if it has a value of more than 0.7. The results of the analysis show

that all constructs have good, accurate and consistent reliability appear to meet the requirements with the composite reliability and Cronbach's alpha values for each latent construct of more than 0.7 as can be seen in Table 3 below.

Table 3. Reliability

Latent Variable	Cronbach's Alpha	Composite Reliability
Brand awarenss	0,876	0,915
Brand image	0,811	0,888
Brand association	0,884	0,915
Satisfaction	0,918	0,932
Revisit intention	0,838	0,884

Source: 2018 Processed Primary Data

### Structural Model Analysis (Inner Model)

The structural model or inner model is a model that describes the significance of the relationship and influence between latent variables, namely brand awareness, brand image, brand association on the

satisfaction and revisit intention of foreign tourists. This study contains 4 hypotheses, the results of testing the path coefficient between exogenous and endogenous latent variables and hypothesis testing as shown in Table 4.

Table 4. Test of Structural Models and Constructed Hypotheses

Hypothesis	Exogenous Variables		Endogenous Variables	Original sample	Standard error	T statistics	P values
H <sub>1</sub>	Brand awareness	⇒	Tourists' Satisfaction	0,400	0,105	3,816	0,000
H <sub>2</sub>	Brand image	⇒	Tourists' Satisfaction	0,346	0,127	2,725	0,007
H <sub>3</sub>	Brand association	⇒	Tourists' Satisfaction	0,336	0,133	2,533	0,012
H <sub>4</sub>	Tourists' satisfaction	⇒	Revisit Intention	0,605	0,099	6,130	0,000

Source: 2018 Processed Primary Data

Taking into account the T statistical values in Table 4, it is clear that the four developed hypotheses are supported significantly by the results of the structural model analysis carried out. The satisfaction of foreign tourists is significantly influenced by brand awareness with a path coefficient of 0.400 which is significant (p-value 0.0001), brand image with a path coefficient of 0.346 is significant (p-value 0.0007), brand association with a path

coefficient of 0.336 is significant (p-value 0.0001) and tourist satisfaction has the greatest influence with a path coefficient of 0.605 which is already significant (p-value 0.0001) prior to interpretation of the results of the structural equation model analysis of this study. Table 5 shows the measures commonly used to assess the feasibility of structural equation models analyzed by the SmartPLS method.

Table 5. Test of Structural Models and Constructed Hypotheses

Latent Variables	Types of variables	Number of indicator	Average Variance Extracted (AVE)	R <sup>2</sup>
Brand awareness	Exogenous	4	0,729	NA*
Brand image	Exogenous	3	0,725	NA*
Brand association	Exogenous	5	0,682	NA*
Satisfaction	Exogenous	9	0,605	0,636
Revisit intention	Exogenous	5	0,604	0,366
Average			0,907**	

Notes:

\* : Value not available because latent is exogenous

\*\* : The weighted average by weight is the number of indicators

Source: 2018 Processed Primary Data

Based on Table 5, it can be seen that the coefficient of determination (R<sup>2</sup>) for endogenous latent. According to Chin et al. (1998) in Ghazali 2014, endogenous latent variables with R<sup>2</sup> value in the value range 0.19 to 0.33 are categorized as latent which is weakly explained; is in the range 0.33 to 0.67 categorized as latent which is moderately explained and above the value

of 0.67 is categorized as substantially explained. In this study, the variable of satisfaction of foreign tourists is endogenous latent which is explained moderately, which is 0.636 by the corresponding exogenous latent, meaning that the ability of the exogenous variables of brand awareness, brand image and brand association in explaining the diversity of

foreign tourist satisfaction is 63.6%, then Revisit intention, which is endogenous latent, is weakly explained, which is 0.366, which means that the ability of the endogenous variable of foreign tourist satisfaction in explaining the level of revisit intention of foreign tourists is 36.6%.

Assessing the feasibility of the structural equation model as a whole, then the Goodness of Fit (GoF) value of the above equation of  $\overline{AVE}$  is a weighted average value with the weight obtained from the number of indicators for each latent variable. For this formula, the GoF of the model is calculated as 0.5858, a measure that exceeds the threshold value of 0.50 to indicate the model can be accepted and interpreted.

Table 6. Fit Model Table

	Saturated Model	Estimated Model
SRMR	0,089	0,097
NFI	0,575	0,570

Source: 2018 Processed Primary Data

Based on table 6, the SRMR (Standardized Root Mean Residual) value of 0.089 indicates that the model is said to be feasible. The NFI (Normal Fit Index) value of 0.575 indicates a good model, because the NFI value has a range of more than 0.5 which is said to be feasible. From the results of the SRMR and NFI values, it

can be said that the model in this study is feasible and fit for making predictions.

Based on the results of research on brand awareness, brand image and brand association have a positive influence on the satisfaction of foreign tourists and revisit intention at Ceking Rice Field Terrace, implications can be made which hopefully can be used as input for local governments to increase destination brands on Ceking Rice Field Terrace Agro tourism as the main choice when visiting Bali. The discussion is as follows:

a. Brand association variable

Brand awareness has a significant positive effect on the satisfaction of foreign tourists, this is based on the parameter coefficient value of 0.400 which means that it reflects a latent variable on foreign tourist satisfaction by 40%, meaning that the increasing brand awareness in Ceking Rice Field Terrace will be followed by more increasing satisfaction of tourists visiting Ceking Rice Field Terrace. Ceking Rice Field Terrace's brand awareness is already good so that it affects the satisfaction of foreign tourists.

b. Brand image variable

Brand image has a significant positive effect on the satisfaction of foreign tourists. This is based on the value of the parameter coefficient of 0.346, which means that it reflects a latent variable on the satisfaction of foreign consumers of 34.6%, which



means that the increasing brand image of Ceking Rice Field Terrace will be followed by an increase in the satisfaction of foreign tourists. This proves that the brand image, especially the beauty of the rice fields, is already good so that it affects the satisfaction of foreign tourists and their future revisit intention.

c. Brand association variable

Brand association has a significant positive effect on the satisfaction of foreign tourists. This is based on the value of the parameter coefficient of 0.336 which means that it reflects a latent variable on the satisfaction of foreign tourists by 33.6%, which means that the increasing of the Ceking Rice Field Terrace brand association will be followed by an increase in the satisfaction of foreign tourists. This proves that the brand association is good so that it affects the satisfaction of foreign tourists.

d. Variable of satisfaction of foreign tourists

The satisfaction of foreign tourists has a positive influence on revisit intention. This is based on the parameter coefficient value of 0.605 which means that it reflects a latent variable on revisit intention of 60.5%, which means that the more satisfied tourists are with Ceking Rice Field Terrace Agro-tourism, the higher the revisit intention rate will be. The satisfaction of foreign tourists

has proven that it has an influence on revisit intention.

The obstacles faced in building a destination brand on Ceking Rice Field Terrace Agro-tourism are the fact that the Ceking area has not been widely known as a tourist destination. Foreign tourists are more familiar with Ceking by the name Tegalalang, so a more intense promotion is needed in introducing the name Ceking as a tourist destination in Gianyar. In other words, it is lack of promotion of the name Ceking Rice Field Terrace by the local community to visiting foreign tourists. Another obstacle is the unavailability of handicrafts that have the characteristics of Ceking Rice Field Terrace Agro-tourism.

## CONCLUSIONS

### Conclusions

1. Destination brands consisting of brand awareness, brand image and brand association have a significant effect on the satisfaction of foreign tourists in visiting Ceking Rice Field Terrace Agro Tourism.
2. The satisfaction of foreign tourists has a significant effect on revisit intention to visit Ceking Rice Field Terrace Agro-tourism. Overall, it can be said that the destination brand significantly affects satisfaction and revisit intention.

3. The obstacles faced in building a destination brand on Ceking Rice Field Terrace Agro-tourism are the fact that the Ceking area has not been widely known as a tourist destination. Foreign tourists are more familiar with Ceking by the name Tegalalang, so a more intense promotion is needed in introducing the name Ceking as a tourist destination in Gianyar. In other words, it is lack of promotion of the name Ceking Rice Field Terrace by the local community to visiting foreign tourists. Another obstacle is the unavailability of handicrafts that have the characteristics of Ceking Rice Field Terrace Agro-tourism.

### Suggestions

Based on the research results, the following suggestions can be proposed.

1. To increase the number of tourist visits, it is necessary to promote through information on social media regarding knowledge and history about Ceking Rice Field Terrace Agro-tourism, so that in the future visiting tourists will know more about Ceking Rice Field Terrace Agro-tourism to be visited.
2. This study is only limited to measuring the effect of brand awareness, brand image and brand association on the revisit intention of foreign tourists. It is hoped that in future studies it can add

several variables and use the latest analysis methods and tools, so as to provide more perfect research results.

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## Study on Ecotourism Development in Kapota Island Wakatobi Regency, Southeast Sulawesi Province

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### ABSTRACT

The current paper aims to identify the distribution of ecotourism attractions, identify the strengths, weaknesses, opportunities, and threats of ecotourism development, as well as formulate appropriate development strategies. Qualitative descriptive analysis was employed by relying on various methodologies including direct observation, unstructured interview, focus group discussion, and documentation study. It was found that Kapota Island possesses tremendous ecotourism resources and potentials due to its abundant biodiversity, such as coral reefs, mangroves, seagrass meadows, beaches, dive spots, cave, lake, landscapes, customary and traditional culture, as well as historical heritages. The island's diversity and uniqueness remain pristine/maintained due to the support given by the Wakatobi National Park Office (*Balai Taman Nasional Wakatobi* – TNW), customary institutions, and local communities. Accordingly, future development strategies include: (a) integration in the development of ecotourism destinations, local island based industry, collaborative marketing through digital tourism and organization of local operators; (b) orientation towards community based ecotourism to strengthen empowerment and participation of local communities; (c) capacity building of ecotourism actors and operators (tourism awareness group, Kapota customary institution, and Village Owned Enterprise administrators); and (d) increase of collaborative capacity among stakeholders.

Keywords: *Conservation, Development, Ecotourism, Kapota Island*

## INTRODUCTION

The government's attention to take advantage of Indonesia's ecotourism continues to rise due to its immense potentials and the existence of 54 national parks (Ministry of Environment and Forestry - KLHK, 2019). Most ecotourism destinations are located in conservation areas that not only have biodiversity potential, but natural beauty potential as well (KLHK, 2019).

Data from KLHK (2019) shows that the total of conservation land areas in Indonesia has currently reached 27.134 million hectares, which are distributed into 554 units of conservation areas. These conservation areas are accordingly distributed and specified as follows: (a) strict nature reserve 16%; (b) wildlife reserve 18%; (c) nature recreation park 3%; (d) hunting park 1%; (e) grand forest park 1%; (f) national park 60%; and (g) nature reserve/nature conservation area 1%.

Facts indicate that foreign tourist visits to conservation areas continue to positively increase. During the 2015-2019 period, as many as 2.059 million foreign tourists were recorded to have visited conservation areas, wherein nearly 20% of them visited in 2019. Komodo National Park recorded the highest number of visitors in 2019 at 144,073 visitors. The average foreign tourist visit to conservation

areas was at 411,689 visitors per annum, with a growth rate of 13.84% annually in the last 5 years (Directorate General of Natural Resources and Ecosystem Conservation, KLHK, 2019).

The trend of domestic tourist visits to conservation areas also continue to rise. During the 2015-2019 period, as many as 31.866 million domestic tourists had visited various conservation areas (KLHK, 2019). In 2019, as many as 7.464 million domestic visitors were recorded, which is an increase of 7.88% or 544,920 visitors compared to the previous year. It is assumed that the attraction of natural potentials with its immense biodiversity had been one of the determining factors in the increase of visitors.

Domestic tourist visits to conservation areas can serve as a huge asset in the development of ecotourism and nature tourism throughout Indonesia, since the number of domestic tourists has experienced an upsurge in the last 3 years. Tangkuban Perahu Nature Recreation Park, West Java ranked as the most visited in 2019 with as many as 913,641 visitors due to its easy access and proximity to the tourists' places of origin. By correlating these visits with the amount of Non-Tax State Revenue (*Pendapatan Nasional Bukan Pajak* – PNBP), the total contribution of ecotourism in 2019 is

calculated to have reached IDR 169.555 billion (KLHK, 2019).

One of the conservation and ecotourism areas in Southeast Sulawesi Province is the Island of Kapota in Wakatobi National Park (WNP). WNP is included as a part of the world's coral triangle (WWF, 2017) and one of Indonesia's 54 national parks (KLHK, 2019). These islands function as a habitat to over 590 species of fish and 396 types of coral reefs with exceedingly high value in conserving the marine ecosystem. Such abundant biodiversity has consequently led to UNESCO establishing the national park as one of the world's biosphere reserve in 2012 (Muhtadi, 2012).

The park is a marine protected area that consists of four main islands, namely Wangi-Wangi Island, Kaledupa Island, Tomia Island, and Binongko Island with 97% marine area and merely 3% land area. In addition to the four major islands, there are smaller inhabited and uninhabited islands. WWF took stock of the number of islands in the area in 2006 and identified as many as 22 islands being included in the WNP area, including the Island of Kapota (Sumarno, 2016).

Governmental Regulation No. 50 Year 2011 concerning the National Tourism Master Plan places Wakatobi as one of the National Tourism Strategic Areas and one of the 10 National Priority

Tourism Destinations. Such recognition serves as a strong and strategic institutional framework to create a tourism development plan on the islands. In tune with the above, the Wakatobi Regency Tourism Master Plan (2015) asserts Kapota as one of the strategic Regional Tourism Development Areas under the theme of ecotourism and conservation.

The environment of Kapota Island remains natural along with its coastal village areas and various attractions for marine ecotourism activities, which are considered to be of utmost excellence due to its rich biodiversity and lush natural resources. For the purpose of integrated development, it can serve as a single ecotourism destination cluster coupled with Hoga Island and Onemobaa Island, which have been more frequented by foreign tourists.

Nonetheless, based on observations in the field, a number of fundamental issues were found in the context of ecotourism destination development. Studies pertaining to potentials, identification of challenges, opportunities, and threats of development, lack of amenities, basic infrastructure, and even the relatively limited quality of human resources. A previous study found that potential conflict in the management of the island is quite resilient (Sari, 2017) and it needs to be resolved. Consequently, tourism activities

in the area remained relatively stagnant and surrounding communities have yet to reap ample benefit from such activities.

The distribution of attraction sites or spots, their strengths, weaknesses, opportunities, and threats when developing are issues that need to be identified to begin development of these attractions. The lush natural resources potential (diversity of coral reefs and types of marine biotas, particularly fish, in the Islands of Wakatobi rank among the highest in the world – Supriatna, 2008) is only one of the strengths the island has. However, there is no shortage of threats and weaknesses brought about by residential activities on land and fishing models that are not in line with conservation purposes (Yulius, et al., 2015). By having a map that outlines the distribution of these sites, development strategies that relate to the conditions of these tourist attraction spots, their strengths, weaknesses, opportunities, and threats may subsequently be formulated.

The main objective of the current paper is to: (1) identify the distribution of ecotourism attractions; (2) identify strengths, weaknesses, opportunities/chances, and threats in ecotourism development; and (3) formulate appropriate development strategies by referring to the SWOT analysis results.

## **LITERATURE REVIEW**

The term ecotourism emerged at the end of the 1980s as a direct result of worldwide reaction and recognition of global ecological and sustainable practices (Diamantis, 1999). Historically speaking, the term ecotourism was adopted to illustrate a phenomenon of nature tourism (Wallace & Pierce, 1996). In more detail, ecotourism refers to a concept or philosophy capable of guiding nature-based tourism management and planning (Stein, 2004). Since the beginning, ecotourism has progressed consistently and extensively. As a result, ecotourism is considered as the largest and fastest growing subcomponent in the tourism industry (Dowling & Fennell, 2003; Hawkins & Lamoureux, 2001; WTTC, 2004).

In general, scholars and practitioners often cite the following two definitions of ecotourism. The International Ecotourism Society (2005) defines ecotourism as a form of responsible travel to natural areas that conserves the environment and improves the wellbeing of local people. Ceballos-Lascurain and The World Conservation Union (1996) state that ecotourism is environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy, study, and appreciate nature and any accompanying cultural features

both past and present, that promotes conservation, has low negative visitor impact, and provides for beneficially active socio-economic involvement of local populations. These definitions are asserted by Western (1997); Arida, et al. (2014) stating that ecotourism refers to tourism activities that are responsible towards natural conservation. Ecotourism must be able to create and satisfy the desire of nature by way of conserving, preserving the ecology, and involving the active participation of tourists in every aspects of development.

The responsibility and conservation aspects are reemphasized by Damanik & Weber (2016) by defining ecotourism as nature-based tourism activities that are sustainable, managed distinctively, have a positive impact on the environment, locally oriented, non-consumptive, and focus on experiences as well as education about nature. Essentially, ecotourism refers to travel and visitation to natural areas with responsibility towards the natural environment. The travel is aimed at enjoying and appreciating nature, and it is managed based on local principles for conservation and educational purposes that involve local communities and all the cultural norms they possess (Arida, et al., 2014). Ultimately, an authentic environment is always more appealing to

visitors than an artificial one (Wahab, 1989).

Thus, ecotourism is one of the forms of special tourism activities that is distinguished from mass tourism. The special interest feature is most prominent, and seeking quality experience in a pristine natural environment during a visitation is given precedence to features that expose hedonistic proclivities. In addition, economic contribution to environmental conservation and local communities by creating small and medium enterprises tend to be more dominant (Fandeli & Mukhlison, 2000; Salazar, 2007). In a more observable reality, the characteristics of ecotourism product and market are educational and small-scale, respectively (Damanik & Weber, 2006).

In relation to this, from (cited by Damanik & Weber, 2006) composed three more operational basic concepts for ecotourism. *First*, outdoor travel in natural areas that does not lead to environmental degradation. In ecotourism activities, people commonly use energy saving power sources such as solar power, wood constructions, recycled materials, and water springs. *Second*, ecotourism activities prioritize the use of transportation facilities created and managed by communities. In principle, existing accommodations are not an extension of international hotel chains and food dishes



offered are not made using imported ingredients but locally based products instead. There need to be benefits for local communities so that ecotourism must function as a potential instrument to improve social behaviors for environmental conservation purposes (Buckley, 2003). *Third*, this kind of tourism travel pays significant attention to the natural environment and local culture. Visitors normally learn a lot from local communities about culture and nature, and not be patronizing them instead.

The context of locally based products is heavily emphasized in the development of ecotourism due to its principle of highlighting local features, particularly the empowerment of local communities. This includes labor, basic infrastructural improvements (Scheyvens, 1999), food ingredients, construction materials, and even the use of local currency (Panos Media Briefing, 1995). Hirotsume (2011) affirms there are three interconnected keywords in ecotourism, namely: conservation of nature and culture, contribution of benefits to local residents, and development opportunities through ecotourism.

The emphasis on the locality aspect is inseparable from the idea of neo-populism that has been developing in the last few decades. Neo-populism is oriented toward placing the entire development

activities at the community level and associating them with the conservation of natural resources (Butcher, 2007). The idea criticizes and offers a new concept to the development approach that is oriented toward the exploitation of natural resources that threatens their sustainability and more inclined to pay little attention to the active role of local residents. The features mentioned in the later are most likely attached to mass tourism (Marzouki, et al., 2012). In the context of ecotourism, the elementary concept proposed involves protection of the environment, utilization of local facilities, significant attention and orientation to local culture and environment (Arida and Rohman, 2019).

Ecotourism can be considered as a development activity that involves a wide range of stakeholders. The local community holds a central position as any changes that occur in the ecotourism area directly affects their life and livelihood (Fennel, 2002; Khalid, et al., 2019). The local government consisting of various bureaucratic entities, business actors or investors, and the visitors themselves have varying interests that may subsequently create misinterpretations about the context of ecotourism development (Butcher, 2007). Eusebio et al. (2018) found, among others, that the intensity of visitors' relationship with local communities and the location they visit leads to a positive public

perception regarding ecotourism development.

Accordingly, the development of ecotourism potential in a region needs to be based upon a critical assessment of all the advantages and disadvantages that its existing elements have. Rich natural resources do indeed serve as a prominent basis of development in the region, but the optimal role of investors or the private sector can accelerate achievement of ecotourism development results (Snyman, 2017). In terms of supporting capacity, the aspect of site distribution is crucial so that ecotourism activities can reduce negative impacts and enhance visitor satisfaction (Sadikin et al., 2017). This implies that development of ecotourism potential requires synchronization between various advantages and limited existing resources.

Nasrun (2016) found that the ecotourism management model in Wakatobi had been carried out in three stages, namely: (1) Wakatobi National Park established the Banakawa Forestry and Rural Extension Center (*Sentra Penyuluhan Kehutanan Perdesaan* – SPKP) to identify and map out ecotourism potentials, and empower local communities; (2) The Ministry of Tourism and Wakatobi Regional Tourism Office collaborated with local organizations to prepare facilities and infrastructure that support ecotourism activities and empower

local communities; (3) Wakatobi National Park, the regional government, and local communities jointly established a Tourism Awareness Group (*Kelompok Sadar Wisata* – Pokdarwis) as an institutional umbrella that is expected to be capable of running their ecotourism management practices properly.

Community engagement in ecotourism management is considered low throughout all stages of development. In the planning stage, the total average of community engagement was only at 4.65 (on a scale of 100), while the implementation stage was at 11.35, and the monitoring stage at 3.85. Such low community engagement was influenced by several factors such as lack of information disclosure relating to ecotourism development, weak coordination and communication among ecotourism stakeholders, minimum public understanding about ecotourism, and existing dynamics of local politics.

## METHODS

Kapota Island, Wakatobi Regency was selected as the location for the current study, which employed the qualitative descriptive method. The location was chosen based on the ecotourism resources available on the island, namely its rich biodiversity. Rafika (2011) found various

tourism destinations that include physical-biological elements, historical heritages, arts, culinary delight, and handicrafts. These destinations are supported by seven connecting pathways, which consist of six terrestrial paths and one aquatic path. The use of the qualitative method is deemed appropriate to elaborate the status of a collection of people, subjects, a set of conditions, through systems or even current events with the purpose of creating a systematic illustration or description, and relationship among the examined phenomena (Nazir, 2011). Ecotourism correlates with people and the environment along with all the impacts that relationship between the two induces.

Field research was conducted twice in April and June of 2018 in order to obtain a more comprehensive description about the subject of study. Before conducting the field survey, data from various documents published by Statistics Indonesia (BPS), Wakatobi Regional Government, Ministry of Village, Development of Disadvantaged Regions, and Transmigration (Kemendesa), and the internet were collected to acquire a general outline of the region. Non-participant observation was employed on ecotourism potentials (beaches, craft activities, modes of transport, tourists, and so forth) during the field survey. In-depth interviews were conducted to obtain data from residents, business actors, NGOs,

community figures, and local government officials with varying time and duration. Focus group discussion was purposely selected as a method since it allows researchers to gather more abundant data than those collected from any other method (Afiyanti, 2008, Nyumba, et al., 2018).

SWOT analysis was chosen since the current study is a preliminary step to drafting a strategic plan. It is used to identify and examine existing resources internally and externally, their patterns and tendencies that may have either positive or negative impacts on a business entity (Namugenyia, et al., 2019), including regional government unit. SWOT analysis provides a clearer outline on how the strategies for future ecotourism development on Kapota Island should be.

## RESULTS AND DISCUSSION

### Distribution of Ecotourism Attraction

Generally, there are three factors that keep the island relatively better preserved from rapid environmental degradation. *First*, the local community remains reluctant to turn the area into a conventional tourism site, with constructions of hotels, resorts, and other facilities. This is due to the strong role that Kapota customary institution has in controlling the land. Most of the areas in and around the island are included as

customary land that cannot easily change function, subsequently resulting in a relatively well maintained traditional, cultural, and natural authenticity. *Second*, the island is located within the marine protected area of WNP established by the Ministry of Environment and Forestry, which consequently allows it to maintain a strong formal legal authority for conserving its cultural and natural assets.

*Third*, monitoring and support provided by international non-government organizations to maintain the national park conservation area. The position of the island, which is in close proximity to the regency's capital, surely pose both advantages and challenges to regional development. The challenges include rather sensitive environmental issues, which continue to be scrutinized by ecotourism market on both national and global scales. Despite the existing legal prohibition of extractive industrial activities, threats of environmental degradation continue to rise from economic activities, including tourism activities that are not based upon sensitivity toward marine resources. Domestic wastes coming from the island and outside of it are also among one of those challenges.

When ecotourism destination management is applied as a basis, these challenges will become great opportunities to develop the island area. The basic asset of attraction is already available in the form

of abundance in natural resources, culture, arts, tradition, and history. The condition of the shoreline that runs along the island is characterized by beautiful coastal landscapes filled with healthy sea corals and clean, unpolluted sea waters. In addition, there are 20 snorkeling and diving spots located around the island that visitors can enjoy (WWF, 2017). Several agricultural, forestry, and fishery potentials may also be utilized to support culinary tourism and various handicrafts, including local cultural rituals that continue to be maintained to this day.

Kapota considers ecotourism as a potential product of excellence—supported by crafts. Ecotourism attractions are quite varied and based on flora and fauna, natural lake, natural cave, spring water, beaches, arts and culture, as well as historical heritages. There are as many as 16 flora species and 23 fauna species that can attract visitors. Other biophysical attractions, such as Tailaronto'oge Lake, Dewata Cave, Oa Wolio & Batu Sahu'u Beaches, and Kolowowa Beach, add to the diversity of these potential attractions (Table 1).

Table 1. Ecotourism Attractions in Kapota Island

Flora	Fauna	Beaches, Diving Spots, Lake, and Cave	Historical Sites and Culture	Crafts and Culinary Treats
<ul style="list-style-type: none"> <li>• 16 flora species (bamboo, orchid, moringa, coconut, morinda, mangrove, sea grass, coral reefs)</li> <li>• 7 species of sea grass.</li> <li>• 25 species of coral reefs—23 species categorized as hard coral (Acropora) and 2 species categorized as soft coral (non Acropora)</li> </ul>	23 bird species, 2 mammal species, 3 reptile species and butterflies)	<ul style="list-style-type: none"> <li>• Around Wangi-Wangi and Kapota reefs, as many as 20 diving spots are recorded</li> <li>• Tailoronto'oge Lake</li> <li>• Kolowowa Beach</li> <li>• Oa Wolio and Watu Suhu'u Beach</li> <li>• Osuno Beach</li> <li>• Kampa Beach</li> <li>• Timur Beach</li> <li>• Dewata Cave (Bats)</li> <li>• Kolowowa Spring</li> <li>• Dolphin attractions</li> </ul>	<ul style="list-style-type: none"> <li>• Katiamia Fort</li> <li>• Togo Molengo Old Town</li> <li>• Banakawa Rock</li> <li>• Sacred sites, Saru'sarua (place for ancestral spirits of Kapota community), Laudina, Watululu, and Watu ndengu-ndengu</li> <li>• Kolo and Kapota Tourism Village</li> </ul>	<ul style="list-style-type: none"> <li>• Arts of bamboo weaving and Leja sarong weave</li> <li>• Traditional dance</li> <li>• Customary celebrations called Karia (circumcision process for boys), <i>sombo</i> (seclusion ceremony for girls reaching a matured age), and <i>kansoda'a</i> (closing ceremony for the entire series of events)</li> <li>• Kabuenga Celebration (<i>ayunan</i>): a matchmaking forum.</li> <li>• Culinary dish: <i>kasuami</i></li> </ul>

Source: RPKP Wakatobi Regency, 2018

Numerous ecotourism attractions are distributed throughout North Kapota Village (15 sites), Kapota Village (8 sites), Kabita Togo Village (3 sites), Kabita Village (6 sites), and Kolo Tourism Village (3 sites). The characteristics of these

villages relatively vary and they are in need of much organization.

Thus, in order to develop the area, these ecotourism attractions need to be supported by availability of tourism facilities, particularly amenities to meet

visitors' needs. In further detail, the conditions of existing facilities are described as follows.

- (a) Standard accommodation facilities are still unavailable as of current, and consequently visitors' accommodation needs are merely fulfilled by local residential house owners on a limited scale. Kapota to date has been developed as a supplementary tourist attraction spot for the town of Wanci, which renders its potential in providing facilities to become relatively disadvantaged. Through the provision of limited assistance by Pokdarwis, several residential homes have begun to be prepared as embryonic homestays along with facilities and services that are still rudimentary (*Interview with Head of Greater Kapota Pokdarwis, 2018*).
- (b) The opportunity for culinary businesses to operate is actually available, but people have not invested in it as a permanent business. Restaurants remain unavailable on the island. It is commonplace for visitors who happen to drop by the island to ask for assistance from local residents to provide them with food or they may bring their own.
- (c) Availability of information, signposts, locations, and translations are essential elements for tourists, and these are

exceedingly lacking on the island. As an example, there is only limited information provided in and around the lake and fort areas, so there is no knowledge shared or acquired during visitation to these areas. The existing information board has also begun to deteriorate due to lack of maintenance. There are a few exceptions, wherein some supporting tourism facilities have been provided in Tailaronto'oge Lake, such as a multipurpose building, gazebo, toilet, and footpath. However, travelers on foot need to be cautious since the condition of the wooden bridge on the lake side is unsafe. Some parts of the bridge are broken or holey, which may endanger visitors. The crucial point in this case is proper maintenance of facilities that have been constructed through either government, private, or community funding. Accordingly, facilities need to be maintained thoroughly for the sake of the island's sustainability.

Another facility that support ecotourism development is transportation that connects visitors from, to, and during their stay at the destination site, be it through land, sea, or air. These transportation accesses not only deal with the aspect of quantity, but quality, punctuality, comfort, and safety as well (Damanik & Weber, 2006). Transportation

connectivity facility on the island is provided in the form of a harbor—residents' main access to go in and out of Kapota Island. The harbor connects the town of Wanci and Kapota, and it is a vital facility for tourism activities and economic activities of people in general. The town remains lively with activities of residents embarking and disembarking the boats (called “*jonson*” in the local vernacular). It is also an interesting spot where people can view the town of Wanci across the island.

Nonetheless, there are several factors that do not support visitors' needs in the area. *First*, tourists are unable to find standard gift shops or restaurants. It is difficult to spend a night and stay over on the island, let alone for several nights, since there is also a risk of not being able to get proper meals. *Second*, there is no appealing spot that can be set as a place for visitors to take pictures at. As the main gateway to the island, facilities that can provide positive first impressions to visitors should be made available.

## **SWOT Analysis of Ecotourism Development**

### **a. Strengths**

Strengths are indicated, among others, by the support that the Wakatobi National Park Office and Kapota customary institution have continued to provide. The National Park Office considers ecotourism

as one of the strategies to conserve natural resources. Support is also given by the regional government concerning ecotourism development of Kapota Island as explicitly stipulated in official documents, namely the Regional Spatial Plan (RTRW) for the 2012-2032 period, Regional Mid-Term Development Plan (RPJMD) for the 2016-2021 period, and the Regional Tourism Development Master Plan (Ripparda) for the 2016-2026 period.

Given the strengths described in the above passage, the Kapota Island area is considered to have the opportunity of being developed into an ecotourism destination in line with ecotourism principles. These principles, among others, include: (a) conservation principle; (b) local community engagement principle; (c) economic principle (by acquiring direct financial benefits for conservation purposes through contributions or extra expenses from visitors); (d) educational principle (by offering experiences and knowledge); and (e) tourism principle (by creating a sense of safety and comfort, as well as provide satisfaction along with valuable experiences to visitors) (Suhandi, 2020).

### **b. Weaknesses**

Ecotourism requires very basic facilities and infrastructure to make it easier for tourists to engage in their activities. Factually speaking, the current conditions

of the tourism infrastructure and facilities are still insufficient. This is the main weakness. The quantity and quality of exceedingly limited facilities are apparent from the availability (or lack) of restaurants, homestay, road access to tourism sites, as well as equipment for snorkeling and scuba diving on the island. As an example, out of the hundreds of residential houses, only eight met the minimum standards required for a homestay. Meanwhile, some of the insufficient infrastructure observed included public washing, bathing, and toilet facilities (MCK), tourist transportation in the area, parking area, clean water, and electricity. These limited conditions have rendered Kapota underprovided to facilitate the basic needs of tourists.

Furthermore, a classic weakness is the operators' lack of budget and human resource capacity. Although a basic plan is available, its implementation is hampered by limited fund. Such embryonic ecotourism activities merely depend on sheer natural attractions without any packaging made based on a well-defined and measured program. If a tourist were to arrive, they would not find any series of tourism activities with a description about their type, frequency, and duration. It can be said that nature's abundance has marked the island as an ecotourism attraction. Nevertheless, how ecotourism activities

should be carried out in the area does not seem to be well designed as of yet.

Availability of human resources to manage ecotourism attractions is also limited in both quantity and quality. The current study was unable to find any local tourism activist with a professional background on ecotourism and conservation. This tends to consequently undermine the crucial role that ecotourism holds as one of the movers of island area conservation and economy, since ecotourism actually plays a key role in the region. Suhandi (2020) asserts that ecotourism maintains four roles. *First*, ecotourism creates businesses that are sustainable, ecofriendly, sensitive to socio-cultural issues in the community, and economically feasible. *Second*, ecotourism functions as one of the means to create quality tourism experiences and enhance knowledge about nature, historical heritages, and culture. *Third*, ecotourism serves as a media to boost local economy and create funding mechanism for conserving biodiversity and preserving culture. *Fourth*, ecotourism raises the awareness of operators and visitors alike about the standards of sanitation and health in tourism—as well as about the conservation of natural resources, culture, and values of tradition knowledge in the community. These four key points have not



been realized due to the lack of human resources.

Another weakness is that online based promotion media (digital tourism) has not been conducted earnestly and people still rely on conventional media in the form of leaflets and booklets. At a glance, it may be difficult to understand that in the current digital era there is still a lack of digital technology utilization. However, according to an informant, this is a result of low human resource capacity and lack of promotional budget, and promotional matters are handed over to business actors from outside of the region. Subsequently, community participation in ecotourism development within the island area remains low. Such conditions, as stated by Sari (2017), implies that tourism has not come into contact with the fabrics of Kapota's social life, and residents are neither involved directly nor indirectly since they do not have access to information about tourism and ways of marketing their tourism potentials to the wider public.

### c. Opportunity

The opportunity for ecotourism development is quite significant, which is not unlike the central government's support to the development of island areas. Strong policy support is one of the determining factors in tourism development (Jenkins, 2015). As of current, tourism development

programs from the central government have reached the Island of Kapota. Among them are provided by the Ministry of Tourism and Creative Economy (Kemenparekraf), such as the construction of the wooden bridge surrounding Lake Tailaronto'oge spanning for  $\pm 1$  km, assistance in preparing Wakatobi Regency's Rural Area Development Plan (*Rencana Pembangunan Kawasan Perdesaan – RPKP*) with Kapota Island as its locus (2018), and the development of the island's traditional market area in 2019 by the Ministry of Villages and Development of Disadvantaged Regions, and Transmigration (Kemendesa). Moreover, the Ministry of Public Works and Public Housing (Kemen PUPR) had also constructed roads on the island to facilitate the flow of goods and people. Another opportunity refers to the consequences brought about by the establishment of Wakatobi as one of the National Tourism Strategic Areas and one of the 10 National Priority Tourism Destinations.

Furthermore, another opportunity is the trend of the global and national ecotourism market. At the global level, the growth of the ecotourism market has been recorded to be far higher than the entire tourism market. Based on an analysis by The International Ecotourism Society (Damanik and Weber, 2006), the growth of the ecotourism market is approximately

between 10-30 percent per annum. Nationally speaking, foreign tourist visitations to conservation areas (where ecotourism is applied) in Indonesia continue to climb in the 2015-2019 period, which recorded as many as 2.059 million visitors. This is also the case for the number of domestic tourists visiting conservation sites, which also continued to rise during the 2015-2019 period, totaling as many as 31.866 million visitors (KLHK, 2019). These numbers indicate that ecotourism is predicted to be a highly prospective tourism market in the future.

#### d. Threats



Threats may come from competing similar type of ecotourism destinations that have good quality, attractions, and services. Another threat is the advent of external human resources that may be more competent and professional in the field of ecotourism business/services as they may gradually replace local human resources. In addition, there are also issues relating to environmental degradation caused by abrasion, development activities, and conflict of interests between conservation and utilization for ecotourism development. It is as mentioned by Informant 1 in the following passage.

“The potential for coastal abrasion disasters has also increased due to rampant sand mining. That is done by people from here and outside [the island]. The impacts are starting to be felt [...], toppled coconut palm trees on the shores, collapsed roads. If this is ignored, the tourism area status is gone .... It will be more difficult to protect the environment around here”.

Another threat that needs to be anticipated is potential conflicts concerning the excessive utilization of natural resources that will clash with conservation efforts conducted by the government.

The elaborations above are subsequently arranged into a matrix pertaining to SWOT analysis on ecotourism development. The SWOT analysis matrix is presented in its entirety in Table 2 below.

Table 2. Kapota Island Ecotourism Development SWOT Analysis Matrix

<p><b>Internal</b> </p> <p><b>Eksternal</b> </p>	<p><b>Strengths-S</b></p> <ul style="list-style-type: none"> <li>• Various ecotourism attractions based on nature, culture, historical heritages, culinary treats, and crafts (S1)</li> <li>• Relatively pristine (natural) environment (S2)</li> <li>• Solid support by regional government (S3)</li> <li>• Solid support by Kapota customary institution for ecotourism development (S4)</li> <li>• Hospitality of Kapota community (S5)</li> <li>• Easy access from regional capital along with boats and harbor facilities (S6)</li> </ul>	<p><b>Weaknesses-W</b></p> <ul style="list-style-type: none"> <li>• Lack of public facilities and infrastructure in the area (W1)</li> <li>• Lack of ecotourism facilities in the area (W2)</li> <li>• Lack of competent organization and human resources (W3)</li> <li>• Lack of infrastructure development fund (W4)</li> <li>• Lack of digital based (online) promotion media (W5)</li> <li>• Low local community participation (W6)</li> <li>• Lack of maintenance to ecotourism facilities (W7)</li> </ul>
<p><b>Opportunities-O</b></p> <ul style="list-style-type: none"> <li>• Program/policy support from central government (Kemenparekraf, Kemen PUPR, Kemendesa, and KLHK) (O1)</li> <li>• Establishment of Wakatobi as a National Tourism Strategic Area (KSPN) and one of the 10 National Priority Destinations (O2)</li> <li>• National and global ecotourism market trend remains open (O3)</li> </ul>	<p><b>Strategies S-O</b></p> <ul style="list-style-type: none"> <li>• Developing attractions by using a priority scale (S1+O1+O2)</li> <li>• Enhancing attractions in the form of various ecotourism packages (S1+S2+S4+S6+O1+O2+O3)</li> <li>• Developing attraction packages for arts, culture, crafts, and culinary treats (S1+S4+S5+O2+O3)</li> <li>• Engaging in collaboration/network, coordination, and synergy of programs among stakeholders (S3+O1+O2)</li> </ul>	<p><b>Strategies W-O</b></p> <ul style="list-style-type: none"> <li>• Improving public facilities and infrastructure in the area (W1+W3+O1+O2)</li> <li>• Improving tourism facilities in the area (W2+O1+O2)</li> <li>• Building capacity of local human resources through trainings, internships, and comparative studies (W3+O1+O2)</li> <li>• Improving tourism promotion through online media (digital tourism) (W5+O1+O2)</li> <li>• Raising public awareness through the Tourism Awareness and Seven Enchantment programs (W7+O1+O2)</li> </ul>
<p><b>Threats-T</b></p> <ul style="list-style-type: none"> <li>• New competing ecotourism attractions with better quality of service (T1)</li> <li>• Environmental degradation due to abrasion and development activities (T2)</li> <li>• Conflict of interests between conservation and utilization by the community (T3)</li> <li>• Pandemic (T4)</li> </ul>	<p><b>Strategies S-T</b></p> <ul style="list-style-type: none"> <li>• Creating attraction products that differ from destinations in other regions (S1+S2+T1)</li> <li>• Encouraging green activities and tourism awareness campaigns continuously (S2+S4+T2)</li> <li>• Encouraging collaboration between local communities and the government (S3+S4+S5+T3)</li> </ul>	<p><b>Strategies W-T</b></p> <ul style="list-style-type: none"> <li>• Improving the quality and uniqueness of attractions to respond to competition between existing destinations (W4+T1)</li> <li>• Monitoring and maintaining facilities constructed in ecotourism attractions (W7+T2)</li> </ul>

Source: Analysis Results, 2018

## Ecotourism Development Strategies

Kapota Island's ecotourism development strategies refer to the SWOT analysis matrix by producing 4 (four) alternatives, namely: (a) strategy SO (a strategy that utilizes strengths to take advantage of opportunities); (b) strategy WO (a strategy that minimizes weaknesses to take advantage of opportunities); (c) strategy ST (a strategy that utilizes strengths to address threats); and (d) strategy WT (a strategy that minimizes weaknesses and prevents threats).

a. Strategy SO (Strengths and Opportunities), which is a strategy that optimizes strengths (S) to take advantage of opportunities (O), includes:

1. Developing attractions by using a priority scale, namely Tailaronto'oge Lake and Oa Wolio Beach. The variety of attractions, totaling more or less 35 spots, is relatively difficult to develop in unison due to lack of resources. Hence, a priority scale needs to be determined. Tailaronto'oge Lake and Oa Wolio Beach are considered as potential spots for development due to easy access from Kapota harbor, existing tourism facilities like wooden bridge along the lake side, gazebo, and the fact that these

two spots function as destinations for tourists when visiting Kapota.

2. Packaging these attractions by preparing various ecotourism packages.
  3. Developing attraction packages for arts, culture, crafts, and culinary treats.
  4. Engaging in collaboration/network, coordination, and synergy of programs among stakeholders.
- b. Strategy WO (Weaknesses and Opportunities), which is a strategy that minimizes weaknesses (W) to take advantage of opportunities (O), includes:
1. Improving public facilities and infrastructure in the area such as access to areas around the island, clean water, electricity, waste management.
  2. Improving tourism facilities in the area, such as TIC, restaurants, lodging/homestay, snorkeling and diving equipment.
  3. Building human resource capacity of local business actors and operators through trainings, internships, and comparative studies. Relevant skill trainings for the community concerning issues such as food packaging, crafts, homestay, souvenirs, foreign language, tour guide, arts and

culture, as well as Search and Rescue (SAR). In terms of the Kapota Sarong (Leja) product, it should be directed to: (a) maintain cheap and easy to acquire supply of raw materials; (b) conduct product diversification; (c) develop manufacturing technology; (d) improve institutional organization (cooperatives or weavers group); (e) enhance marketing efforts; (f) maintain business continuity through regeneration by resuming the business (provide education concerning the local community's love of weaving); and (g) be given government support in the form of education and training, assistance in providing production tools, capital loan, participation in exhibitions, patent protection (particularly for Leja sarong weaving product), and fostering the community's love of craft products.

4. Improving tourism promotion through online media (digital tourism). Other than promotion via digital media, the following stage is the need to facilitate collaboration with travel agents, both domestic and foreign.
5. Raising public awareness through the Tourism Awareness and Seven Enchantment (Safe, Orderly, Clean,

Cool, Beautiful, Friendly, and Memorable) programs.

- c. Strategy ST (Strengths and Threats), which is a strategy that utilizes strengths (S) to address threats (T), includes:

1. Creating attraction products that differ from destinations in other regions.
2. Encouraging greening activities and tourism awareness campaigns continuously to both local communities and visitors.
3. Encouraging conservation partnerships between the government and local communities. Reinforcing the concept and branding of Kapota ecotourism—development that is in harmony with the seven principles of ecotourism. In this context, Kapota Island ecotourism needs to be guided properly so that its development is in line or does not impede environmental conservation efforts as well as have a positive impact in boosting local economy.

- d. Strategy WT (Weaknesses and Threats), which is a strategy that minimizes weaknesses (W) and prevents threats (T), includes:

1. Improving the quality and uniqueness of attractions to face

competition among existing ecotourism destinations.

2. Monitoring and maintaining facilities that have been constructed in ecotourism attractions, such as Tailaronto'oge Lake, and Dewata/Bat Cave.

## **CONCLUSION AND RECOMMENDATION**

The current study revealed that Kapota Island has various attractions as an ecotourism destination. These attractions are in the form of nature, culture, and even historical heritages distributed throughout the island. Ecotourism development in Kapota, undoubtedly, remains weak, and it has yet to touch upon the fabrics of social life. Infrastructure support, public facilities, and tourism facilities are still insufficient for tourists. Such lacking conditions are considered as one of the challenges/weaknesses in the efforts of developing ecotourism. An opportunity that may be developed by local communities is to encourage the involvement of strategic ecotourism business units as a way to empower people in the region.

The threat of environmental degradation as a result of development on the island must be anticipated from the onset since it may threaten the island's coastal community's socio-economic and

ecological continuity in the future. The strategies for ecotourism development in Kapota Island are achieved by employing an optimized offensive strategy, namely by utilizing all existing strengths and opportunities. Ecotourism development should be aligned with the community's economic, cultural, and social conditions, and it should not clash with the conservation efforts that have been conducted. Furthermore, strong commitment and engagement of stakeholders are key in the development of Kapota Island as an ecotourism destination in Wakatobi Regency, in particular, and Southeast Sulawesi, in general.

The recommendation, based on the study results, is to suggest measures and efforts to accelerate Kapota Island ecotourism development. *First*, attractions should be developed using a priority scale. Tailaronto'oge Lake is considered as the highest priority for development with the support of cultural attractions. *Second*, concrete activity/program support provided by all Pentahelix elements, namely the government, private sector, scholars, communities, and media.

*Third*, public infrastructure, public facilities, and tourism facilities in the area, such as clean water, electricity, waste management, accommodation (lodging and restaurant), and other facilities should be improved. *Fourth*, opportunities and

support should be given to Tourism Awareness Group operators and craft business actors to participate in internship or training activities periodically in more developed ecotourism destinations or craft tourism villages in order to enhance their capacity. *Fifth*, support should be given to raise public awareness through actual actions, such as environmental awareness and tourism awareness campaigns, green activities, and beach clean-up events. *Sixth*, there is a need for support in developing online-media-based promotion and marketing network across various sectors and actors.

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## **The Effect of Marketing Mix and Service Quality on Satisfaction and Revisit Intention to Kampung Coklat, Blitar Regency**

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### **ABSTRACT**

Marketing mix and service quality are two important aspects that need to be considered by a tourist attraction in order to provide satisfaction to tourists. Tourist satisfaction can be achieved if the products sold are supported by good quality and price of products and services. Satisfaction can also affect the intention of tourists to revisit these tourist attractions. The problem that occurs in educational tourism in Kampung Coklat, Blitar Regency is that some tourists are not satisfied with the elements of the marketing mix and the quality of the services offered. This study aims to analyze the effect of marketing mix and service quality on tourist satisfaction in Kampung Coklat, Blitar Regency, to analyze the effect of marketing mix and service quality on revisit intention to Kampung Coklat, Blitar Regency and to analyze the effect of tourist satisfaction on revisit intention to Kampung Coklat, Blitar Regency. The number of respondents in this study were 100 people who were chosen deliberately with the criteria being at least 17 years old and visiting Kampung Coklat for the first time. The analysis was performed using Structural Equation Modeling (SEM) through the SmartPLS version 3.0 application. The results showed that marketing mix and service quality had a significant effect on tourist satisfaction, marketing mix and service quality had a significant effect on revisit intention, and tourist satisfaction had a significant effect on revisit intention.

**Keywords:** *Marketing Mix, Service Quality, Satisfaction, Revisit Intention*

## INTRODUCTION

One of the famous tourist attractions in Blitar Regency is Kampung Coklat. This educational tour is located in Plosorejo Village, Kademangan District, Blitar Regency. Initially Kampung Coklat was a 750 m<sup>2</sup> area of cocoa plantation owned by Kholid Mustafa's family which later became a new tourist attraction in Blitar Regency. The concept of this new tourist attraction is cocoa educational tour and was officially opened in August 2014. This concept is a distinct advantage among other tourist attractions in Kademangan District. After the opening of Kampung Coklat, the number of tourist visits tends to continue to increase even though in 2016 it experienced a decline due to the emergence of various new tourist attractions in Blitar Regency. In order to increase the number of return visits in the following year, the management of the Kampung Coklat educational tour carried out the promotion, development and expansion of land.

Irawan (2002) describes several driving factors of customer satisfaction, namely service quality, product quality, emotional factors and the ease of obtaining products or services. Furthermore, Lupiyoadi (2001) stated that service quality is a determining factor for the success and quality of a company. Although in 2017 and 2018 the number of visits to educational

tourism in Kampung Coklat has increased significantly, there are still complaints that tourists feel while in this tourist attraction. Complaints about the quality of service that tourists feel include some employees being unfriendly and polite, the unavailability of packaging and delivery services directly from Kampung Coklat, cleanliness of toilets, parking areas and chocolate galleries are too crowded, especially during the holiday season.

In addition to service quality, customer satisfaction can be achieved if the company is able to sell products with good quality and affordable prices. Therefore, price and product are important aspects in the marketing mix that companies must pay attention to. The fact is that tourists are not satisfied with the price of processed cocoa products which are classified as expensive but do not match the good quality of the product. Some tourists argue that the processed cocoa products for educational tours of Kampung Coklat are less innovative and creative and lack authentic and delicious taste. Revisit intention is defined as an encouragement for someone to return to a destination that has been previously visited (Nuraeni, 2014). Crompton (1992) explains that there is a relationship between satisfaction and revisit intention to a destination. Crompton's statement is supported by Ahmad, et.al (2011), namely if tourists

have the intention to revisit it is very likely that someone will recommend a tourist attraction to others.

The urgency of this study is to analyze the effect of the marketing mix and service quality on tourist satisfaction and revisit intention to educational tourism in Kampung Coklat, Blitar Regency. The results of the study are expected to be used as consideration for the educational tourism management of Kampung Coklat in understanding the needs and desires of tourists as well as recommendations to increase the number of tourist visits to Kampung Coklat in Blitar Regency.

### **Research Purposes**

This research aims to:

1. Analyzing the effect of marketing mix and service quality on tourist satisfaction in Kampung Coklat, Blitar Regency.
2. Analyzing the effect of the marketing mix and service quality on revisit intention to Kampung Coklat, Blitar Regency.
3. Analyzing the effect of tourist satisfaction on the revisit intention to Kampung Coklat, Blitar Regency.

## **LITERATURE REVIEW**

### **Previous Research**

Suryawardani and Wiranatha (2018) conducted a research on tourist behavior based on Theory Planned Behavior to evaluate marketing strategies at the Sanur village festival. The conclusion of the study is that visiting intention is significantly influenced by attitudes toward behavior and perceived behavior control, plan to revisit (actual behavior) is significantly influenced by behavioral intention and perceived behavior control. Suryawardani (2018) examines the effect of service quality (physical evidence, reliability, responsiveness, assurance, and empathy) on tourist satisfaction in Pulina Bali Agro-tourism. This research results in service quality (physical evidence, reliability, responsiveness, assurance and empathy) which has a significant effect on tourist satisfaction and tourist satisfaction has a significant effect on the revisit intention of tourists to Pulina Bali Agro-tourism.

Suryawardani, et.al (2019) examined the effect of service quality on revisit intention through tourist satisfaction in Sasak Sade Village, Lombok. Suryawardani, et.al (2019) found that service quality has a significant effect on tourist satisfaction, tourist satisfaction has a significant effect on revisit intention,

service quality has a significant effect on revisit intention to Sasak Sade Lombok Village. Suryawardani, et.al (2019) examined the influence of tourist motivation on revisit intention in traditional villages with the results that push and pull factors have a significant effect on tourist satisfaction, satisfaction has a significant effect on revisit intention, driving factors have no significant effect on revisit intention while pull factors have a significant effect on tourist satisfaction.

Suryawardani and Wiranatha (2019) examined the role of motivation and trust for golf tourist loyalty in Bali. This study proves that intrinsic and extrinsic motivation has a positive effect on tourist trust, motivation affects the level of tourist loyalty through the variable of trust as a mediating variable, tourist trust has a significant effect on loyalty. Wiranatha and Suryawardani (2018) examined the loyalty of foreign tourists to cultural and historical heritage tourism in Bali and found that the variables that affect tourist satisfaction are intrinsic, extrinsic motivation and trust.

Suryawardani and Wiranatha (2017) found that intrinsic and extrinsic motivation has a significant effect on the loyalty of foreign tourists as natural tourism visitors mediated by tourist satisfaction. Wiranatha and Suryawardani (2016) examined the loyalty of foreign tourists to marine tourism in Bali and found that

intrinsic motivation has a significant effect on tourist confidence in diving, extrinsic motivation has a significant effect on satisfaction. In addition, tourist satisfaction in carrying out diving activities has a positive effect on loyalty in carrying out further activities.

Mahadewi (2018) conducted research on the effect of marketing mix and service quality on revisit intention through satisfaction with the results of the marketing mix having a significant negative effect on tourist satisfaction. Service quality has a significant positive effect on tourist satisfaction at the Grand Watu Dodol destination, marketing mix has a significant positive effect on revisit intention, service quality has a significant positive effect on revisit intention and tourist satisfaction has a significant negative effect on revisit intention.

### **Marketing Mix**

Kismono (2001) explains that the marketing mix is a combination of variables or activities that are the core of marketing which consists of product, price, promotion and distribution strategies. Foster quoted by Subagyo (2010) marketing mix is a term that describes all elements of marketing and production factors that are deployed to achieve company goals. According to McDaniel and Gates (2001) marketing mix is a unique mix of products or services,

pricing, promotion, offering and distribution, designed to meet consumer needs. Kotler and Armstrong (2008) classify the marketing mix into 4Ps, namely product, price, promotion and place.

### **Quality of Service**

Tjiptono (2007) states that service quality is an effort to meet the needs and desires of consumers and the accuracy of their delivery in balancing consumer expectations. Zeithaml (in Umar, 2000) describes five dimensions of service quality, namely:

1. Reliability is the company's ability to provide services as promised accurately and reliably
2. Responsiveness is the responsiveness of employees to assist and provide prompt and accurate services by delivering clear information to customers.
3. Assurance is the manners, abilities, and knowledge of employees to instill customer trust. Assurance consists of competence, credibility, courtesy, and security
4. Empathy is individual attention in order to understand customer wants and needs. Empathy consists of access, communication and understanding of customers

5. Tangibles or physical evidence, namely the company's ability to show its existence to external parties.

### **Satisfaction**

Satisfaction can be said as an effort to fulfill something or make something adequate (Tjiptono and Chandra, 2011). Customer satisfaction is the level of a person's feelings after comparing the perceived results with their expectations (Kotler and Armstrong, 2001). Some of the driving factors for customer satisfaction according to Irawan (2002) include product quality, service quality, emotional factors and the ease of obtaining a product or service. Tjiptono (2005) explains that there are four methods that can be used to measure customer satisfaction, namely 1) complaint and suggestion systems, 2) ghost shopping, 3) lost customer analysis and 4) customer satisfaction surveys.

Customer satisfaction surveys can be conducted in four ways, namely 1) directly reported satisfaction (measuring satisfaction using specific items that directly state the level of customer satisfaction), 2) derived satisfaction (questions asked related to customer expectations of products and customer perceptions of actual performance) products), 3) problem analysis (respondents are asked to disclose the problems they face related to the product or service and

suggestions for improvement) and 4) the importance of performance analysis (respondents are asked to rate the importance of various relevant attributes and the level of company work on each attribute).

### **Revisit Intention**

Petrack, et.al (2001) explained that revisit intention is the desire to travel in the future and is influenced by consumer attitudes towards the past. According to Miller (in Basiya and Rozak, 2012) revisit intention is the mental state of a person who plans to take certain actions for a certain period of time. Nuraeni (2014) defines revisit intention as an encouragement for someone to revisit to a destination that has been visited before. The main factor determining tourists will revisit a destination is the experience and satisfaction obtained while in that destination (Choo & Petrick, 2014; Petrick, et.al, 2001; Ranjbarian & Pool. 2015; Um et.al, 2006). Crompton (1992) explains that there is a relationship between satisfaction and revisit intention to a destination.

## **RESEARCH METHODS**

### **Site and Time of Research**

The research site was carried out in the educational tour of Kampung Coklat, which is located at Jalan Banteng Blorok

No. 18 Plosorejo Village, Kademangan District, Blitar Regency. The time for conducting this research was for two months, namely January to February 2020.

### **Population and Research Sample**

The population of this study was the number of tourist visits in Kampung Coklat, Blitar Regency in 2018, namely 761,666 people. This study uses purposive sampling technique, namely the technique of determining respondents with certain considerations, in which respondents were selected with terms relevant to the research method (Sugiyono, 2009). Domestic tourists who were used as respondents in this study were selected by applying the criteria of being at least 17 years old and visiting Kampung Coklat, Blitar Regency for the first time. Hair, et.al (2010) explains that the sample size is at least 50 and the total sample is 5 to 10 indicators. Therefore, the number of samples is determined using five times the number of research indicators, namely  $5 \times 20$  indicators = 100 samples. Thus, the number of samples used in this study was 100 respondents.

### **Research Variables and Indicators**

Research variables and indicators can be seen in Table 1 below.



Table 1. Variables and Indicators of Research

Variable	Indicator	Code	Total	Source
Marketing Mix (X1)	The location of Kampung Coklat is easy to reach	X1.1	5	Kotler dan Armstrong (2008); Tjiptono (2005); Chandra (2002); Mahadewi (2018); Ananda et.al (2013); Laksana (2008); Nurapriani (2015)
	The price of admission to Kampung Coklat is affordable	X1.2		
	Kampung Coklat advertisement on social media is interesting and informative	X1.3		
	There are directions to Kampung Coklat which are easily seen	X1.4		
	Tour packages are available to learn about the process of making processed chocolate	X1.5		
Quality of Service (X2)	Employees understand the needs of tourists	X2.1	6	Suryani (2017); Priyanto (2018); Suryawardani (2018); Parasuraman, et.al (1988); Mahadewi (2018); Umar (2000)
	Toilet hygiene is well maintained	X2.2		
	The employees have good knowledge about Kampung Coklat's products	X2.3		
	Employees communicate using polite language	X2.4		
	Employees serve tourists friendly	X2.5		
	Neat-looking employees	X2.6		
Satisfaction (Z)	The experience gained is as expected	Z1	5	Kotler dan Armstrong (2001); Suardana (2014); Suryawardani (2018); Priyanto (2018)
	Satisfied with the admission price of Kampung Coklat	Z2		
	Happy to visit Kampung Coklat because the location is easy to reach	Z3		
	The services provided are as expected	Z4		
	Satisfied with the quality of processed cocoa products	Z5		
Revisit Intention (Y)	Making Kampung Coklat the first choice for revisiting	Y1	4	Mahadewi (2018); Griffin (2005); Listyowati (2018); Fitriani (2017); Zhang, et.al (2017)
	Wish to revisit Kampung Coklat in the future	Y2		
	Recommend Kampung Coklat to friends, family, colleagues	Y3		
	Invite family, friends or colleagues to visit Kampung Coklat	Y4		

### Data Analysis Technique

The data analysis technique used is SEM or Structural Equation Modeling with the help of the SmartPLS version 3.0 application. Some of the tests carried out are:

1. Evaluation of the Measurement Model (Measurement / Outer Model)
2. Evaluation of the Structural Model (Structural / Inner Model)

## RESULTS

### General Characteristics of Respondents

The characteristics of the research respondents were classified into several sections, namely based on gender, age, occupation, latest education, arrival, source of information and purpose of visit. The majority of respondents were female (69%). Most of the respondents (53%) were between the ages of 17 and 25 years with the most recent predominantly Bachelor's education (64%) and worked as private employees (30%). Domestic tourists who were respondents in this study mostly aimed to vacation (72%) with family (56%) and they knew about the educational tourism of Kampung Coklat from friends or relatives (65%).

### Test of the Validity and Reliability of Research Variables

The validity and reliability tests in this study were conducted on 100 respondents. The validity test was carried out by looking at the value of Convergent Validity and Discriminant Validity. Convergent Validity is tested by looking at the loading factor value of each indicator on each variable. The loading factor value must also meet the requirements above 0.70 which are presented in Table 2 below.

Table 2. Result of Convergent Validity Test

Code	Marketing Mix	Quality of Service	Satisfaction	Revisit Intention
X1.1	0.825			
X1.2	0.823			
X1.3	0.711			
X1.4	0.787			
X1.5	0.774			
X2.1		0.863		
X2.2		0.793		
X2.3		0.811		
X2.4		0.867		
X2.5		0.729		
X2.6		0.870		
Z1			0.788	
Z2			0.871	
Z3			0.800	
Z4			0.754	
Z5			0.763	
Y1				0.799
Y2				0.903
Y3				0.930
Y4				0.904

Source: Primary and Processed Data, 2020

Discriminant Validity assessment is carried out by comparing the square root of the Average Variance Extracted ( $\sqrt{\text{AVE}}$ ) for each variable with the correlation

between variables and other variables. Table 3 below presents the results of the Discriminant Validity test.

Table 3. Results of the Discriminant Validity Test

Variable	Average Variance Extracted (AVE)	Marketing Mix	Quality of Service	Satisfaction	Revisit Intention
Marketing Mix	0.577	0.760			
Quality of Service	0.660	0.802	0.812	0.845	0.666
Satisfaction	0.603	0.855		0.777	0.798
Revisit Intention	0.784	0.923			0.885

Source: Primary and Processed Data, 2020

Based on Table 2 and Table 3 above, it can be seen that each indicator in each variable has an outer loading value of more than 0.70 and the AVE value of the four research variables is more than 0.50. This shows that the indicators of each research variable used are valid.

In addition to the validity test, the next is to test the variable reliability assessed from Cronbach's Alpha and Composite Reliability of each variable. A variable is said to be reliable if the Cronbach's Alpha and Composite Reliability values are more than 0.70. The results of the research variable reliability test are presented in Table 4 below.

Table 4.  
Research Variable Reliability Test Results

Variable	Reliability	
	Cronbach's Alpha	Composite Reliability
Marketing Mix	0.878	0.905
Quality of Service	0.926	0.939
Satisfaction	0.940	0.948
Revisit Intention	0.907	0.935

Source: Primary and Processed Data, 2020

Based on the results of the reliability test of the research variables presented in Table 4 above, it is known that the value of Cronbach's Alpha and Composite Reliability on the four variables is more than 0.70 so that all research variables have met good reliability. From

the results of the validity and reliability test, it can be concluded that the indicators as measuring latent variables are valid and reliable measures.

### Results of the Measurement Model Analysis (Outer Model)

Analysis of the measurement model (outer model) shows the role of indicators in reflecting the variables formed by the constituent indicators. The indicator is reflective, where the estimator value can be seen from the outer loading value. Ghazali (2014) refers to Chin (1998) suggests that an individual's reflexive measure is said to be high if it correlates more than 0.70 with

the construct to be measured. However, for research in the early stages of developing a measurement scale the loading value of 0.50 to 0.60 is considered sufficient. The significance of this relationship can be obtained through a bootstrap process of 500 times and a sample of 100.

### Testing Results of Measurement Model for Marketing Mix Variable

The results showed that all indicators reflect the marketing mix variable significantly. The output of the measurement results of the marketing mix variable is reflected by 5 indicators which can be seen in Table 5 below.

Table 5. Testing Results of Measurement Model for Marketing Mix Variable

Code	Indicator	Original Sample (O)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	Significance
X1.1	The location of Kampung Coklat is easy to reach	0.825	0.035	23.798	Significant
X1.2	The price of admission to Kampung Coklat is affordable	0.823	0.044	18.775	Significant
X1.3	Kampung Coklat advertisement on social media is interesting and informative	0.711	0.071	9.986	Significant
X1.4	There are directions to Kampung Coklat which are easily seen	0.787	0.049	16.042	Significant
X1.5	Tour packages are available to learn about the process of making processed chocolate	0.774	0.061	12.767	Significant

Source: Primary and Processed Data, 2020

Based on Table 5 above, it can be seen that the value on the X1.1 indicator, namely the location of Kampung Coklat is easy to reach, is the highest among other indicators of 0.825. This reflects that tourists who are visiting Kampung Coklat for the first time in Kademangan District, Blitar Regency feel that this educational tourism location is easily accessible by private transport. Furthermore, the indicator with the smallest outer loading value is X1.3, namely Kampung Coklat advertisement on social media which is interesting and informative of 0.711. The

small value of the X1.3 indicator shows that the use of social media as a media for online promotion and the creation of attractive and informative advertisements needs to be optimized.

### Test Results of the Service Quality Variable Measurement Model

The results showed that all indicators reflect service quality variables significantly. The output of the measurement of service quality variables is reflected in the 6 indicators can be seen in Table 6 below.

Table 6. Testing Results of Service Quality Variable Measurement Model

Code	Indicator	Original Sample (O)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	Significance
X2.1	Employees understand the needs of tourists	0.863	0.037	23.334	Significant
X2.2	Toilet hygiene is well maintained	0.793	0.048	16.415	Significant
X2.3	The employees have good knowledge about Kampung Coklat's products	0.811	0.050	16.213	Significant
X2.4	Employees communicate using polite language	0.867	0.031	27.997	Significant
X2.5	Employees serve tourists friendly	0.729	0.062	11.750	Significant
X2.6	Neat-looking employees	0.870	0.040	21.926	Significant

Source: Primary and Processed Data, 2020

From Table 6, it is known that the outer loading value of the X2.1 indicator, namely neatly-looking employees, is the highest at 0.870. Therefore, the X2.1 indicator needs to be maintained in order to

give a good impression to tourists. The indicator with the lowest outer loading value is the X2.5 indicator, which means that employees serve tourists friendly at 0.729. The facts in Kampung Coklat show

that there are some employees who are less friendly in providing services to tourists. This indicates that the attitude of employees when serving tourists needs to be improved.

satisfaction variable significantly. The output of the measurement of the satisfaction variable is reflected in 5 indicators, which can be seen in Table 7 below.

### Testing Results of the Satisfaction Variable Measurement Model

The results showed that all indicators were able to reflect the

Table 7. Testing Results of the Satisfaction Variable Measurement Model

Code	Indicator	Original Sample (O)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	Significance
Z1	The experience gained is as expected	0.788	0.053	14.902	Significant
Z2	Satisfied with the admission price of Kampung Coklat	0.871	0.033	26.760	Significant
Z3	Happy to visit Kampung Coklat because of its easy to reach location	0.800	0.068	11.807	Significant
Z4	The services provided are as expected	0.754	0.062	12.120	Significant
Z5	Satisfied with the quality of processed cocoa products	0.763	0.039	19.783	Significant

Source: Primary and Processed Data, 2020

In Table 7, it can be seen that the indicator with the highest outer loading value is Z2, which is satisfied with the entrance ticket price for Kampung Coklat, which is 0.871. The Z4 indicator, namely the services provided is as expected, has the lowest outer loading value of 0.754. Overall, the five indicators can reflect the tourist satisfaction variable with an average tourist response value of 4.05.

### Test Results of the Measurement Model of Revisit Intention Variable

The results showed that all indicators were able to significantly reflect the revisit intention variable. The output of the measurement results for the revisit intention variable is reflected by 4 indicators which can be seen in Table 8 below.

Table 8. Measurement Model Testing Results for Variable of Revisit Intention

Code	Indicator	Original Sample (O)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	Significance
Y1	Making Kampung Coklat the first choice for a return visit	0.799	0.059	13.601	Significant
Y2	Wish to revisit Kampung Coklat in the future	0.903	0.035	25.692	Significant
Y3	Recommend Kampung Coklat to friends, family, colleagues	0.930	0.017	56.092	Significant
Y4	Invite family, friends or colleagues to visit Kampung Coklat	0.904	0.021	43.010	Significant

Source: Primary and Processed Data, 2020

From Table 8 above, it can be seen that the Y3 indicator, which is recommending Kampung Coklat to friends, family, colleagues have an outer loading value of 0.930 and Y1 makes Kampung Coklat the first choice to revisit of 0.799. The perception of tourists is good for the revisit intention variable, which is 3.91. In

general, the revisit intention variable can be reflected by the four indicators.

### Results of the Structural Equation Model Analysis (Inner Model)

The output of the structural equation model developed after analysis through the 500 times Bootstrapping process can be seen in Figure 1 below.

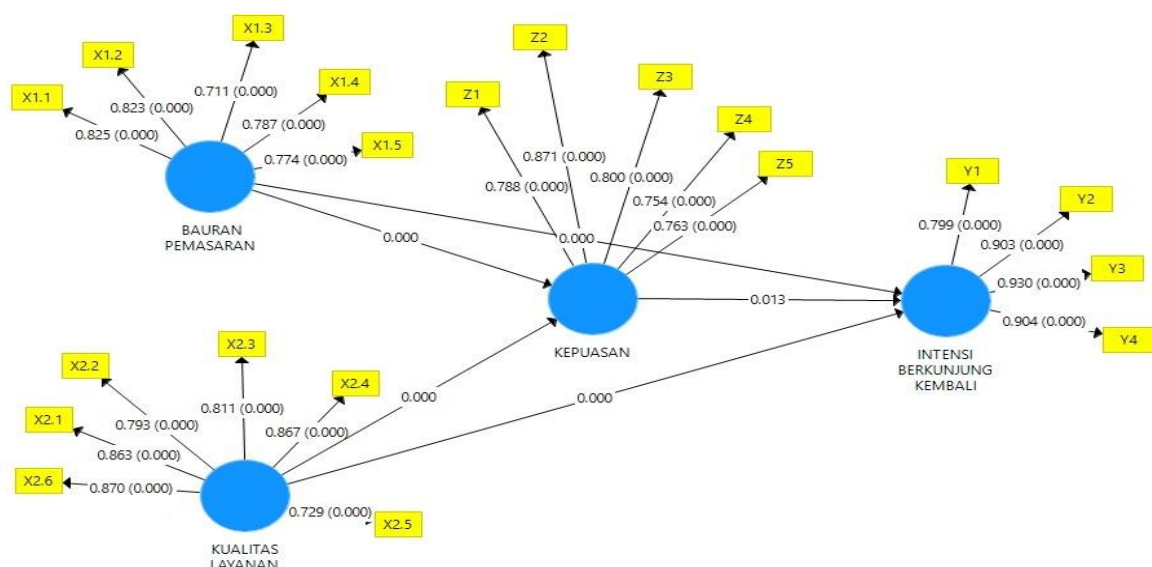


Figure 1  
Structural Equation Model of the Effect of Marketing Mix and Service Quality on Satisfaction and Revisit Intention

The feasibility test of the structural model is carried out by looking at the coefficient of determination ( $R^2$ ). Chin (1998) states that a model is said to be weak, moderate and strong if the  $R^2$  value is 0.19-0.32, 0.33-0.66 and more than 0.67 (Ghozali, 2014). In the structural model, there are two values of  $R^2$ , namely the satisfaction variable (Z) of 0.802 and the revisit intention (Y) variable of 0.876. The magnitude of the  $R^2$  value means that the predictive power of the two variables is in the strong category. This category means

that as much as 80.2% of the variance of the satisfaction variable can be explained by the marketing mix and service quality and satisfaction is able to explain the revisit intention variable by 87.6%.

### Direct Effect

The direct effect can be seen through the value in the output path coefficient. The results of the direct effect of exogenous variables on endogenous variables are presented in Table 9 below.

Table 9. Direct Effect of Exogenous Variables on Endogenous Variables

Hypothesis	Exogenous Variable → Endogen Variables	Outer Loading	Standard Deviation (STDEV)	T Statistics ( O/STD EV )	P Values	Significance
H1	Marketing Mix → Satisfaction	0.496	0.097	5.101	0.000	Significant
H2	Marketing Mix → Revisit Intention	0.982	0.071	13.904	0.000	Significant
H3	Quality of Service → Satisfaction	0.447	0.092	4.867	0.000	Significant
H4	Quality of Service → Revisit Intention	-0.303	0.069	4.371	0.000	Significant
H5	Satisfaction → Revisit Intention	0.214	0.086	2.497	0.013	Significant

Source: Primary and Processed Data, 2020

Table 9 above shows that the five research hypotheses can be accepted because they meet the assessment criteria according to Ghozali (2014), namely a p-value less than 0.05 (5% significance level)

and a T-Statistics value of more than 1.96. Based on the value of the direct effect in Table 9 shows that:



- a. Marketing mix (X1) has a significant effect on satisfaction (Z) and revisit intention (Y)
- b. Service quality (X2) has a significant effect on satisfaction (Z) and revisit intention (Y)
- c. Tourist satisfaction (Z) has a significant effect on revisit intention (Y)

### Indirect Effect

The indirect effect can be seen through the value at the output of the specific indirect effect. The results of the indirect effect of exogenous variables on endogenous variables that are associated with intervening variables are presented in Table 10 below.

Table 10. Indirect Effect of Exogenous Variables on Endogenous Variables

Exogenous Variables → Endogenous Variables	Outer Loading	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Significance
Marketing Mix → Satisfaction → Revisit Intention	0.106	0.048	2.212	0.027	Significant
Quality of Service → Satisfaction → Revisit Intention	0.096	0.044	2.191	0.029	Significant

Source: Primary and Processed Data, 2020

Table 10 shows that the marketing mix has a significant effect on revisit intention through satisfaction and service quality has a significant effect on revisit intention through satisfaction. Both of these relationships show that the satisfaction variable (Z) is able to mediate the marketing mix variable (X1) and service quality (X2) on revisit intention (Y) well.

### Total Effect

The total effect can be seen through the value on the total effect output. The total effect is a combination of the direct

effect and indirect effect of an exogenous variable on endogenous variables. The test results used a significance level of 5% (0.05). The total effect of the relationship between variables is presented in Table 11 below.

Table 11. Effect of Total Exogenous Variables on Endogenous Variables

Exogenous Variables → Endogenous Variables	Original Sample (O)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Significance
Marketing Mix → Satisfaction	0.496	0.097	5.101	0.000	Significant
Marketing Mix → Revisit Intention	1.089	0.052	21.122	0.000	Significant
Quality of Service → Satisfaction	0.447	0.092	4.867	0.000	Significant
Quality of Service → Revisit Intention	-0.207	0.060	3.421	0.001	Significant
Satisfaction → Revisit Intention	0.214	0.086	2.497	0.013	Significant

Source: Primary and Processed Data, 2020

Table 11 above shows that the marketing mix (X1) and service quality (X2) have a significant effect on tourist satisfaction (Z) and revisit intention (Y) to educational tourism in Kampung Coklat, Blitar Regency. Furthermore, it is known that the dominant tourist satisfaction is influenced by the marketing mix of 49.6%. This finding is in line with the results of previous studies that the marketing mix has a dominant influence on satisfaction (Susila, 2017; Abdul, 2018; Hendranata, 2017; Setiawan, 2016; Amilia, 2016; Hasanah, 2016).

### Result of Feasibility Analysis of Structural Equation Model

Evaluation of the feasibility of structural equation models needs to be done before interpreting the results of the analysis (Suryawardani, 2018). Table 12 below shows the results of the model feasibility test carried out using the SEM method through the SmartPLS version 3.0 application.

Table 12. Feasibility Statistical Value of Research Variables

Variable	Variable Type	Composite Reliability	AVE	R <sup>2</sup>
Marketing Mix	Exogenous	0.905	0.577	NA
Quality of Service	Exogenous	0.939	0.660	NA
Satisfaction	Exogenous / Endogenous	0.948	0.603	0.802
Revisit Intention	Endogenous	0.935	0.784	0.876
Mean		0.929	0.656	0.839

Source: Primary and Processed Data, 2020

Based on Table 12 above, the AVE value is 0.656 and the R<sup>2</sup> value is 0.839. The feasibility of a complete structural equation model or calculating the GoF (Goodness of Fit) value of a model is carried out using the following formula Tenenhaus, et.al (2005).

$$\text{GoF} = \sqrt{\text{Com}} \times R^2 = \sqrt{\text{AVE}} \times R^2$$

Referring to Table 12 for the above equation, AVE is the weighted average value obtained from the number of indicators of each variable using the formula of Tenenhaus, et.al (2005) above, then the GoF of the model is calculated as 0.808 and more than the 0.50 threshold to state the model can be accepted and interpreted so that the analysis can be used.

## DISCUSSION

Several previous researchers stated that the marketing mix has a positive and significant effect on tourist satisfaction

(Abdul, 2018; Amilia, 2016; Hasanah, 2016; Hendranata, 2017). One of the elements of the marketing mix that has a dominant effect on satisfaction is price (Setiawan, 2016; Susila, 2017). This dominant influence is in line with the results of this study, namely the X1.2 indicator for the entrance ticket price of Kampung Coklat has the highest outer loading value of 0.823.

The high value of the X1.2 indicator is also supported by the results of the analysis of respondents' responses to the Z2 indicator i.e. satisfied with the Kampung Coklat entrance ticket price of 4.24. This means that as many as 83% of respondents are satisfied with the affordable price of admission tickets to educational tours in Kampung Coklat. Thus, this study proves the theory of consumer behavior in Sangadji and Sopiah (2013) that satisfaction results from the evaluation process of consumption activities that have been carried out.

Furthermore, it is found that one of the indicators on the service quality variable needs to be improved. The indicator is X2.5 namely employees serving tourists friendly with the lowest outer loading value of 0.729. Field facts show that there are some employees serving tourists less kindly. This finding is in line with the respondents' low perception of the Z4 indicator of services provided according to expectations of 3.82. This low perception value indicates that the expectations of tourists regarding service quality are not fulfilled properly so that it has an impact on the satisfaction of tourists in Kampung Coklat, Blitar Regency. This is consistent with Irawan's (2002) statement that service quality is one of the driving factors for tourist satisfaction. Referring to Table 11 which shows that service quality has a significant effect on tourist satisfaction by 44.7%. These results are also supported by the findings of Suryawardani (2018) that the five elements of service quality, namely physical evidence, reliability, responsiveness, assurance and empathy have a significant effect on the satisfaction of Agro tourism tourists in Pulina Bali.

The role of satisfaction as an intervening variable between marketing mix and intention to return is presented in Table 10. Based on Table 10, it is known that the effect of marketing mix on revisit intention to educational tourism in

Kampung Coklat through tourist satisfaction is significant as indicated by a p-value of 0.027 ( $<0.05$ ). This p-value means that the higher the tourists' satisfaction with the marketing mix will indirectly have an impact on the high revisit intention to educational tourism in Kampung Coklat. This indirect effect is in accordance with the findings of Suryani (2017) that marketing mix through satisfaction has an effect on the revisit intention of tourists who love snorkeling on Pahawang Island, Lampung. The results of the indirect effect test in this study prove the statements of several researchers (Choo & Petrick, 2014; Petrick, et.al, 2001; Ranjbarian & Pool, 2015; Um, et.al, 2006) that the main factors determining tourists will revisit a destination is the experience and satisfaction that visitors get while in the destination.

The opinion of some researchers is reinforced by Mowen & Minor (2002) that tourists expect satisfaction so that it can be assumed. If tourists are satisfied with their tourism experience, they will recommend it to others. The opinion of Mowen & Minor (2002) was also found in the results of the analysis of respondents' responses to the Y3 indicator recommending Kampung Coklat to friends, family, colleagues of 4.06. This value of 4.06 means that as many as 75% of respondents are willing to recommend educational tours of Kampung Coklat to

others. However, the X1.3 indicator of Kampung Coklat advertisement on social media is interesting and informative, which needs to be of particular concern to the Kampung Coklat manager. This X1.3 indicator has the lowest outer loading value of the five marketing mix indicators of 0.711. The results of the observations show the fact that the number of Kampung Coklat advertisements on social media Instagram and YouTube is small and the design is less attractive and informative. The low value of the X1.3 indicator is supported by the results of research by Elia (2018) that the promotion mix has a direct effect on visiting decisions.

The findings of Elia (2018) are in accordance with the results of testing the direct influence of the marketing mix variable on the revisit intention variable which is presented in Table 9. value 0.000 ( $<0.05$ ). In addition, the effect of the marketing mix on revisit intention is shown in Table 11, namely the revisit intention of tourists to revisit the educational tourism in Kampung Coklat, which is influenced by the marketing mix variable by 89%. This finding is also supported by the average value of responses to the marketing mix of 4.36 and previous research that the marketing mix has a significant effect on revisit intention (Mahadewi, 2018; Mulyati, 2018).

The next influence mediated by satisfaction is the quality of service on revisit intention to visit Kampung Coklat, Blitar Regency. The results showed that service quality had a significant effect on revisit intention through tourist satisfaction with a T-Statistic value of 2,212 ( $> 1.96$ ). This indirect effect indicates that a tourist will return to the educational tour of Kampung Coklat because he/she is satisfied with the services. Therefore, the indirect effect found in this study proves the findings of Shonk and Chelladurai (2008) that satisfaction can be a mediating variable between service quality and revisit intention in sports tourism.

Furthermore, tourist satisfaction with the quality of service provided by the employees of Kampung Coklat is evidenced by the average value of the responses to the service quality variable of 3.87. The average value is also supported by the number of research respondents (77%) having a good perception of the X2.6 indicator of neat-looking employees. The good value of tourist perceptions on the X2.6 indicator and based on the statement of Kotler (2005) regarding the method taken to increase the number of customers, the management should be able to provide consistently good quality service. This needs to be done because based on the theory of Tjiptono (1998) a satisfied tourist will become loyal by revisiting a tourist

attraction in the future. The theory of Tjiptono (1998) is shown in the results of the respondents analysis on the Y2 indicator wanting to revisit Kampung Coklat in the future at 3.90 and an outer loading value of 0.903. In other words, 67% of respondents have the intention to revisit to Kampung Coklat in the future.

The results of this study also indicate that service quality has a direct and significant effect on revisit intention. This direct effect is evidenced by a p-value of 0.000 ( $<0.05$ ) which is presented in Table 9. This significant effect is in line with the research of Nuraeni (2014) that one of the variables that has a significant effect on interest in returning to visit is service quality. Suryani (2017) also found that the interest in returning tourists to Pahawang Island in Lampung is directly influenced by the quality of service. Research by Nuraeni (2014) and Suryani (2017) is also supported by the results of the analysis of respondents' responses to the Y4 indicator, namely: inviting family, friends or colleagues to visit Kampung Coklat with a score of 4.09. The Y4 indicator value means that if tourists feel the quality of services provided has met expectations, tourists will invite people around them to visit the educational tour of Kampung Coklat.

## CONCLUSION

Based on the results of the research and discussion that has been presented, it can be concluded that 1) marketing mix and service quality have a significant effect on tourist satisfaction in Kampung Coklat, Blitar Regency, 2) marketing mix and service quality have a significant effect on the revisit intention to Kampung Coklat, Blitar Regency, 3) Tourist satisfaction has a significant effect on the revisit intention to Kampung Coklat, Blitar Regency. In general, the tourist satisfaction variable is able to become an intervening variable between the marketing mix and service quality on revisit intention to educational tourism in Kampung Coklat, Blitar Regency. In addition to being an intervening variable, satisfaction can also directly influence the tourist intentions of Kampung Coklat by 21.4%. The marketing mix at 49.6% and the service quality at 44.7% influenced the dominant tourist satisfaction. This indicates that satisfaction needs to be the focus of the management in order to significantly increase the intention of tourists to return to the educational tour of Kampung Coklat.

In order to increase tourist satisfaction with the promotional elements (advertisements) in the marketing mix variable, it can be done by improving the advertising design to be more attractive and

informative. In addition, the management of Kampung Coklat is expected to be able to maximize the use of social media, especially Instagram as a medium for online promotion. So far, the number of advertisements on Instagram is still minimal, the use of hashtags is also not maximized and there are almost no English advertisements found. Therefore, management is advised to make advertisements using English, optimizing the use of hashtags when promoting Kampung Coklat on Instagram. This needs to be done so that domestic and foreign tourists can find out about educational tours of Kampung Coklat from social media. Furthermore, the management of Kampung Coklat is advised not to increase the price of entrance tickets because tourists' perceptions of the affordability of entrance tickets are good. Thus, tourist satisfaction with this educational tour entrance ticket needs to be maintained.

The aspect of service quality also deserves attention in order to increase tourist satisfaction which will also have an impact on the number of tourist visits. The service quality that needs to be improved is the attitude of employees when serving tourists. The perception of tourists towards employee friendliness in providing services is said to be quite good. Improving service quality can be done by regularly conducting training and evaluating employee

performance. The management is expected to provide maximum training so that employees are able to serve tourists in a friendly manner. In addition to improving service quality in terms of employee friendly attitudes, management needs to maintain the neatness of employee appearance.

In addition to improving the promotional elements in the marketing mix and employee friendliness when serving tourists, management needs to pay attention to product prices and the quality of processed chocolate products produced and sold in educational tours in Kampung Coklat. On the background of the problem, it is explained that tourists are not satisfied with processed cocoa products that are sold too expensive but are not accompanied by innovations and creations of authentic and delicious flavors. Therefore, there is a need for product quality control to be able to produce various types and tastes of delicious processed chocolate that are sold at affordable prices.

In addition, it is recommended that the educational tourism management of Kampung Coklat be able to cooperate with goods delivery expeditioners to facilitate tourists who want to send chocolate and other souvenirs directly from Kampung Coklat without packing and shipping themselves. This will make it easier for tourists who want ease of delivery. The

cleanliness of the toilets also needs to be improved, and the parking area and chocolate gallery need to be expanded again. The improvements that need to be done will also have an impact on the satisfaction and comfort of tourists so that in the future more and more tourists will visit the educational tour of Kampung Coklat, Blitar Regency.

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## **Optimization of Sapta Pesona (Seven Enchantments) with Waste Management on Tourist Village Development: Case of Cimande Tourist Village**

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### **ABSTRACT**

Through the community-based tourist approach, coaching of the Sapta Pesona program is one way to provide knowledge to the community that area they live in is a tourist area. Tourists will visit if the area is safe, orderly, clean, cool, beautiful, friendly and memories. The purpose of this research is to know community public awareness of cleanliness, determine the distribution and volume of waste, the waste management evaluation system that has been carried out, and environmental management at Cimande Tourist Village. The Method of research used is qualitative and quantitative methods in order to obtain more comprehensive, valid, reliable, and objective data. The sample consists of 35 participants of coaching from community of Cimande Village. The factor and regression analysis were used for the data analysis. The results of the study showed that coaching significantly contributed to the community interest in waste management ( $t = 2.512 > t$  table with a significance of 0.017 ( $p < 0.05$ )). The distribution of the generated waste accumulates in almost every RT (neighborhood) and there are 20 illegal landfill garbage dumps. The author makes a suggestion, Urban Village Head with Pokdarwis, Village Cadres and Youth Organization had to have a program to invite all Cimande community to do environmental cleanliness by mutual cooperation on regularly in order to optimize cleanliness with waste management to achieve Cimande Clean, reach out to people from door to door, making them realize the importance of cleanliness and segregation of waste.

**Keywords:** *Sapta Pesona, Seven Enchantments, Waste Management, Tourist Village, Cimande*

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## INTRODUCTION

### Background

In accordance with the direction of the President of the Republic of Indonesia Joko Widodo, which is to develop Indonesia from the periphery with regions and villages within the framework of unity is with the idea of a village and Tourist, and then the idea of a tourist village emerged. This directive succeeded in elevating several villages to become tourist destinations. Through village development, it is hoped that rural communities will gain insight into awareness of the protection of the natural environment, sustainable culture, and be able to empower the available resources, remain diligent in carrying out daily habits, and carry out their main livelihood. So that it is expected to be a tourist attraction.

This type of special interest Tourist can be offered in a tourist village, where there is more emphasis on experiential elements and active Tourist that involves tourists in direct contact with the surrounding community. One of the villages that is currently developing local cultural Tourist with its trademark Cimande Silat is the Cimande Tourist Village located in Caringin District, Bogor Regency.

Cimande Village is a developing Tourist village located in Bogor Regency, famous for its medical Tourist 'fracture

massage' and culture Tourist 'Pencak Silat'. In this location, various human activities are centralized, both local residents, patients seeking treatment, patient companions, tour operators, and visitors / tourists. Activities carried out directly and indirectly cause damage to the environment, such as piles of organic waste and plastic waste, rubbish scattered on the side of the road. If this condition is not immediately addressed, it can threaten the environment and sustainable community life.

Cleanliness is an environmental condition that displays a free atmosphere, from dirt, garbage, sewage and pollution. The pollution factor or vision of tourists in terms of cleanliness in a location or village environment will affect the interest of the tourists to return or no longer to the location or village. To realize the interest of tourists visiting an area, it can be realized with *Sapta Pesona*. The community should be able to create a beautiful atmosphere of enchanting, clean as well as create interesting and comfortable conditions and atmosphere for the tourists. Clean, where Tourist Village provides conditions that show clean and hygienic properties such as environmental conditions, Tourist facilities, service equipment and human beings who provide such services.

The volume of waste generation always increases with the increase in population. Based on information from the Ministry of Environment and Forestry (KLHK), the national waste generation amount reaches 175,000 tons per day if using the assumption that 0.7 kg of waste produced per person per day is assumed. The total population of Cimande Village is 6,800 people, so the assumption of the amount of waste generated by multiplying the assumption of waste generated by each person per day is 4,760 kg per day.

Preventing the implementation of landfills and environmental damage is necessary for waste management at Cimande Tourist Village. As a developing Tourist village, village communities who need awareness in waste management, this research aims to monitor the distribution and volume of waste at this Village, the waste management evaluation system that has been carried out, and environmental management at Cimande Tourist village which is free of waste. Through a community-based Tourist approach, it is hoped that the community will be wiser in managing and a sustainable village environment free of waste. As a Tourist village, the application of the Sapta Pesona concept is important in its foundation because it can encourage public awareness to be good hosts. In addition, the application of Sapta Pesona will also attract

tourists to an area, thereby increasing the role of the community as the maximum beneficiary of the development of Tourist activities.

### **Formulation of the problems**

Based on the background description above, the formulation of the problems are as follows:

1. What is the distribution and volume of waste in the Cimande Tourist Village area?
2. What is the waste management system in the Cimande Tourist Village?
3. What is the environmental management strategy in the Cimande Tourist Village?

## **LITERATURE REVIEW**

### **Sapta Pesona**

In order to attract his interest in visiting an area, Sapta Pesona can be realized. The community must be able to create a beautiful, enchanting atmosphere and create attractive and comfortable conditions and atmosphere for tourists. Tourists will feel at home staying longer, satisfied with their visit and giving beautiful memories in their life. The seven elements of Sapta Pesona, namely: (1) Safety, where a condition that can be felt and experienced a safe atmosphere, free

from threats, disturbances, and acts of violence and crime, is protected, (2) Orderliness, which provides conditions that reflect orderly and orderly and discipline in all aspects of community life both in terms of vehicle traffic, use of facilities as well as in various other community behaviors, (3) Cleanliness, where the conditions are clean and hygienic in both environmental conditions, Tourist facilities, service equipment and human beings provide these services, (4) Cool Atmosphere, providing a fresh, cool and comfortable atmosphere because of regular and beautiful reforestation both in the form of parks and greening in each residential environment, (5) Beauty, which provides beauty, conditions that reflect the arrangement that orderly, orderly and harmonious both regarding infrastructure, facilities, use of a harmonious color scheme, in harmony with de with the environment and showing national personality traits, (6) Friendliness, which provides warm hospitality, namely the attitude and behavior of people who are friendly and polite in communicating, providing services and helping hands without strings attached; (7) Memories, which give memories, namely pleasant impressions and will always be remembered.

## **Waste**

Garbage is solid, solid waste or waste which is a byproduct of urban areas or the life cycle of humans, animals or plants. Garbage is goods that are not used and wasted or items whose owner / user or ordered have been disposed of with the intention of not being taken away (Kodoatie, 2005; Siahaan, 2016). According to the Indonesian National Standard (SNI) Number T-13-1990, what is meant by waste is solid waste containing useless organic and inorganic substances and must be managed so that it does not apply to the environment and protect building investment.

## **Waste Management**

Based on the Regional Regulation of Bogor Regency Number 2 of 2014, waste is the residue of human daily activities and / or natural processes in solid form, consisting of household waste and household-like waste. If waste management does not receive serious attention and is only considered a "small thing" for the community and is not managed seriously, it will become "big and scary" in the future. In order to achieve optimal solid waste services, it is time for a paradigm shift in waste management. According to the Law of the Republic of Indonesia Number 18 of 2008 concerning waste management, it is a comprehensive and continuous systematic



activity which includes waste reduction and handling. Waste management is a process that needs to be done with the aim of converting waste into something that has economic value and breaking waste into something that is not endangering the environment (Masjhoer, 2017).

To achieve optimal solid waste services, it is time for a transformative paradigm shift in waste management at Cimande Tourist Village. The transformative paradigm is the concept of waste management at Cimande Tourist Village, which can prevent or minimize pollution and other negative impacts that are detrimental to society and the environment. According to (Witoelar, 2006; Siahaan, 2016) new policies are needed to change the paradigm of waste management from the end of pipe approach, namely disposing of waste directly to the landfill towards waste management with the 3R principle, namely Reduce, Reuse and Recycle. Waste management policy emphasizes reducing waste at its source, sorting and recycling. The initial step that is very important in changing this paradigm is to change the policy towards minimizing waste at its source, not at its disposal.

## **The Impact of Tourist on the Environment**

Tourist can have a negative or positive impact on the environment, depending on the planning and management of Tourist development in a destination (Gee, 1997; Masjhoer, 2017). General impacts arising from Tourist (Inskeep, 1991; Masjhoer, 2017):

1. Positively impact. If Tourist has good planning and management, it can maintain and improve environmental conditions in various ways. Positive impacts of Tourist, namely: conservation of protected areas, conservation of archaeological and historical sites, improvement of environmental quality, improvement of the environment, improvement of infrastructure, and increasing environmental awareness.
2. Negative impact. Tourist development that does not have proper planning, development and management will have a negative impact on the environment. The negative impacts may vary depending on the type of Tourist development and the specific environmental characteristics of the Tourist area. The relationship between the scale of Tourist development and the carrying capacity of the environment greatly affects the

expansion of the resulting environmental impacts. The negative impacts of Tourist are water pollution, air pollution, noise, visual pollution, waste problems, ecological disturbances, damage to archaeological and historical sites, and land use problems.

### **Coaching**

Coaching from a humanist perspective is person-centered principles, it views positive change and self-actualization as a driving force in the human psyche (Roger, 1959; Ives, 2008). Behavior based approach, advocates a behavioral approach that acknowledges the complexity of both the human being and her environment, but which nevertheless focuses on facilitating practical change over psychological adjustments. This approach is action focused insofar as it looks to the future and seeks to create change and imbed it in real life contexts, but it still leans heavily towards personal development, emphasizing the need for client learning, and to a lesser degree adopts a therapeutic emphasis on the coaching relationship (Stober, Wildflower, & Drake, 2006; Ives, 2008).

According to (Whitmore, 2003; Ives, 2008) portrays coaching as “optimizing people’s potential and performance.”. To coach means to convey

a valued colleague from where he or she is to where he or she wants to be (Evered & Selman, 1989; Ives, 2008), “to focus, motivate and support others in achieving their goal” (Parsloe & Wray, 2000; Ives, 2008), “collaborative solution-focused, result-orientated and systematic process in which the coach facilitates the enhancement of life experience and goal attainment in the personal and/or professional life of normal, non-clinical clients (Grant, 2003; Ives, 2008). Coaching is an intervention aimed at helping the coaches to focus on and achieve their clearly defined goals. The coach uses open-ended questions to provoke thought, raise awareness, and to inspire motivation and commitment.

## **METHODOLOGY**

### **Research Location and Time**

This research was conducted at the Cimande Tourist Village located in area Tarikolot, Kecamatan Caringin, Bogor Regency for five months, from January 2020 to February 2020, and continued again on July 2020 to September 2020 due to the Covid Pandemic from March 2020 to June 2020. The research began from the process of data collection until completion. This Research focus on optimizing Sapta Pesona with waste management in the development of Cimande Tourist Village.

This research is expected to help the community in providing knowledge about the importance of cleanliness through Sapta Pesona Coaching. So that it can change the behavior of people who care about the environment and are aware that the area they live in is a tourist area that tourists will always visit if the area is clean, beauty, comfortable, orderly, and safe. Through a

community-based Tourist approach, it is hoped that the community will be wiser in maintaining and managing a sustainable village environment free of waste. As for the general research roadmap carried out during five months, from January 2020 to Feb 2020 and July 2020 to September 2020, as follows

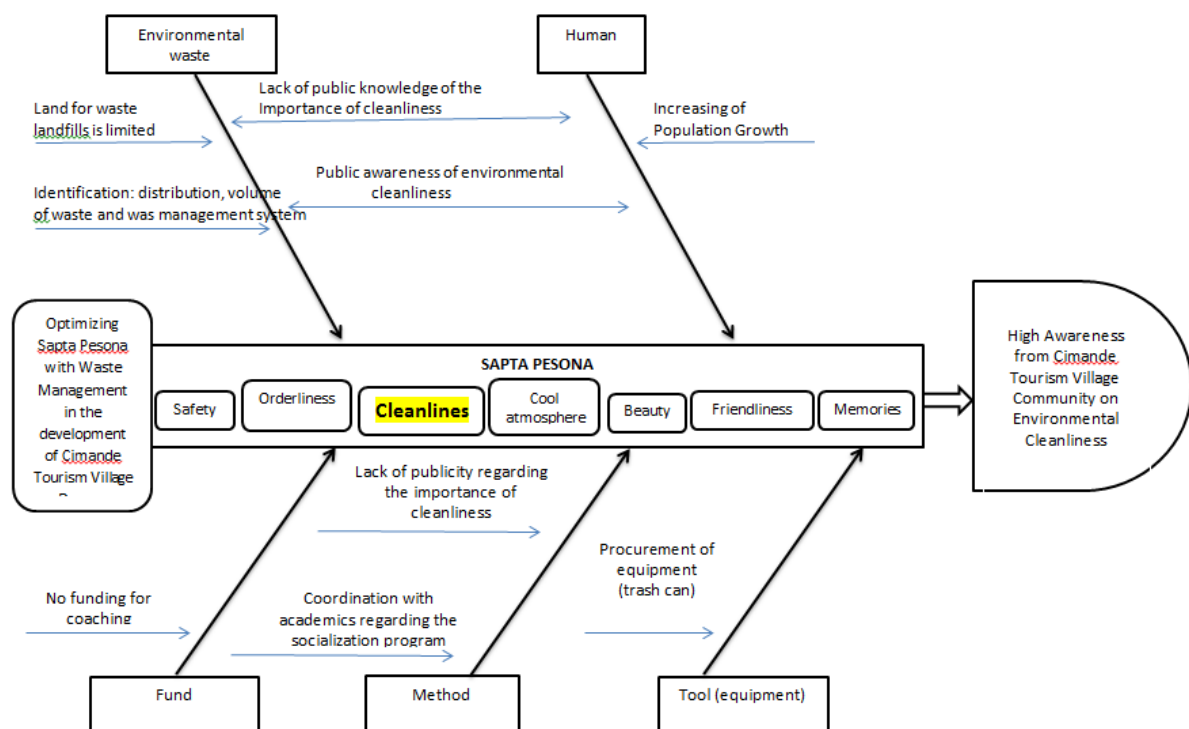


Figure 1. Research Roadmap (2020)

The research activities that have been carried out are identifying the volume of waste generation that follows the population. Village communities need awareness in waste management and environmental management that is free of waste. With the application of the Sapta Pesona concept as the basis for its

development in order to encourage high awareness of the Cimande Village community in environmental cleanliness.

### Data Types and Sources

The type of research data consisted of qualitative data consisting of an overview of the Cimande Tourist Village

and quantitative data which included the number of participants who attended in the Counselling of the Sapta Pesona with waste management on tourist village development, the characteristics of participant and the answers to the questionnaire statements obtained from participant. Data sources used in this research were obtained from primary data sourced from direct respondents and secondary data not sourced from respondents.

### **Data Collecting**

Both the qualitative and quantitative data were used in the current research. 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). Data collection in this research was conducted through observations, interviews, documentation and library studies.

### **Research Population and Samples**

The research sampling is based on the requirements of the regression analysis in which the requirements for the number of samples are between 30 to 100. The number of research samples is 35 respondents with the consideration that the number has met the minimum requirements in the analysis

using Statistical Package for Social Sciences (SPSS) computer program version 22. The sampling technique is done by probability sampling of simple random sampling technique that is simple to accomplish and easier to explain to others without paying attention to the strata in the population. Sampling of respondents was done by 35 people for participant who attended in the Coaching of the Sapta Pesona with waste management on tourist village development.

### **Variables and Data Analysis**

The completed and structured close-ended questionnaires were coded and keyed in the 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 one independent variable and the dependent variable, controlling the effect of a different set of independent variables: Coaching on the dependent variable: Community Interest in waste management, which thereafter could furnish empirical findings in supporting the outlined research objectives.

## RESULTS AND DISCUSSION

Cimande Tarikolot Village is one of the villages in the Caringin District, Bogor Regency, which is located between two hills, Mount Pangrango and Mount Salak. The village of Cimande Tarikolot is bordered by Pancawati Village in the north, in the east it is bordered by Sukabumi Regency and borders with Lemahduhur Village in the West and South. The distance of Cimande village from the center of Caringin district is about 5 km, from the center of Bogor Regency about 34 km and from the national capital about 70 km. With an area of + 335 Ha, an altitude of 550 M above sea level, divided into 2 urban villages, 4 RW (hamlet) and 17 RT (neighborhood). Residential area of 252 ha with a population of 6,800 inhabitants. The population distribution is not evenly distributed in each RT (neighborhood). The areas with the densest population are RT 11 to RT 15, with an average number of over 130 households and the rest averaging around 100 households. The majority of residents (53%) are men, consisting of 1,702 heads of families spread over 2 urban villages, 4 RW (hamlet) and 17 RT (neighborhood).. The education level of the village community, the majority are Primary School (SD) 60%, Middle School (SMP) 22%, High School (SMA) / SMK graduates 12%, the rest are kindergarten

and bachelor's 1.6% graduates. The majority of people's livelihoods are farming, self-employed, employees, traders, farm laborers.

### Demographic Characteristics of Respondents

In table 2 depicts the respondents' demographic characteristics of respondent. Male respondents made up 37 percent of the sample while females made up 63 percent. The respondents who attended in the Counselling of the Sapta Pesona with waste management on tourist village development are dominated aged 36-45 years (57 percent) because of some of them are Village Cadres of Cimande Tourist Village. They get information about Sapta Pesona made up 69 percent are obtained from Coaching from the Government Tourist Service & Academic.

Table 1. The Distribution of Demographic Characteristics

<b>Demographic Characteristics</b>					
<b>A. Gender</b>	<b>F</b>	<b>%</b>	<b>B. Age</b>	<b>F</b>	<b>%</b>
Male	13	37	18-25	6	17
Female	22	63	26-35	2	6
			36-45	20	57
			46-55	7	20
<b>C. Education</b>	<b>F</b>	<b>%</b>	<b>D. Occupation</b>	<b>F</b>	<b>%</b>
Primary School	16	46	Farm Laborer	10	29
Middle School	1	3	Village Cadres	14	40
High School	15	43	Youth Organization	2	6
University	3	9	Litbang & Babinsa	2	6
Doctoral			Tourist Awareness Groups (Pokdarwis)	7	20
<b>E. Source Information about Sapta Pesona</b>				<b>F</b>	<b>%</b>
Social Media/Advertising				2	6
Coaching from Academic				7	20
Coaching from the Government Tourist Service & Academic				24	69
Seminar				1	2.5
Friends				1	2.5
<b>TOTAL</b>	<b>35</b>	<b>100</b>	<b>TOTAL</b>	<b>35</b>	<b>100</b>

Source: The Processed Primary Data (2020)

### Results of Observation

The distribution of the generated waste at Cimande Village accumulates in almost every RT (neighborhood). Each RT (neighborhood) has at least one illegal landfill (garbage dump). However, there are several RT (neighborhood) that have more than one illegal garbage dump, such as RT 08 which has 5 illegal dumping points. So that in the entire village there are 20 illegal landfill garbage dumps.

Local waste originating from household rubbish is a source of permanent waste generation, where the volume of waste is very large and relatively constant. Based on information from the Ministry of

Environment and Forestry (KLHK), the national waste generation amount reaches 175,000 tons per day if using the assumption that 0.7 kg of waste produced per person per day is assumed. The total population of Cimande Village is 6,800 people, so the assumption of the amount of waste generated by multiplying the assumption of waste generated by each person per day is 4,760 kg per day.





Figure 2. Waste Generations in Sewers, RT 11, Cimande Village  
Source: Researcher's Personal Documents (2020)



Figure 3. Waste Generation in green area, RT 09, Cimande Village  
Source: Researcher's Personal Documents (2020)



Figure 4. Waste Generation near the grave, RT 08, Cimande Village  
Source: Researcher's Personal Documents (2020)



Figure 5. Waste Generation in sewers, RT 08, Cimande Village  
Source: Researcher's Personal Documents (2020)

## **Waste Management in Cimande Village**

### **Local government participation**

The role and local government in the waste management strategy in the form of providing the necessary facilities and infrastructure, including the number of cleaners who act as implements every day is not yet visible. The unavailability of TPS (Temporary Disposal Sites) has resulted in the community dumping garbage in illegal dumpsites, such as in several garbage dumps that are in sewer airways or in landfills without permanent buildings in every neighborhood unit at Cimande Village. The accumulation of garbage that has never been collected becomes sedimentation so that it closes the airways of the sewers and even creates an unpleasant odor that pierces the residents' noses. The presence of black smoke and burns in what is called an illegal TPS (Temporary Disposal Site) and plastic, organic and other garbage mixed together.

There is no role and local government in waste management efforts at the Cimande Village through Coaching on waste management. The extension is an important part of providing knowledge about waste to the community, so that the community understands how importance of waste management and is willing to get involved in waste management strategies. Karang Taruna as a community social youth organization in Cimande Village has

just started to reactivate their activities in early 2020. One of the programs carried out by Karang Taruna is to help with waste management strategies in the form of taking garbage from house to house in several RT, namely in RT 01, 02, 03 and 06 due to personnel and funding limitations. Waste management activities began on June 15, 2020. The mechanism for collecting garbage from house to house by assigning five persons personnel cleaning for each RT, which is carried out every Wednesday night. The waste that is taken is then collected into sacks and then carried by the cleaning staff to be collected by the designated roadside. On Wednesday morning, DLH (Environmental Service) officers will transport the garbage sacks and bring them to the Leuwiliang TPA (Final Disposal Site).

The form of financing carried out by the community in RT 01, 02, 03 and 06 is to pay rubbish disposal fees every month. This levy is managed independently by the Karang Taruna group to pay the cleaning staff that every Wednesday night picks up trash. The amount of rubbish retribution is IDR 15,000 per household / month. The amount of this fee is for the cost of transporting waste from the house to the Leuwiliang landfill (TPA). IDR 5,000 for each five persons personnel cleaning and IDR 10,000 for fee of DLH (Environmental Service) officers.





Figure 6. Process Collecting the Rubbish  
Source: Researcher's Personal Documents (2020)

The behavior of the people who do not care about the environment needs to be changed. This is not easy, because changing behavior is something that cannot be done in a matter of hours or days. The method that can be done is with socialization that is able to touch all levels of society intensively and continuously. In order to optimize Sapta Pesona with waste management in the development of the Cimande Tourist Village, there are strategies that is carried out, as follow:

### 1. Coaching from Academy

Coaching of the Sapta Pesona program is one way to provide knowledge to the community that the area they live in is a tourist area that tourists will visit if the area is safe, orderly, clean, cool, beautiful, friendly and memories. The objective of the Sapta Pesona program extension is to increase awareness and sense of responsibility for all levels of the Cimande Village community to be able to act and make it happen in everyday life. The purpose of this coaching is to change

people's behavior in order to: don't dispose of rubbish improperly and to participate in maintaining the cleanliness of the facilities and environment of tourist objects and attractions.



Figure 7. Coaching from Academy  
Source: Researcher's Personal Documents (2020)

After completion of the coaching, the researcher gave the participants a questionnaire form to see if they had any interest in making improvements in waste management so don't dispose of rubbish improperly and to participate in maintaining the cleanliness of the facilities and environment of tourist objects and attractions.

Table 2. Community Interest in Waste Management

Question	F	%
1. Willing to implement the 3R program (reduce-reuse-recycle)	Scale 4: 10 Scale 5: 25	28.6 71.4
2. Willing to have own rubbish can	Scale 4: 5 Scale 5: 30	14.3 85.7
3. Will throw trash in own rubbish can	Scale 1: 1 Scale 3: 2 Scale 4: 4 Scale 5: 28	2.9 5.7 11.4 80
4. Willing to do cleanliness the environment with mutual cooperation every month	Scale 4: 8 Scale 5: 27	22.9 77.1
<b>TOTAL</b>	<b>35</b>	<b>100</b>

Source: The Processed Primary Data (2020)

In table 2, describes the results of coaching. The answer of the community strongly agrees to be willing to implement the 3R (reduce-reuse-recycle) program, want to have their own trash cans, want to throw garbage in their own trash cans and want to do environmental cleanliness by mutual cooperation every month.

## 2. Rubbish can

Make rubbish can with bamboo material. Cimande Village has many bamboo trees that can be used as trash cans. Garbage bins are also distinguished by organic and inorganic waste, where this will facilitate the sorting of waste and further waste utilization. The placement of these trash cans at several points per RT (neighborhood) is to pull out the trash and collect the garbage so that a clean environment is created. According to Khalik (2014: 29) the condition of the

environment around the tourist area must be maintained by not littering and maintaining cleanliness at public facilities because littering can affect the comfort of tourists in visiting.



Figure 8. Making Rubbish Baskets by the Community

Source: Researcher's Personal Documents (2020)

## 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  $\alpha$  for all the variables as described in Table 3

exceeds the criterion of 0.70, indicating the survey instrument is reliable to measure all constructs consistently and is free from random error.

Table 3. Reliability Analysis

Variables	Number of Items	Cronbach's Alpha
Coaching	9	.781
Community Interest in Waste Management	4	.821

Source: The Processed Primary Data (2020)

### Descriptive statistics

The descriptive statistics for respondent response of the effect of

Coaching on Community Interest in Waste Management is presented in Table 4.

Table 4. Respondent Response of The Effect of Coaching on Community Interest in Waste Management

	Labels	Means	SD
<b>Variable: Coaching</b>	C1	4.86	.355
	C2	4.71	.622
	C3	4.89	.323
	C4	4.74	.443
	C5	4.89	.323
	C6	4.51	.781
	C7	4.14	.944
	C8	4.46	.701
	C9	4.37	.843
	Labels	Means	SD
<b>Variable: Community Interest in Waste Management</b>	P1	4.71	.458
	P2	4.86	.355
	P3	4.66	.838
	P4	4.77	.426

Source: The Processed Primary Data (2020)

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 C3 and C5 indicator statement which is at an average of 4.89 which means that respondents agree that the speaker was friendly and had a pleasant personality and the material presented was in accordance with the conditions in Cimande Tourist Village.

On P2 indicator statement is at an average of 4.86 which means that respondents are willing to have their own trash can.

The standard deviation value not all has a value close to 1 (whole number) which means that the diversity of respondents gives answers homogeneous and not homogeneous in providing answers to Coaching which means that some of answers given by respondents vary and another respondent gives same answers.

Table 5. Respondent Response of Understanding and Knowing Information about Sapta Pesona

<i>Question</i>	<i>Labels</i>	<i>Means</i>	<i>SD</i>
* One of the government's Tourist programs is Sapta Pesona	SP1	4.49	.742
* The objectives of implementing the Sapta Pesona program	SP2	4.26	1.01
* The Sapta Pesona Program is beneficial for Cimande Tourist Village Environment	SP3	4.80	.406
* The Sapta Pesona Program can be applied at Cimande Tourist Village	SP4	4.34	.684
* Society applies Sapta Pesona points	SP5	4.03	.923
* Society's attitude towards Sapta Pesona	SP6	4.71	.750

Source: The Processed Primary Data (2020)

As seen in table 5, the highest mean value is on SP3 indicator statement which is at an average of 4.80 which means that respondents agree that the Sapta Pesona Program is beneficial for Cimande Tourist Village Environment and 71 percent respondents agree that the most difficult thing to do from the seven points of Sapta Pesona, is cleanliness (table 6).

Table 6. Respondent Response: Difficulty of Doing Sapta Pesona

<i>Sapta Pesona</i>	<i>F</i>	<i>%</i>
Safety	25	71
Orderliness		
Cleanliness		
Cool Atmosphere	3	9
Beauty		
Friendliness		
Memories		
No Answer	7	20

Source: The Processed Primary Data (2020)

### 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 7. The Effects of Coaching on Community Interest in Waste Management

Variable	R	R Square	Adjusted R Square	Std. Error of the Estimate
X	.401	.161	.135	1.658

Source: The Processed Primary Data (2020)

As seen in table 7, correlation among coaching on community interest in waste management are seen. The R number is 0.401, this shows that there is a moderate relationship between Coaching on Community Interest in Waste Management. The determination coefficient is obtained

by R<sup>2</sup> (R Square) by 0.161 for X. This shows that the percentage contribution of the influence of Coaching on Community Interest in waste management by 16.1% while 83.9% is influenced by other variables not examined.

Table 8. Hypothesis Testing Results

Hypothesis	Statement	Score	Remarks
H <sub>a</sub>	Coaching Significant Effect on Community Interest in Waste Management	t = 2.512 sig = 0.017	H <sub>1</sub> accept H <sub>0</sub> reject

Source: The Processed Primary Data (2020)

In Table 8, the results of the t-test analysis related to Coaching on Community Interest in Waste Management, the  $t_{\text{count}} > t_{\text{table}}$  was obtained;  $2.512 > 1.692$  with a significance of 0.017 ( $p < 0.05$ ). The positive t value indicates that the Coaching has a direct relationship with Community Interest in waste management. So, it can be concluded that the Coaching has a significant

influence on Community Interest in waste management.

### CONCLUSIONS

Based on the results of the study, several conclusions can be drawn as follows:

1. The distribution of the generated waste in Cimande Village accumulates in almost every RT (neighborhood) and there are 20 illegal landfill garbage dumps. Local waste originating from the activities of local residents is a source of permanent waste generation, where the volume of waste is very large and relatively constant. The total population of Cimande Village is 6,800 people, so the assumption of the amount of waste generated by multiplying the assumption of waste generated by each person per day is 4,760 kg per day.
2. The waste management system in the Cimande Tourist Village in the form of providing the necessary facilities and infrastructure, including the number of cleaners who act as implements every day is not yet visible. The unavailability of TPS has resulted in the community dumping garbage in illegal dumpsites. There is no role and local government in waste management efforts in the Cimande Village through Coaching on waste management. Karang Taruna as a community social organization in Cimande Village has just started to help with waste management strategies in the form of taking garbage from house to house in several RT (neighborhood), in RT 01, 02, 03 and 06. Waste management activities began on June 15, 2020. The mechanism for collecting garbage from house to house by assigning five persons personnel cleaning for each RT, which is carried out every Wednesday night. The waste that is taken is then collected into sacks and then carried by the cleaning staff to be collected by the designated roadside. On Wednesday morning, DLH (Environmental Service) officers will transport the garbage sacks and bring them to the Leuwiliang TPA (Final Disposal Site).
3. In order to optimize Sapta Pesona with waste management in the development of the Cimande Tourist Village, there is a strategy that is carried out. Coaching of the Sapta Pesona program is one way to provide knowledge to the community that the area they live in is a tourist area that tourists will visit if the area is safe, orderly, clean, cool, beautiful, friendly and memories. The results of coaching, community strongly agrees to be willing to implement the 3R (reduce-reuse-recycle) program, want to have their own trash cans, want to throw garbage in their own trash cans and want to do environmental cleanliness by mutual cooperation every month. The effect of coaching has a positively and significantly contributed to community interest in waste management at Cimande Tourist village

## SUGGESTIONS

Bogor Regency Regional Regulation No. 2 (2014) concerning Waste Management, namely in order to create a healthy and clean Bogor Regency from waste that tends to increase and the volume, type and things that can have a negative impact on health and environmental pollution, so it is necessary to carry out waste management. Local government (Urban Village Head) can impose strict sanctions in order to provide a deterrent effect and educate the community to raise more awareness about maintaining a clean environment and has to have a program to invite all Cimande community to do environmental cleanliness by mutual cooperation every month in order to optimize Cleanliness with waste management in the development of the Cimande Tourist Village to achieve Cimande Clean. Tourist Awareness Groups (Pokdarwis), Village Cadres and Youth Organization (Karang Taruna) have to reach out to people from door to door, making them realize the importance of cleanliness and segregation of waste.

Local government (Urban Village) need to find new land and build TPS with permanent buildings to accommodate the waste generation in each RT (neighborhood unit) location. Because the temporary disposal sites were deemed unsuitable, a lot

of trash was scattered and gave off an unpleasant smell. There needs to be a plan to move (relocate) the temporary garbage dump to a TPS location with a permanent building. Treatment and volume of waste must be carefully calculated so that the existing infrastructure and facilities can function optimally

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## **Optimization of Sapta Pesona (Seven Enchantments) with Waste Management on Tourist Village Development: Case of Cimande Tourist Village**

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### **ABSTRACT**

Through the community-based tourist approach, coaching of the Sapta Pesona program is one way to provide knowledge to the community that area they live in is a tourist area. Tourists will visit if the area is safe, orderly, clean, cool, beautiful, friendly and memories. The purpose of this research is to know community public awareness of cleanliness, determine the distribution and volume of waste, the waste management evaluation system that has been carried out, and environmental management at Cimande Tourist Village. The Method of research used is qualitative and quantitative methods in order to obtain more comprehensive, valid, reliable, and objective data. The sample consists of 35 participants of coaching from community of Cimande Village. The factor and regression analysis were used for the data analysis. The results of the study showed that coaching significantly contributed to the community interest in waste management ( $t = 2.512 > t$  table with a significance of 0.017 ( $p < 0.05$ )). The distribution of the generated waste accumulates in almost every RT (neighborhood) and there are 20 illegal landfill garbage dumps. The author makes a suggestion, Urban Village Head with Pokdarwis, Village Cadres and Youth Organization had to have a program to invite all Cimande community to do environmental cleanliness by mutual cooperation on regularly in order to optimize cleanliness with waste management to achieve Cimande Clean, reach out to people from door to door, making them realize the importance of cleanliness and segregation of waste.

**Keywords:** *Sapta Pesona, Seven Enchantments, Waste Management, Tourist Village, Cimande*

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## INTRODUCTION

### Background

In accordance with the direction of the President of the Republic of Indonesia Joko Widodo, which is to develop Indonesia from the periphery with regions and villages within the framework of unity is with the idea of a village and Tourist, and then the idea of a tourist village emerged. This directive succeeded in elevating several villages to become tourist destinations. Through village development, it is hoped that rural communities will gain insight into awareness of the protection of the natural environment, sustainable culture, and be able to empower the available resources, remain diligent in carrying out daily habits, and carry out their main livelihood. So that it is expected to be a tourist attraction.

This type of special interest Tourist can be offered in a tourist village, where there is more emphasis on experiential elements and active Tourist that involves tourists in direct contact with the surrounding community. One of the villages that is currently developing local cultural Tourist with its trademark Cimande Silat is the Cimande Tourist Village located in Caringin District, Bogor Regency.

Cimande Village is a developing Tourist village located in Bogor Regency, famous for its medical Tourist 'fracture

massage' and culture Tourist 'Pencak Silat'. In this location, various human activities are centralized, both local residents, patients seeking treatment, patient companions, tour operators, and visitors / tourists. Activities carried out directly and indirectly cause damage to the environment, such as piles of organic waste and plastic waste, rubbish scattered on the side of the road. If this condition is not immediately addressed, it can threaten the environment and sustainable community life.

Cleanliness is an environmental condition that displays a free atmosphere, from dirt, garbage, sewage and pollution. The pollution factor or vision of tourists in terms of cleanliness in a location or village environment will affect the interest of the tourists to return or no longer to the location or village. To realize the interest of tourists visiting an area, it can be realized with *Sapta Pesona*. The community should be able to create a beautiful atmosphere of enchanting, clean as well as create interesting and comfortable conditions and atmosphere for the tourists. Clean, where Tourist Village provides conditions that show clean and hygienic properties such as environmental conditions, Tourist facilities, service equipment and human beings who provide such services.

The volume of waste generation always increases with the increase in population. Based on information from the Ministry of Environment and Forestry (KLHK), the national waste generation amount reaches 175,000 tons per day if using the assumption that 0.7 kg of waste produced per person per day is assumed. The total population of Cimande Village is 6,800 people, so the assumption of the amount of waste generated by multiplying the assumption of waste generated by each person per day is 4,760 kg per day.

Preventing the implementation of landfills and environmental damage is necessary for waste management at Cimande Tourist Village. As a developing Tourist village, village communities who need awareness in waste management, this research aims to monitor the distribution and volume of waste at this Village, the waste management evaluation system that has been carried out, and environmental management at Cimande Tourist village which is free of waste. Through a community-based Tourist approach, it is hoped that the community will be wiser in managing and a sustainable village environment free of waste. As a Tourist village, the application of the Sapta Pesona concept is important in its foundation because it can encourage public awareness to be good hosts. In addition, the application of Sapta Pesona will also attract

tourists to an area, thereby increasing the role of the community as the maximum beneficiary of the development of Tourist activities.

### **Formulation of the problems**

Based on the background description above, the formulation of the problems are as follows:

1. What is the distribution and volume of waste in the Cimande Tourist Village area?
2. What is the waste management system in the Cimande Tourist Village?
3. What is the environmental management strategy in the Cimande Tourist Village?

## **LITERATURE REVIEW**

### **Sapta Pesona**

In order to attract his interest in visiting an area, Sapta Pesona can be realized. The community must be able to create a beautiful, enchanting atmosphere and create attractive and comfortable conditions and atmosphere for tourists. Tourists will feel at home staying longer, satisfied with their visit and giving beautiful memories in their life. The seven elements of Sapta Pesona, namely: (1) Safety, where a condition that can be felt and experienced a safe atmosphere, free

from threats, disturbances, and acts of violence and crime, is protected, (2) Orderliness, which provides conditions that reflect orderly and orderly and discipline in all aspects of community life both in terms of vehicle traffic, use of facilities as well as in various other community behaviors, (3) Cleanliness, where the conditions are clean and hygienic in both environmental conditions, Tourist facilities, service equipment and human beings provide these services, (4) Cool Atmosphere, providing a fresh, cool and comfortable atmosphere because of regular and beautiful reforestation both in the form of parks and greening in each residential environment, (5) Beauty, which provides beauty, conditions that reflect the arrangement that orderly, orderly and harmonious both regarding infrastructure, facilities, use of a harmonious color scheme, in harmony with de with the environment and showing national personality traits, (6) Friendliness, which provides warm hospitality, namely the attitude and behavior of people who are friendly and polite in communicating, providing services and helping hands without strings attached; (7) Memories, which give memories, namely pleasant impressions and will always be remembered.

## **Waste**

Garbage is solid, solid waste or waste which is a byproduct of urban areas or the life cycle of humans, animals or plants. Garbage is goods that are not used and wasted or items whose owner / user or ordered have been disposed of with the intention of not being taken away (Kodoatie, 2005; Siahaan, 2016). According to the Indonesian National Standard (SNI) Number T-13-1990, what is meant by waste is solid waste containing useless organic and inorganic substances and must be managed so that it does not apply to the environment and protect building investment.

## **Waste Management**

Based on the Regional Regulation of Bogor Regency Number 2 of 2014, waste is the residue of human daily activities and / or natural processes in solid form, consisting of household waste and household-like waste. If waste management does not receive serious attention and is only considered a "small thing" for the community and is not managed seriously, it will become "big and scary" in the future. In order to achieve optimal solid waste services, it is time for a paradigm shift in waste management. According to the Law of the Republic of Indonesia Number 18 of 2008 concerning waste management, it is a comprehensive and continuous systematic

activity which includes waste reduction and handling. Waste management is a process that needs to be done with the aim of converting waste into something that has economic value and breaking waste into something that is not endangering the environment (Masjhoer, 2017).

To achieve optimal solid waste services, it is time for a transformative paradigm shift in waste management at Cimande Tourist Village. The transformative paradigm is the concept of waste management at Cimande Tourist Village, which can prevent or minimize pollution and other negative impacts that are detrimental to society and the environment. According to (Witoelar, 2006; Siahaan, 2016) new policies are needed to change the paradigm of waste management from the end of pipe approach, namely disposing of waste directly to the landfill towards waste management with the 3R principle, namely Reduce, Reuse and Recycle. Waste management policy emphasizes reducing waste at its source, sorting and recycling. The initial step that is very important in changing this paradigm is to change the policy towards minimizing waste at its source, not at its disposal.

## **The Impact of Tourist on the Environment**

Tourist can have a negative or positive impact on the environment, depending on the planning and management of Tourist development in a destination (Gee, 1997; Masjhoer, 2017). General impacts arising from Tourist (Inskeep, 1991; Masjhoer, 2017):

1. Positively impact. If Tourist has good planning and management, it can maintain and improve environmental conditions in various ways. Positive impacts of Tourist, namely: conservation of protected areas, conservation of archaeological and historical sites, improvement of environmental quality, improvement of the environment, improvement of infrastructure, and increasing environmental awareness.
2. Negative impact. Tourist development that does not have proper planning, development and management will have a negative impact on the environment. The negative impacts may vary depending on the type of Tourist development and the specific environmental characteristics of the Tourist area. The relationship between the scale of Tourist development and the carrying capacity of the environment greatly affects the

expansion of the resulting environmental impacts. The negative impacts of Tourist are water pollution, air pollution, noise, visual pollution, waste problems, ecological disturbances, damage to archaeological and historical sites, and land use problems.

### **Coaching**

Coaching from a humanist perspective is person-centered principles, it views positive change and self-actualization as a driving force in the human psyche (Roger, 1959; Ives, 2008). Behavior based approach, advocates a behavioral approach that acknowledges the complexity of both the human being and her environment, but which nevertheless focuses on facilitating practical change over psychological adjustments. This approach is action focused insofar as it looks to the future and seeks to create change and imbed it in real life contexts, but it still leans heavily towards personal development, emphasizing the need for client learning, and to a lesser degree adopts a therapeutic emphasis on the coaching relationship (Stober, Wildflower, & Drake, 2006; Ives, 2008).

According to (Whitmore, 2003; Ives, 2008) portrays coaching as “optimizing people’s potential and performance.”. To coach means to convey

a valued colleague from where he or she is to where he or she wants to be (Evered & Selman, 1989; Ives, 2008), “to focus, motivate and support others in achieving their goal” (Parsloe & Wray, 2000; Ives, 2008), “collaborative solution-focused, result-orientated and systematic process in which the coach facilitates the enhancement of life experience and goal attainment in the personal and/or professional life of normal, non-clinical clients (Grant, 2003; Ives, 2008). Coaching is an intervention aimed at helping the coaches to focus on and achieve their clearly defined goals. The coach uses open-ended questions to provoke thought, raise awareness, and to inspire motivation and commitment.

## **METHODOLOGY**

### **Research Location and Time**

This research was conducted at the Cimande Tourist Village located in area Tarikolot, Kecamatan Caringin, Bogor Regency for five months, from January 2020 to February 2020, and continued again on July 2020 to September 2020 due to the Covid Pandemic from March 2020 to June 2020. The research began from the process of data collection until completion. This Research focus on optimizing Sapta Pesona with waste management in the development of Cimande Tourist Village.

This research is expected to help the community in providing knowledge about the importance of cleanliness through Sapta Pesona Coaching. So that it can change the behavior of people who care about the environment and are aware that the area they live in is a tourist area that tourists will always visit if the area is clean, beauty, comfortable, orderly, and safe. Through a

community-based Tourist approach, it is hoped that the community will be wiser in maintaining and managing a sustainable village environment free of waste. As for the general research roadmap carried out during five months, from January 2020 to Feb 2020 and July 2020 to September 2020, as follows

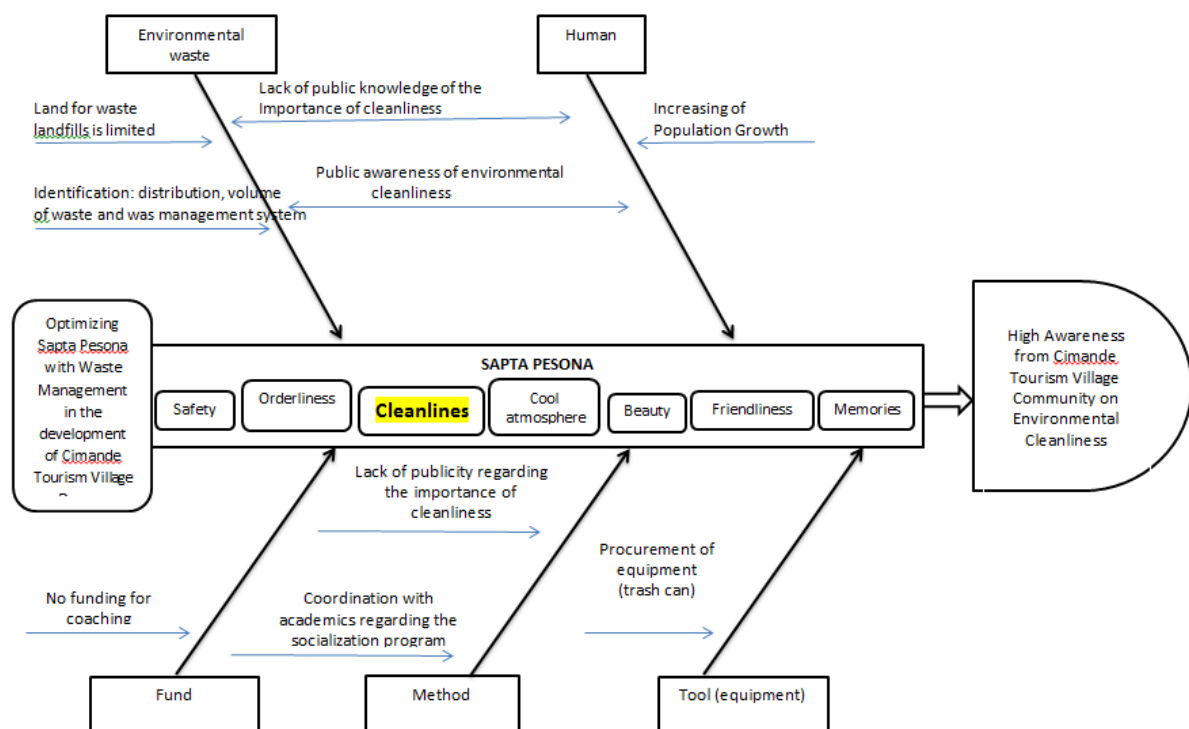


Figure 1. Research Roadmap (2020)

The research activities that have been carried out are identifying the volume of waste generation that follows the population. Village communities need awareness in waste management and environmental management that is free of waste. With the application of the Sapta Pesona concept as the basis for its

development in order to encourage high awareness of the Cimande Village community in environmental cleanliness.

### Data Types and Sources

The type of research data consisted of qualitative data consisting of an overview of the Cimande Tourist Village

and quantitative data which included the number of participants who attended in the Counselling of the Sapta Pesona with waste management on tourist village development, the characteristics of participant and the answers to the questionnaire statements obtained from participant. Data sources used in this research were obtained from primary data sourced from direct respondents and secondary data not sourced from respondents.

### **Data Collecting**

Both the qualitative and quantitative data were used in the current research. 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). Data collection in this research was conducted through observations, interviews, documentation and library studies.

### **Research Population and Samples**

The research sampling is based on the requirements of the regression analysis in which the requirements for the number of samples are between 30 to 100. The number of research samples is 35 respondents with the consideration that the number has met the minimum requirements in the analysis

using Statistical Package for Social Sciences (SPSS) computer program version 22. The sampling technique is done by probability sampling of simple random sampling technique that is simple to accomplish and easier to explain to others without paying attention to the strata in the population. Sampling of respondents was done by 35 people for participant who attended in the Coaching of the Sapta Pesona with waste management on tourist village development.

### **Variables and Data Analysis**

The completed and structured close-ended questionnaires were coded and keyed in the 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 one independent variable and the dependent variable, controlling the effect of a different set of independent variables: Coaching on the dependent variable: Community Interest in waste management, which thereafter could furnish empirical findings in supporting the outlined research objectives.



## RESULTS AND DISCUSSION

Cimande Tarikolot Village is one of the villages in the Caringin District, Bogor Regency, which is located between two hills, Mount Pangrango and Mount Salak. The village of Cimande Tarikolot is bordered by Pancawati Village in the north, in the east it is bordered by Sukabumi Regency and borders with Lemahduhur Village in the West and South. The distance of Cimande village from the center of Caringin district is about 5 km, from the center of Bogor Regency about 34 km and from the national capital about 70 km. With an area of + 335 Ha, an altitude of 550 M above sea level, divided into 2 urban villages, 4 RW (hamlet) and 17 RT (neighborhood). Residential area of 252 ha with a population of 6,800 inhabitants. The population distribution is not evenly distributed in each RT (neighborhood). The areas with the densest population are RT 11 to RT 15, with an average number of over 130 households and the rest averaging around 100 households. The majority of residents (53%) are men, consisting of 1,702 heads of families spread over 2 urban villages, 4 RW (hamlet) and 17 RT (neighborhood).. The education level of the village community, the majority are Primary School (SD) 60%, Middle School (SMP) 22%, High School (SMA) / SMK graduates 12%, the rest are kindergarten

and bachelor's 1.6% graduates. The majority of people's livelihoods are farming, self-employed, employees, traders, farm laborers.

### Demographic Characteristics of Respondents

In table 2 depicts the respondents' demographic characteristics of respondent. Male respondents made up 37 percent of the sample while females made up 63 percent. The respondents who attended in the Counselling of the Sapta Pesona with waste management on tourist village development are dominated aged 36-45 years (57 percent) because of some of them are Village Cadres of Cimande Tourist Village. They get information about Sapta Pesona made up 69 percent are obtained from Coaching from the Government Tourist Service & Academic.

Table 1. The Distribution of Demographic Characteristics

<b>Demographic Characteristics</b>					
<b>A. Gender</b>	<b>F</b>	<b>%</b>	<b>B. Age</b>	<b>F</b>	<b>%</b>
Male	13	37	18-25	6	17
Female	22	63	26-35	2	6
			36-45	20	57
			46-55	7	20
<b>C. Education</b>	<b>F</b>	<b>%</b>	<b>D. Occupation</b>	<b>F</b>	<b>%</b>
Primary School	16	46	Farm Laborer	10	29
Middle School	1	3	Village Cadres	14	40
High School	15	43	Youth Organization	2	6
University	3	9	Litbang & Babinsa	2	6
Doctoral			Tourist Awareness Groups (Pokdarwis)	7	20
<b>E. Source Information about Sapta Pesona</b>				<b>F</b>	<b>%</b>
Social Media/Advertising				2	6
Coaching from Academic				7	20
Coaching from the Government Tourist Service & Academic				24	69
Seminar				1	2.5
Friends				1	2.5
<b>TOTAL</b>	<b>35</b>	<b>100</b>	<b>TOTAL</b>	<b>35</b>	<b>100</b>

Source: The Processed Primary Data (2020)

### Results of Observation

The distribution of the generated waste at Cimande Village accumulates in almost every RT (neighborhood). Each RT (neighborhood) has at least one illegal landfill (garbage dump). However, there are several RT (neighborhood) that have more than one illegal garbage dump, such as RT 08 which has 5 illegal dumping points. So that in the entire village there are 20 illegal landfill garbage dumps.

Local waste originating from household rubbish is a source of permanent waste generation, where the volume of waste is very large and relatively constant. Based on information from the Ministry of

Environment and Forestry (KLHK), the national waste generation amount reaches 175,000 tons per day if using the assumption that 0.7 kg of waste produced per person per day is assumed. The total population of Cimande Village is 6,800 people, so the assumption of the amount of waste generated by multiplying the assumption of waste generated by each person per day is 4,760 kg per day.



Figure 2. Waste Generations in Sewers, RT 11, Cimande Village  
Source: Researcher's Personal Documents (2020)



Figure 3. Waste Generation in green area, RT 09, Cimande Village  
Source: Researcher's Personal Documents (2020)



Figure 4. Waste Generation near the grave, RT 08, Cimande Village  
Source: Researcher's Personal Documents (2020)



Figure 5. Waste Generation in sewers, RT 08, Cimande Village  
Source: Researcher's Personal Documents (2020)

## **Waste Management in Cimande Village**

### **Local government participation**

The role and local government in the waste management strategy in the form of providing the necessary facilities and infrastructure, including the number of cleaners who act as implements every day is not yet visible. The unavailability of TPS (Temporary Disposal Sites) has resulted in the community dumping garbage in illegal dumpsites, such as in several garbage dumps that are in sewer airways or in landfills without permanent buildings in every neighborhood unit at Cimande Village. The accumulation of garbage that has never been collected becomes sedimentation so that it closes the airways of the sewers and even creates an unpleasant odor that pierces the residents' noses. The presence of black smoke and burns in what is called an illegal TPS (Temporary Disposal Site) and plastic, organic and other garbage mixed together.

There is no role and local government in waste management efforts at the Cimande Village through Coaching on waste management. The extension is an important part of providing knowledge about waste to the community, so that the community understands how importance of waste management and is willing to get involved in waste management strategies. Karang Taruna as a community social youth organization in Cimande Village has

just started to reactivate their activities in early 2020. One of the programs carried out by Karang Taruna is to help with waste management strategies in the form of taking garbage from house to house in several RT, namely in RT 01, 02, 03 and 06 due to personnel and funding limitations. Waste management activities began on June 15, 2020. The mechanism for collecting garbage from house to house by assigning five persons personnel cleaning for each RT, which is carried out every Wednesday night. The waste that is taken is then collected into sacks and then carried by the cleaning staff to be collected by the designated roadside. On Wednesday morning, DLH (Environmental Service) officers will transport the garbage sacks and bring them to the Leuwiliang TPA (Final Disposal Site).

The form of financing carried out by the community in RT 01, 02, 03 and 06 is to pay rubbish disposal fees every month. This levy is managed independently by the Karang Taruna group to pay the cleaning staff that every Wednesday night picks up trash. The amount of rubbish retribution is IDR 15,000 per household / month. The amount of this fee is for the cost of transporting waste from the house to the Leuwiliang landfill (TPA). IDR 5,000 for each five persons personnel cleaning and IDR 10,000 for fee of DLH (Environmental Service) officers.





Figure 6. Process Collecting the Rubbish  
Source: Researcher's Personal Documents (2020)

The behavior of the people who do not care about the environment needs to be changed. This is not easy, because changing behavior is something that cannot be done in a matter of hours or days. The method that can be done is with socialization that is able to touch all levels of society intensively and continuously. In order to optimize Sapta Pesona with waste management in the development of the Cimande Tourist Village, there are strategies that is carried out, as follow:

### 1. Coaching from Academy

Coaching of the Sapta Pesona program is one way to provide knowledge to the community that the area they live in is a tourist area that tourists will visit if the area is safe, orderly, clean, cool, beautiful, friendly and memories. The objective of the Sapta Pesona program extension is to increase awareness and sense of responsibility for all levels of the Cimande Village community to be able to act and make it happen in everyday life. The purpose of this coaching is to change

people's behavior in order to: don't dispose of rubbish improperly and to participate in maintaining the cleanliness of the facilities and environment of tourist objects and attractions.



Figure 7. Coaching from Academy  
Source: Researcher's Personal Documents (2020)

After completion of the coaching, the researcher gave the participants a questionnaire form to see if they had any interest in making improvements in waste management so don't dispose of rubbish improperly and to participate in maintaining the cleanliness of the facilities and environment of tourist objects and attractions.

Table 2. Community Interest in Waste Management

Question	F	%
1. Willing to implement the 3R program (reduce-reuse-recycle)	Scale 4: 10 Scale 5: 25	28.6 71.4
2. Willing to have own rubbish can	Scale 4: 5 Scale 5: 30	14.3 85.7
3. Will throw trash in own rubbish can	Scale 1: 1 Scale 3: 2 Scale 4: 4 Scale 5: 28	2.9 5.7 11.4 80
4. Willing to do cleanliness the environment with mutual cooperation every month	Scale 4: 8 Scale 5: 27	22.9 77.1
<b>TOTAL</b>	<b>35</b>	<b>100</b>

Source: The Processed Primary Data (2020)

In table 2, describes the results of coaching. The answer of the community strongly agrees to be willing to implement the 3R (reduce-reuse-recycle) program, want to have their own trash cans, want to throw garbage in their own trash cans and want to do environmental cleanliness by mutual cooperation every month.

## 2. Rubbish can

Make rubbish can with bamboo material. Cimande Village has many bamboo trees that can be used as trash cans. Garbage bins are also distinguished by organic and inorganic waste, where this will facilitate the sorting of waste and further waste utilization. The placement of these trash cans at several points per RT (neighborhood) is to pull out the trash and collect the garbage so that a clean environment is created. According to Khalik (2014: 29) the condition of the

environment around the tourist area must be maintained by not littering and maintaining cleanliness at public facilities because littering can affect the comfort of tourists in visiting.



Figure 8. Making Rubbish Baskets by the Community

Source: Researcher's Personal Documents (2020)

## 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  $\alpha$  for all the variables as described in Table 3

exceeds the criterion of 0.70, indicating the survey instrument is reliable to measure all constructs consistently and is free from random error.

Table 3. Reliability Analysis

Variables	Number of Items	Cronbach's Alpha
Coaching	9	.781
Community Interest in Waste Management	4	.821

Source: The Processed Primary Data (2020)

### Descriptive statistics

The descriptive statistics for respondent response of the effect of

Coaching on Community Interest in Waste Management is presented in Table 4.

Table 4. Respondent Response of The Effect of Coaching on Community Interest in Waste Management

	Labels	Means	SD
<b>Variable: Coaching</b>	C1	4.86	.355
	C2	4.71	.622
	C3	4.89	.323
	C4	4.74	.443
	C5	4.89	.323
	C6	4.51	.781
	C7	4.14	.944
	C8	4.46	.701
	C9	4.37	.843
	Labels	Means	SD
<b>Variable: Community Interest in Waste Management</b>	P1	4.71	.458
	P2	4.86	.355
	P3	4.66	.838
	P4	4.77	.426

Source: The Processed Primary Data (2020)

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 C3 and C5 indicator statement which is at an average of 4.89 which means that respondents agree that the speaker was friendly and had a pleasant personality and the material presented was in accordance with the conditions in Cimande Tourist Village.

On P2 indicator statement is at an average of 4.86 which means that respondents are willing to have their own trash can.

The standard deviation value not all has a value close to 1 (whole number) which means that the diversity of respondents gives answers homogeneous and not homogeneous in providing answers to Coaching which means that some of answers given by respondents vary and another respondent gives same answers.

Table 5. Respondent Response of Understanding and Knowing Information about Sapta Pesona

<i>Question</i>	<i>Labels</i>	<i>Means</i>	<i>SD</i>
* One of the government's Tourist programs is Sapta Pesona	SP1	4.49	.742
* The objectives of implementing the Sapta Pesona program	SP2	4.26	1.01
* The Sapta Pesona Program is beneficial for Cimande Tourist Village Environment	SP3	4.80	.406
* The Sapta Pesona Program can be applied at Cimande Tourist Village	SP4	4.34	.684
* Society applies Sapta Pesona points	SP5	4.03	.923
* Society's attitude towards Sapta Pesona	SP6	4.71	.750

Source: The Processed Primary Data (2020)

As seen in table 5, the highest mean value is on SP3 indicator statement which is at an average of 4.80 which means that respondents agree that the Sapta Pesona Program is beneficial for Cimande Tourist Village Environment and 71 percent respondents agree that the most difficult thing to do from the seven points of Sapta Pesona, is cleanliness (table 6).

Table 6. Respondent Response: Difficulty of Doing Sapta Pesona

<i>Sapta Pesona</i>	<i>F</i>	<i>%</i>
Safety	25	71
Orderliness		
Cleanliness		
Cool Atmosphere	3	9
Beauty		
Friendliness		
Memories	7	20
No Answer		

Source: The Processed Primary Data (2020)



### 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 7. The Effects of Coaching on Community Interest in Waste Management

Variable	R	R Square	Adjusted R Square	Std. Error of the Estimate
X	.401	.161	.135	1.658

Source: The Processed Primary Data (2020)

As seen in table 7, correlation among coaching on community interest in waste management are seen. The R number is 0.401, this shows that there is a moderate relationship between Coaching on Community Interest in Waste Management. The determination coefficient is obtained

by R<sup>2</sup> (R Square) by 0.161 for X. This shows that the percentage contribution of the influence of Coaching on Community Interest in waste management by 16.1% while 83.9% is influenced by other variables not examined.

Table 8. Hypothesis Testing Results

Hypothesis	Statement	Score	Remarks
H <sub>a</sub>	Coaching Significant Effect on Community Interest in Waste Management	t = 2.512 sig = 0.017	H <sub>1</sub> accept H <sub>0</sub> reject

Source: The Processed Primary Data (2020)

In Table 8, the results of the t-test analysis related to Coaching on Community Interest in Waste Management, the  $t_{\text{count}} > t_{\text{table}}$  was obtained;  $2.512 > 1.692$  with a significance of 0.017 ( $p < 0.05$ ). The positive t value indicates that the Coaching has a direct relationship with Community Interest in waste management. So, it can be concluded that the Coaching has a significant

influence on Community Interest in waste management.

### CONCLUSIONS

Based on the results of the study, several conclusions can be drawn as follows:

1. The distribution of the generated waste in Cimande Village accumulates in almost every RT (neighborhood) and there are 20 illegal landfill garbage dumps. Local waste originating from the activities of local residents is a source of permanent waste generation, where the volume of waste is very large and relatively constant. The total population of Cimande Village is 6,800 people, so the assumption of the amount of waste generated by multiplying the assumption of waste generated by each person per day is 4,760 kg per day.
2. The waste management system in the Cimande Tourist Village in the form of providing the necessary facilities and infrastructure, including the number of cleaners who act as implements every day is not yet visible. The unavailability of TPS has resulted in the community dumping garbage in illegal dumpsites. There is no role and local government in waste management efforts in the Cimande Village through Coaching on waste management. Karang Taruna as a community social organization in Cimande Village has just started to help with waste management strategies in the form of taking garbage from house to house in several RT (neighborhood), in RT 01, 02, 03 and 06. Waste management activities began on June 15, 2020. The mechanism for collecting garbage from house to house by assigning five persons personnel cleaning for each RT, which is carried out every Wednesday night. The waste that is taken is then collected into sacks and then carried by the cleaning staff to be collected by the designated roadside. On Wednesday morning, DLH (Environmental Service) officers will transport the garbage sacks and bring them to the Leuwiliang TPA (Final Disposal Site).
3. In order to optimize Sapta Pesona with waste management in the development of the Cimande Tourist Village, there is a strategy that is carried out. Coaching of the Sapta Pesona program is one way to provide knowledge to the community that the area they live in is a tourist area that tourists will visit if the area is safe, orderly, clean, cool, beautiful, friendly and memories. The results of coaching, community strongly agrees to be willing to implement the 3R (reduce-reuse-recycle) program, want to have their own trash cans, want to throw garbage in their own trash cans and want to do environmental cleanliness by mutual cooperation every month. The effect of coaching has a positively and significantly contributed to community interest in waste management at Cimande Tourist village

## SUGGESTIONS

Bogor Regency Regional Regulation No. 2 (2014) concerning Waste Management, namely in order to create a healthy and clean Bogor Regency from waste that tends to increase and the volume, type and things that can have a negative impact on health and environmental pollution, so it is necessary to carry out waste management. Local government (Urban Village Head) can impose strict sanctions in order to provide a deterrent effect and educate the community to raise more awareness about maintaining a clean environment and has to have a program to invite all Cimande community to do environmental cleanliness by mutual cooperation every month in order to optimize Cleanliness with waste management in the development of the Cimande Tourist Village to achieve Cimande Clean. Tourist Awareness Groups (Pokdarwis), Village Cadres and Youth Organization (Karang Taruna) have to reach out to people from door to door, making them realize the importance of cleanliness and segregation of waste.

Local government (Urban Village) need to find new land and build TPS with permanent buildings to accommodate the waste generation in each RT (neighborhood unit) location. Because the temporary disposal sites were deemed unsuitable, a lot

of trash was scattered and gave off an unpleasant smell. There needs to be a plan to move (relocate) the temporary garbage dump to a TPS location with a permanent building. Treatment and volume of waste must be carefully calculated so that the existing infrastructure and facilities can function optimally

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## Community-Based Homestay Management in the Village Tourism of Tete Batu, Lombok

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### ABSTRACT

The dynamics of homestay development in the village tourism in Lombok is very rapid after the launching of 99 village tourisms by the West Nusa Tenggara Government. Homestay is one of the ways to get benefits of tourism by local community. Otherwise, the operation of homestays, especially in Tete Batu has impacted on three main problems: the welfare distribution is not easy to achieve, conflicts of interest, homestay programs are not well organized. This research aimed to produce community-based homestay management strategies. This study used a qualitative method with SWOT analysis. Data collection was done by observation, interviews, documentation, literature studies, and FGDs. There were 17 informants deliberately chosen. The results showed that the position of the homestay was in strong internal and external conditions. The right grand strategies to apply are market penetration, market development, product management and development. The combination strategy results are as follows: establishing and strengthening of homestay institutions, making integrated tour packages, optimizing online promotional content, procuring digital system, improving environmentally friendly villages, increasing the qualified human resources, maintaining the authenticity of nature and traditions, creating variety of new tourist attractions, increasing community empowerment, forming the synergy of pentahelix.

Keywords: *Homestay Management, Village tourism, Community-Based Tourism*

### INTRODUCTION

In the development of Lombok tourism, the West Nusa Tenggara

Provincial Government has launched a priority alternative tourism development program based on the environmental, social, and cultural conservation as well as

improvement of the local economy through the 99 village tourism program. This is based on the impact of mass tourism which has a significant impact on global climate change, socio-cultural degradation, ecosystem damage, and social disparities between rich and poor. Therefore, it is hoped that the negative impacts of tourism can be reduced through alternative tourism (Haywood, 1988; Murphy 1985).

One of the strategies is to prioritize the principle of sustainable tourism through a community-based tourism (CBT) approach in village tourisms. In principle, CBT optimizes community integration in the environment, socio-culture, and local economy (Noor and Pratiwi, 2016: 179). This idea is attempted to involve community participation in organizing local tourism products (Simmons, 1994: 98).

Following up on the orientation of quality tourism development, the West Nusa Tenggara Provincial Government has encouraged many parties to explore the potential of village tourisms. The number of village tourisms divided from each district is as follows: 10 in Bima, 9 in Dompu, 4 in Bima City, 4 in Mataram City, 13 in West Lombok, 16 in Central Lombok, 18 in East Lombok, 8 in North Lombok, 9 in Sumbawa, 8 in West Sumbawa. East Lombok dominates the spread of the village tourisms.

In terms of homestay development, East Lombok has also experienced a rapid increase every year. In 2015, there were 28 homestays, then in 2019 there were 133 homestays (East Lombok Tourism Office, 2019). Apart from the good infrastructure conditions of the road to Lombok tourist destinations, the cost of building a homestay is also quite affordable for local people. The presence of a homestay also provides a multiplier effect. The Ministry of Tourism's program is prioritizing the construction of 100,000 homestays in all Indonesian village tourisms. It is hoped that the role of the community in the homestay can mobilize collective awareness in developing sustainable village tourisms. (Ministry of Tourism Press Release 2016).

Today, the increasing number of homestay developments and tourism development priorities in the Tete Batu area have increased significantly. From 7 homestays in 2014 to 32 homestays in 2019 (East Lombok Tourism Office, 2019). Some of the tourism actors are motivated to plan a homestay development. As a result, almost every hamlet has a homestay. This can be the main value in providing an authentic experience of living and doing activities with the community with a variety of beautiful landscapes, plantations, agriculture, livestock, hills, waterfalls, culture, arts and traditions that are still inherent in people's daily lives which

become a very valuable combination for tourists and increase the length of stay.

However, the existence of homestays in Tete Batu does not have a management body such as an organization or association. The homestay management system seems to run independently without being managed together to achieve common goals. The impact of this causes at least three main indications, namely the distribution of community welfare is not evenly distributed, there are frequent conflicts of interest in the arrangement of homestays, the program of village tourism activities is not well managed. On the other hand, the homestay management community has the same expectations, namely to create prosperous, sustainable, and developed local resources in terms of tourism. Seeing the condition of this inequality, it is considered important to plan community-based homestay management which can then bring together the goals of the Tete Batu community so far.

Thus, the participation of the Tete Batu community does not only obtain efficiency and distribution of material evenly, but how the community itself can share knowledge and transform the learning process for the development of self-potential (Cornell: 1997: 250). In this case Haywood (1988: 106) describes community participation as a process of involvement of all

stakeholders, local governments, NGOs, and local residents, as well as planners, so that tourism development decisions can be formulated carefully and wisely. Empowerment and community involvement then play an active role in planning, managing and evaluating. Therefore, it is easier for the community to understand the processes and proper governance.

## LITERATURE REVIEW

It is explained in the book ASEAN Homestay Standard, 2016 that homestay is an accommodation provided by local people as an alternative tourism activity where tourists stay in local people's homes to experience daily life with the host as well as existing tourist attractions. Its main value is a means of participating in the activities of local people so that they can witness firsthand the cultural values and daily traditions as well as exploring the natural beauty and tourist attractions.

Therefore, there are nine criteria for a homestay, namely: 1. Availability of homestay providers, 2. Facilities, 3. Activities, 4. Management, 5. Location (accessibility), 6. Hygiene and cleanliness, 7. Safety and security, 8. Marketing and promotion, 9. Principles of sustainability. In the context of a village tourism, Inskeep (1991) in the Tourism Research and

Development Center (2011) explains that village tourism is a tourism facility that allows visitors to live in or near the village. The village tourism in question is a place that is administratively classified as a village tourism that is legalized by the local government where there are variants of tourist attractions offered to visitors either directly or through homestays provided by local people. Thus, the role of the homestay in the village tourism is very integrated. Realizing community-based homestays management, which also requires the concept of tourism and community-based tourism.

These two concepts link the interaction and interactions of people in tourism activities that take into account the economic, socio cultural and environmental impacts on local communities (UNEP & UNWTO, 2005). This approach is triggered by the negative impact of a destination that has not been able to protect its natural resource ecosystem from the pressure of mass tourism growth (Neto, 2003: 4).

Suansri (2003) also suggests that CBT can be a tool for realizing sustainable tourism. Relevant with Isnaini (2007) in Hadiwijoyo (2012), namely strengthening the capacity of local community organizations in tourism. The principles of development are: 1) Supporting and promoting community tourism, 2) involving community members, 3)

Improving quality of life, 4) Ensuring environmental sustainability, 5) Maintaining culture, 6) Developing cross-cultural learning, 7) Distributing profits fairly. Yaman & Mohd (2004) in Nurhidayati (2012) explain several keys to sustainable tourism development with a Community-Based Tourism approach, namely: 1) The existence of government support, 2) Participation from stakeholders, 3) Fair distribution of benefits, 4) Efficient use of resources local, 5) Strengthening local institutions.

Next is management theory, according to Terry (2000: 9), management is a process or framework that involves guiding or directing a group of people towards organizational goals with the POAC (Planning, Organizing, Actuating, Controlling) function. Planning: preparation of steps, preparing all needs, calculating constraints, and formulating the form of implementation. Organizing: harmonizing groups, bringing interests together, exploiting potential in a particular direction. Actuating: stimulating members to carry out their respective duties and roles. Controlling: activities to monitor, prove and ensure all activities that have been planned, organized, ordered and conditioned before being implemented according to specific targets or objectives.



## RESEARCH METHODS

This research uses a qualitative approach. The primary data of the study were data obtained through direct interviews and FGDs with informants who were selected deliberately (purposive sampling). Some of the informants consisted of homestay providers, tourism awareness groups, Tete Batu tourist figures, cultural figures, tour guides, porters, village heads, village-owned enterprises, academics, and the head of the East Lombok Tourism Office.

Secondary research data is data obtained from written sources in the form of previous research results, relevant books and texts, government report data, researchers also collect internet data from reliable sources in the form of documents, pictures, newspapers. The data analysis techniques are: 1) Descriptive analysis, which is processing data obtained from research sources and then reducing it by making an abstraction to make a summary and selecting the data so that it can be adjusted, then identifying and categorizing. The next step is to draw conclusions, namely presenting the data in a simple form according to the criteria and classification, providing verification of the data and information obtained. 2) SWOT matrix analysis that produces an alternative

strategy of homestay management in Tete Batu Village.

## RESULTS AND DISCUSSION

Tete Batu Village is one of the villages that were expanded from its main village, namely Kotaraja in 1969 in the District of Sikur, located in the north directly adjacent to the Mount Rinjani National Park (TNGR) area with an altitude of 700/9000 masl. Its area is 8,095.8 hectares with a population of 8,596 people consisting of 4,009 men and 4,587 women. Administratively, Tete Batu consists of 6 (six) areas, namely: Tete Batu Hamlet, Lingkung Leuk, Lingkung Deye, Orang Gerisak, Kembang Sri and Presak. The source of people's livelihood is farming and gardening with commodities such as rice, corn, durian, jackfruit, avocado, mangosteen, chocolate, mahogany, banana, cloves, coffee and coconut.

The topography of this village is formed by a canyon that extends like a contour of the land, which presents green and lush panoramas of terraced rice fields. This village also offers beautiful natural scenery, namely steep hills that form waterfalls including Jeruk Manis waterfall, Durian Indah waterfall, Sarang Wallet waterfall, and Ulem-Ulem valley. Different attractions such as the monkey forest, culinary local cuisine, panoramic walk.

Finally, the southern Rinjani hiking route through Timba Nuh.

### **Current Homestay Management**

Referring to 9 aspects of the Asean Homestay Standard, namely: 1) Homestay provider. The homestay does not always have to be one or the same roof of the house with the owner. At least located in the same yard with the owner. There are 21 homestays in Tete Batu. Eight homestays have made business permits. Meanwhile, they do not have a document permit for environmental management (UPL) at all. 2) Homestay facilities. Selection of the type of equipment for bed cover, toilet area, clean water, insect protection, mosquitoes are effectively conditioned. The environment is clean and tidy, the hygiene of drinks and food is very important. Then almost all types of homestays have the same building materials. 3) Homestay activities / programs. All homestays offer a panoramic walk as an integrated attraction. 4) Homestay management.

People have the type of workers who do not have many plans and programs and they prefer to be ready to work, so that the technical guidelines for the management system do not exist. 5) Location. some homestays can only be reached by footpaths that can only be passed by motorbikes and then on foot. The role of google tracks and google map is

very helpful for homestay providers so that they are easily digitized. 6) Hygiene and cleanliness. The host provides hand washing equipment, boiled drinking water. Piles of leftover food are mostly disposed of in trash cans and then treated by the pokdarwis, the tourism empowerment group. Cleanliness of the room, air circulation has been fulfilled.

7) Safety and security. Safety-related medical equipment is not considered important in every homestay. Currently, the community health center is still working together to overcome this situation. 8) Promotion and marketing. Most homestay sales are through the booking.com site. Other sites such as Air BNB, Traveloka, Agoda, Titan, and Last Oyo. Meanwhile, the tour operators have their own website / blog to sell tour packages in Tete Batu. 9) Sustainable principles. First, local economic sustainability. Homestay providers have been able to empower the community, at least in the vicinity. Starting from supplying vegetables, participating in cooking, youths becoming tour guides, renting camping equipment, and shuttle services for guests. This triggers the implementation of economic turnover. Second, environmental sustainability. Tourists also take part in reforestation, Most of the community has used environmentally friendly materials,

including reducing plastic. The homestay building was built semi-permanently following the discourse of residential spatial regulation. Third, socio-cultural sustainability. To preserve community activities, usually separately the results of event revenue are given to the customary event procession. The farming tradition has not benefited directly from tourism.

### **Carrying Capacity of Homestays**

The highest number of accommodations in East Lombok Regency is in Sikur District with 46 accommodations with 296 rooms which are dominated by Tete Batu including the types of hotels and villas. The Tete Batu area is divided into two, namely Tete Batu Induk where the research was conducted, then Tete Batu Selatan. The neighboring villages are Kembang Kuning and Jeruk Manis. All these tourist villages have the same tourism products and market segments. Thus, the calculation of carrying capacity must be from the total number of lodgings. During 12 months / 1 year, it is divided into 4 occupancy classifications. Low season (December - February), middle (March - May). In both seasons a quarter of the 21 homestays were occupied. Meanwhile, in high season (June, September, October, December) 60% of the homestays are occupied with the average visit rate. Finally, during the peak season (July-

August), almost all homestay rooms are fully occupied.

### **Assistance for new homestays**

The orientation of the assistance carried out is to bring in guests more quickly and guests who visit can also get good service so that the image of the Tete Batu tourist destination is still felt positively by tourists. Thus, new homestay entrepreneurs receive technical guidance from their relatives, and pokdarwis, the Tete Batu tourism village empowerment group. The form of assistance is in the form of service (hospitality) both in terms of entertaining guests, communicating, and arranging rooms for rooms as well as providing the right food and beverage menu. However, assistance is still lacking in terms of digitizing and operating an online system for homestays and integrated tour packages.

### **The homestay venture capital**

Many of the people around Rinjani are still classified as poor, seen from the average economic income of people below 1 million Rupiah per month, it is found that there are 5 main aspects of financial support in homestay development. First, installments of income from cultivated fields and rice fields that are more than 1 year. The second is the savings from being a tour guide. Third, by selling cows from

livestock. Fourth, by becoming a migrant worker in Malaysia. Fifth, some people get financial assistance from guests who have stayed overnight and by borrowing money from the bank. The cost spent to build a homestay with 2 rooms and 1 small restaurant for guests can reach more than 100 million rupiah.

### **Social Impact**

Social jealousy often occurs, especially when there is assistance from both the government and the private sector, both physical and financial assistance. Concentration of aid sometimes dominates in certain places. Meanwhile, other regions within one area did not receive attention so that the distribution of aid was not evenly distributed. In the absence of definite management from the homestay provider, there is a conflict of interest when assisting homestay facilities to people. Often the assistance is directed only to certain groups, not to other people who are entitled to receive assistance. So this is very vulnerable to disharmony among tourism actors. In addition, there was a change in the perspective of farmers. Farmers already think of money as a logical consequence of commercialization because of the involvement of tourists in their ricefields to take pictures.

### **Internal and external factors that influence homestay management in Tete Batu Tourism Village**

Internal factors that influence the management of the Tete Batu homestay are the strengths and weaknesses, namely having a natural rural atmosphere, friendly local people, doing activities in the fields with farmers, strategic location in the southern area of Mount Rinjani, having a variety of tourist attractions. While the weaknesses: weak wifi and telecommunications networks, the cleanliness of the surrounding environment is not maintained, the noise of community activities, language barriers between people and tourists, homestays do not have governance guidelines. From the sum of item weights x rating, the total value is 3.3. While opportunities for external factors are: the rapid development of the digital booking platform, the development of the Mandalika special economic zone, the increase in tourism events in Lombok, Tete Batu is located in the Rinjani Geopark Area, there is strong support from the central and provincial governments regarding assistance with homestay facilities. However, the threats are that the competition for homestays in new tourist villages in the southern Rinjani Circle is increasing. The total score on external factors is 3.08.

The next stage, based on the total score of internal-external factors, can be seen from the position of the homestay to implement a strategy that is appropriate to the current conditions by entering the total score into the internal-external matrix. The results of this score indicate that the

condition of the homestay is in cell 1, which is a strong and high internal-external condition. In this position, the management of a homestay in Tete Batu Tourism Village can implement a market concentration strategy, market development, management and product development.

- Market penetration
  - Market development
  - Product development
- Grow and Build

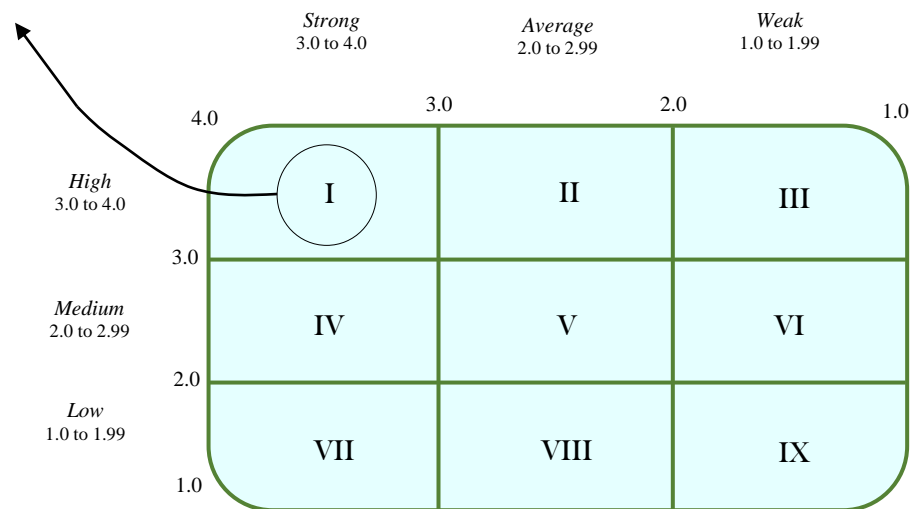


Figure 1. Matrix of Internal-External Factors (Source: David, 2004)

### Management Strategy

Identification of internal and external factors can create four main strategies, namely SO (Strength-Opportunity), WO (Weakness-Opportunity), ST (Strength-Threat), WT (Weakness-Threat) which can be seen in detail in the following table:

Table 1. SWOT Analysis of Community Based Homestay Management in Tete Batu Village

Internal External	Strengths (S)	Weaknesses (W)
	<ol style="list-style-type: none"> <li>1. It has a beautiful, cool, natural and authentic rural atmosphere</li> <li>2. Hospitality of hosts and local people</li> <li>3. Activities with farmers and going around the rice fields</li> <li>4. Strategic location on the border of Mount Rinjani</li> <li>5. Having a variety of tourist attraction</li> </ol>	<ol style="list-style-type: none"> <li>1. Weak WiFi and telecommunication networks</li> <li>2. The cleanliness of the surrounding environment is not maintained</li> <li>3. Noise of local people activities</li> <li>4. Language barrier between the people and tourists</li> <li>5. Homestays do not have definite governance guidelines</li> </ol>
Opportunities (O)	SO Strategies	WO Strategies
<ol style="list-style-type: none"> <li>1. The rapid development of the digital booking platforms</li> <li>2. Development of the Mandalika special economic zone</li> <li>3. The increasing number of tourism events in Lombok</li> <li>4. Tete Batu is included into the Rinjani Geopark Area</li> <li>5. there is strong support from the central and provincial governments regarding assistance with homestay facilities</li> </ol>	<p>Strategies that use strength to take advantage of opportunities</p> <ol style="list-style-type: none"> <li>1. Improving the quality of homestay facilities and infrastructure</li> <li>2. Establishment and institutional strengthening of tourism village homestays</li> <li>3. Design integrated tour packages</li> <li>4. Optimization of professional promotional content through online media</li> </ol>	<p>Strategies that minimize weaknesses to take advantage of opportunities</p> <ol style="list-style-type: none"> <li>1. Procurement of digital system technology facilities</li> <li>2. Improved environmentally friendly village management</li> <li>3. Improving the quality of human resources for industry players (homestays)</li> <li>4. Making technical guidelines for homestay governance with integrated tourist attractions</li> </ol>
Threats (T)	ST Strategies	WT Strategies
<ol style="list-style-type: none"> <li>1. The growth of homestays is increasing</li> <li>2. The development of other new tourism villages in Lombok</li> </ol>	<p>Strategies that use strengths to overcome threats</p> <ol style="list-style-type: none"> <li>1. Strengthening the natural authenticity and traditions of local communities as Tete Batu icons</li> <li>2. Improve the quality of various tourist attractions</li> </ol>	<p>Strategies that minimize weaknesses and avoid threats</p> <ol style="list-style-type: none"> <li>1. Increase awareness and empowerment creativity</li> <li>2. Forming and smoothing pentahelix synergy</li> </ol>

S-O Strategy (Strengths-Opportunities) strategies: improving the quality of homestay facilities and infrastructure, establishing and strengthening tourism village homestay institutions, designing integrated tour packages, optimizing professional promotional content through online media. From all of this it can be elaborated to be well organized so that it can reach the available segments to grab ongoing and future opportunities.

W-O (Weaknesses-Opportunities) strategies: procurement of digital technology facilities, improving environmentally friendly village management, improving the quality of homestay human resources, making technical guidelines for homestay governance. All of these aspects can immediately provide specific solutions so that all weaknesses can be resolved properly.

S-T (Strengths-Threats) strategy: strengthen natural authenticity and local traditions as an icon of Tete Batu, increasing the quality of various tourist attractions.

The W-T (Weaknesses-Threats) strategies: increasing awareness and creativity for community empowerment, which is more varied in the context of communities in tourist village areas, forming and smoothing pentahelix

synergies such as local government, academics, tourism practitioners, local communities, and the media. Be aware of the weaknesses and challenges that will be faced, so collaboration is needed.

## **Community-based homestay management program**

### **1. The management program of the S-O Strategies**

- a. Increased role of community involvement: dissemination to farming communities for the management of plant variants in order to maintain and organize the area, then income from tourism activities can be distributed to farming communities through: provision of farming facilities, provision of basic assistance, social service donations, micro-business fund assistance, educational scholarships , and others.
- b. Strengthening the capacity of the tourism village homestay human resources: initiating the local community to be able to form a Tete Batu homestay association so that they can organize all their needs and increase their respective capacities in an integrated manner.
- c. Designing integrated tour packages: creating integrated tour package profiles in the form of digital videos and photos, booklets, flyers both shown in

online media and provided in the form of booklets at each homestay.

## **2. Management program of the W-O strategies**

- a. Procurement of digital system technology facilities: technical guidance for the use and utilization of the internet effectively for the benefit of interaction with guests, reviewing reviews, registering and controlling tourist traffic, cooperation with the Telkom Indihome program for shared wifi.
- b. Environmentally friendly village campaign: as a whole the homestay and its surroundings cannot be separated or all are related. The village in general needs to increase programs that use environmentally friendly concepts in terms of tools and cooking materials, saving electricity and water energy, packaging of consumables.
- c. Monthly technical evaluation and monitoring of homestay governance: the need to design a homestay program with complete rules and standards that must be met in homestay governance so that physical planning and a series of activities can be well realized in today's homestay growth.

## **3. The management program of the S-T Strategies**

- a. Strengthening natural and traditional authenticity: continuous guidance in destination arrangement and making distinctive attributes of the unique forms of building construction and tourist areas in order to pay attention to the existence of local identities from the character of Tete Batu Village.
- b. Improve the quality of the variety of tourist attractions. So far, tourists can only do activities in the morning and during the day. Meanwhile, at night there is no attraction that can be seen and visited. There needs to be an increase in the attractiveness of the homestay such as sasak cultural performances, local theaters, and cultural gala dinners.

## **4. The management program of the W-T Strategies**

- a. Community empowerment creativity: learn traditional dance, learn art, both traditional art and music, which then becomes a unity performance. This can be an added value that the tourist can do in the future.
- b. Collaboration and synergy: making MoUs with local governments, academics, NGOs, village communities and the media.



## CONCLUSIONS AND SUGGESTIONS

### Conclusions

The current management model, both individual and group homestays in Tete Batu Tourism Village do not have an institutional homestay management unit in the form of an association. There is no short-term and long-term program planning from the homestay manager internally. Especially for technical planning matriculation. The management currently carried out by homestay providers is to follow developments naturally and run as is according to current needs.

Internal and external influencing factors are included in the matrix so that the total value of internal is 3.3 while external factors are 3.08. The condition of the homestay is in cell 1, which is very strong. In this case, the homestay can implement strategies for market penetration, market development, management, and product development. Thus, the four strategies identified in the SWOT analysis resulted in several strategies, namely: Improving the quality of homestay facilities and infrastructure, establishing and strengthening homestay institutions, designing integrated tourism packages, procuring digital system technology facilities, improving environmentally friendly village management, improving the quality of human resources for the

homestay industry, strengthening the natural authenticity and traditions of local communities as Tete Batu icons, increasing the quality and diversification of tourist attractions, increasing awareness and creativity, empowering more varied communities, forming and launching pentahelix synergy.

### Suggestions

#### a. For homestay providers:

The study recommends that the stakeholders immediately initiate the establishment of a homestay association in Tete Batu, there are a lot of needs that can be done together and homestay programs that must be ensured to run based on the local wisdom of the local community. With the existence of the Tete Batu Tourism Village homestay management unit, the capacity building and internal strengthening of the homestay providers will be able to run effectively and sustainably.

#### b. For people in the tourism area:

From an outsider's perspective, the community in it must maintain the authenticity of local traditions by preserving the environment and caring for their natural resources. The surrounding community must also be more proud and understand and also seize opportunities to be able to improve the local economy and

potential and collaborate with homestay owners available in Tete Batu Tourism Village.

c. For the government:

So far, the village government seems to have not paid serious attention to the development of its tourist destinations. The village government should be proactive in facilitating homestays, which have been excellent. Therefore, the village government urges to make a spatial plan and governance of the Tete Batu tourist destination. Then the homestay management training by the East Lombok Tourism Office was still monotonous. Often the training materials and practical materials are the same and repeated so are the participants. The Tourism Office needs to arrange a form of training and mentoring that is directed, measured, and according to the needs of the latest homestay industry era.

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## Planning of Country Border Area as A Tourism Destination in Jayapura City

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### ABSTRACT

This article investigates and identifies the involvement of stakeholders, analyzes internal and external factors that influence the planning of country border areas, and formulates strategies and programs for developing national border areas. This study used qualitative methods with IFE, EFE, IE and SWOT analysis. Data collection was carried out by observation, interviews, documentation study, literature study, and FGDs. The number of informants was 13 people who are competent and chosen deliberately. The results of this study indicate that the country border area is in a medium internal and external position, meaning that the border area of the country is in quadrant V, the strategy in quadrant V is to hold and maintain. Quadrant V indicates that the border area has developed and needs to be maintained. Therefore, the right grand strategies to be applied are market penetration and product development. Strategies and programs for developing country border areas with the Strengths-Opportunities strategies are mapping and polarization of tourist attractions, maximizing the types and diversity of tourism products in the border areas of the country, and evaluating cross-border festivals. Development programs by Weaknesses-Opportunities analysis are dissemination and training for human resource development particularly for the local people, construction of public facilities, tourism infrastructure, and coordination between stakeholders, and development programs. Meanwhile, by Weaknesses-Threats analysis, namely focus group discussions, seminars, workshops, entrepreneurship training, formal education for the local youths, security and cleanliness of tourist attractions, and regulatory evaluation.

**Keywords:** *Regional planning, tourist destinations, country borders*

## INTRODUCTION

Tourism is one of the non-oils and gas sectors that has a positive impact on the economy, especially contributing to earning foreign exchange. Tourism also provides job opportunities for the community in general and tourism in particular can provide business opportunities for local communities. The government is currently starting to plan the border area of the country as the frontier of the country as well as making the border area a cross-border tourist destination. One of the country's border areas currently planned and developed by the government is the border between Indonesia and PNG (Papua New Guinea).

The border between Indonesia and Papua New Guinea is located in the city of Jayapura, precisely in Skouw Village, Muara Tami Sub-District. The area has potential for various tourist attractions, but there are four main tourist attractions that are well-known and visited by tourists, including artificial tourist attractions such as state border monuments, cross-border markets, and cross-border festivals, while its natural tourist attractions, namely Holtekam Beach. The border monument between Indonesia and Papua New Guinea has become the country's icon but has also become a tourist attraction that attracts domestic tourists, local tourists and foreign

tourists, especially tourists from Papua New Guinea. The cross-border market is currently a shopping attraction, which is often visited by foreign tourists from Papua New Guinea. Papua New Guinean tourists who shop at border markets have a very positive impact on the local community, because these tourists spend a lot of money to shop for various Indonesian products that are traded by local people.

Another man-made tourist attraction is entertainment tourism such as a cross-border festival event which is planned by the Ministry of Tourism to increase the number of tourists visits as much as possible through cross-country borders. The cross-border festival activities have a very positive impact, because these activities attract a large number of tourist arrivals from Papua New Guinea to Indonesia. The development of national border tourism needs to be supported by the availability of accessibility, public facilities and tourism infrastructure. The availability of accessibility and public facilities has been built and provided by the government to facilitate the movement of community and tourist activities in the border areas, while the availability of tourism facilities and infrastructure such as accommodation, restaurants, bars, caffetaria, souvenir shops, and other tourism facilities is not yet available, so a strategy is needed. and planning an appropriate tourism program so

that tourism facilities and infrastructure can be immediately built so that they can support tourism activities in the border areas of the country.

The border area of the country is usually prone to conflict, so the security system needs to be improved so that it is safe for every tourist and local people who have activities in the area. Cleanliness and sanitation in each tourist attraction need to be paid attention to by the government and local communities in order to provide a good image for every visitor traveling in the border area of the country. The involvement and synergy of various parties such as the central government, the Jayapura City government, the Papua Province government, regional tourism associations such as ASITA, the Indonesian Hotel and Restaurant Association (PHRI), tourism consultants, tourism academics, and indigenous peoples' institutions need to be improved so that the border area of the country can be optimally developed. Regulations related to the development of country border areas need to be well planned by the central government and local governments in order to provide legal certainty for local communities, investors, and tourists.

Other most important aspects that need to be considered in planning the development program of the border areas of the country are the socio-cultural aspects

and wisdom of the local community, environmental aspects, economic aspects of local people, political aspects between the two countries, and legal and human rights aspects of the two countries. These aspects need to be planned properly according to the conditions and development of the border areas of the country, so that in the future the development of border areas can develop properly.

This article analyzes the involvement of stakeholders related to the planning and development of the country's border areas, analyzes the internal and external factors that affect the planning of the country's border areas, and determines the development program strategy that will be carried out according to the developments and conditions of the border areas.

## **THEORY AND METHOD**

The theory used in relation to this research is Butler's (1980) tourism area life cycle theory and tourism planning theory and uses IFE, EFE, IE and SWOT analysis. The tourism area life cycle theory is used to study and analyze the development phases of the country's border areas, while the tourism planning theory is used to analyze the strengths, weaknesses, opportunities, and threats resulting in a development program for the border area. The tourism

area life cycle theory distinguishes several stages in tourism development, which consists of seven stages, namely the discovery stage, the involvement stage, the development stage, the consolidation stage, the stagnation stage, the decline stage, and the stage of rejuvenation.

Based on Butler (1980) theory analysis, the theory is then implemented according to conditions, facts and developments in the field. It is concluded that the country border area in Jayapura City is in the phase or stage of involvement, which means that there are four possibilities that will occur at this stage, namely (1) there is control from the local community, so far, the management system for the potential tourist attraction of the border area is still managed by local people without the involvement of private parties or foreign investors.

The physical development of tourism such as hotels, bars, restaurants, cafes and other tourism facilities has not yet been built. (2) an increase in the number of tourist visits, at this stage it can be seen that the tourists who end up in the border areas of the country so far are less significant, especially foreign tourists, although there are visits, they can be found at certain times. While there are quite a lot of domestic tourist visits, but usually these tourists visit on holidays or are found when cross-border events such as cross-border

festivals and trade border activities are held. (3) an area becomes a tourist destination marked by the start of promotion, this can be seen that the government is starting to synergize with regional tourism associations or institutions to jointly engage in promoting potential tourist attractions in the border areas of the country. (4) the existence of an initiative from the local community to develop their area, this stage can be illustrated that the community begins to form customary institutions to create cultural activities such as starting to develop art and dance, opening micro-businesses, initiatives to develop local products as culinary delights, developing a creative economy, as well as taking the initiative to maintain cleanliness and security in the border areas of the country.

IFE, EFE, and IE analyzes are used to analyze internal and external factors in order to determine the right strategy related to product development and market penetration. SWOT analysis is used to identify potential tourist attractions as well as to analyze internal factors consisting of strengths and weaknesses, and to analyze external factors consisting of opportunities and threats so that these factors are used as a basis for determining management strategies and development programs for border areas. This analysis begins by identifying the potential for tourism and

related factors such as strengths and weaknesses. In the formulation of the strategy, an important role is focused on the involvement of stakeholders so that tourism potential is well developed and contributes to local communities and gives a good impression to every visitor or tourist. Another aspect that needs to be considered in the strategy is tourism facilities and infrastructure, because with the tourism infrastructure it can make it easy for tourists then the other most important focus is the development of human resources, because with the presence of human resources, local communities can develop their potential natural resources.

Data collection techniques and methods were carried out by means of observation, interviews, documentation study, and FGDs (Focus Group Discussions). Primary data were obtained from the results of the FGD and the results of interviews with competent and deliberately selected informants; the number of informants was 13 people. Secondary data is in the form of regulatory documents, basic agreements between the two countries, strategic planning for the development of state border areas, and profile documents of state border areas. The collected data were analyzed using IFE, EFE, IE, and SWOT matrices. Tourism facilities such as accommodation, restaurants, bars, cafeterias, souvenir

<http://ojs.unud.ac.id/index.php/eot>

shops, and other tourism facilities are minimal or even unavailable. Correct and effective policies and regulations are needed and it is necessary to increase the synergy of the central government, local governments and other parties involved in the development of the country's border areas. So far, the government has only focused on the construction of public facilities, while tourism facilities and infrastructure have not been given attention, which sometimes affects tourist activities in the border areas of the country.

Planning for a tourism area requires several things, such as the direction of the function area, space direction, facility and utility plans, transportation plans, indication of priority area programs, and activity development plans (Ariani and Suryawan 2018). Planning for the border areas of the country is expected to continue to be developed through adjustments to regulations so as to have a positive impact on the acceleration of infrastructure development in border areas in order to improve communities in the border areas of the country (Sholihah 2016). Meanwhile, according to (Page 2009) that the physical spatial approach, this approach is based on geographic land use traditions, development strategies based on different planning through spatial principles. For example, the grouping of visitors in an area, and these solutions are to avoid conflict.



## RESULTS AND DISCUSSION

### Stakeholders Involvement

Planning and developing potential tourism resources in the border areas of the country need stakeholder involvement. The involvement of the stakeholders referred to in this paper is as follows:

#### a. Government

Government involvement in the planning and development of state border areas is to carry out physical development and non-physical development. The physical construction planned and built by the government is the construction of bridges, roads, international terminals, animal health quarantine buildings and human health clinics, clean water supply, telecommunication facilities, lighting (electric power), as well as carrying out other physical constructions intended for tourist activities and people in the border area of the country. Non-physical development carried out by the government, namely the development of human resource capacity such as conducting tourist attraction management training, training in managing local food into culinary delights, entrepreneurial training, disseminating immigration regulations for stakeholders involved in planning and developing country border areas, disseminating regulations and laws for communities in state border areas,

dissemination of cross-border provisions between countries both traditionally and internationally, disseminating cross-border ownership of identity cards for citizens in country border areas, fostering national insight and national awareness, training related to efforts to return border crossers, improve legal order and administrative order regarding the citizenship status of country border residents.

#### b. Regional Tourism Associations / Institutions

The involvement of ASITA (Association of the Indonesia Tours and Travel Agency) Papua is to assist the government in increasing tourism promotion in the border areas of the country. The involvement of the HPI (Indonesian Tour Guides Association) in the Papua region is to conduct tour guide training for the community, especially local people who come from border areas. The involvement of the Papua LPKP (Institute for Research and Tourism Consultancy) is to conduct research related to the development of the border tourism market segment, conduct surveys and identify tourist attractions in the border areas, identify diversification of tourism products, and conduct research related to the motivation of tourists visiting the border areas.

### c. Community

The involvement of local communities in the development of state border areas is to support government programs in increasing human resource capacity. The community's participation, for example, has taken part in training in the tourism sector, such as training in tourist attraction management, training for local guides, culinary training with local ingredients, entrepreneurship training, and other trainings held by the government. Other involvement of the local community is participating in providing ideas and input to the government regarding the development of the country's border areas as well as maintaining the security situation, and maintaining the cleanliness of the attractive environment of the border areas.

### **Factors Affecting the Development of Country Border Areas**

Internal factors that influence the development of the border areas of the country, namely the human resources of the local community, the availability of public facilities, the availability of tourism infrastructure, and coordination between stakeholders, to analyze these internal factors the IFE matrix is used. The IFE matrix results show that the main strength of the border areas is easy access with a value of 0.101, while the main weakness

factor of the border areas is the lack of availability of tourism facilities with a value of 0.079. The IFE matrix results show a total value of 2.94, which means that the border area of the country has an average internal position. External factors that influence the development of border areas are security, regulations, tourists, cross-border permits, and public transportation, to analyze these external factors the EFE matrix is used. The EFE matrix results show that the main opportunity for the border area is millennial tourists with a value of 0.111, while the main threat factor is security, such as drug trafficking and illegal firearms trade with a value of 0.103. The EFE matrix shows a total value of 2.90, which means that the country's border area is in a medium external position.

Matching stage, at this stage the IE matrix is used. Based on the IE matrix, it can be seen that the x-axis (total IFE value) is 2.94 and the y-value axis (EFE total value) is 2.90. This scale shows that the border area of the country is in quadrant V, the strategy in quadrant V is to hold and maintain. Quadrant V shows that the country border area in Jayapura City has developed and needs to be maintained, so the right strategies to be applied are market penetration and product development. The details are shown in Figure IFE and EFE matrices.

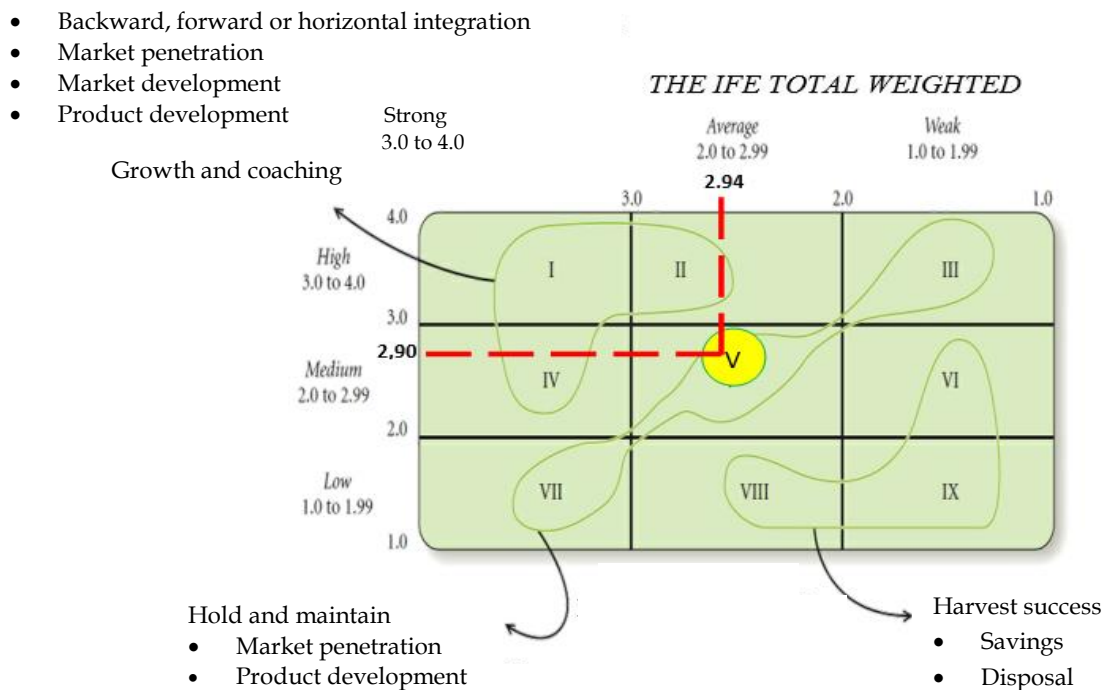


Figure 1. The results of the IFE and EFE matrix analysis (Source: David, 2017)

The results of the study concluded that the country border area in Jayapura City has natural, cultural, and man-made tourist attractions. The development of national border tourism is currently in the involvement stage, which means that there are four possibilities that will occur, namely (1) there is control from the local community, so far the management system for the potential tourist attraction of the border area is still managed by the local community without the involvement of the private sector. or investors from abroad. The physical development of tourism such as hotels, bars, restaurants, cafes and other tourism facilities has not been built. (2)

Increasing the number of tourist visits, at this stage it can be seen that the tourists visiting the border areas of the country have so far been less significant, especially foreign tourists, although there are visits, they can be found only at certain times. Meanwhile, there are quite a lot of domestic tourist visits, but they visit on holidays or when cross-border events are held, such as cross-border festivals and trade border activities. (3) An area becomes a tourist destination that begins with a promotion, this can be seen that the government is starting to synergize with regional tourism associations or institutions to jointly engage in promoting potential

tourist attractions in the border areas of the country. (4) There is an initiative from the local community to develop their area, this stage can be illustrated that the community begins to form customary institutions to create cultural activities such as starting to develop art and dance, opening micro businesses, initiatives to develop local products as culinary delights, developing the economy. creative, as well as taking the initiative in maintaining cleanliness and security in the border areas of the country.

In order for the tourism potential of developing country borders to be maximized, it is necessary to involve the government, regional tourism associations, local communities, and the private sector (investors). Education such as training, dissemination, seminars, workshops need to be carried out in order to provide knowledge for local communities in exploiting the potential of tourism resources in the border areas of the country. Regulations related to the development of tourism in the border areas of the country need to be studied and evaluated so that there is legal certainty for tourists, investors and the public in carrying out activities in the border areas of the country.

## **Planning Strategy and Development Program**

To identify problems with developing potential tourist attractions in the border areas of the country, it is necessary to study and discuss internal and external factors as follows:

### **a. Internal Factors**

Internal factors that influence the development of state border areas are the factors of strength and weakness. Strength factors, including the national border monument, local community culture, natural tourist attractions (beaches, mountains, and forests), cross-border markets, and access from downtown Jayapura to the country border area. Weakness factors include public facilities, tourism facilities and infrastructure, local human resources, local people's understanding of tourism awareness, and coordination between stakeholders.

### **b. External Factors**

External factors that influence the development of the country's border areas consist of opportunities and threat factors. Opportunity factors include tourists, diversification of tourism products, cross-border festivals, local people's economic income, and local community employment opportunities (participation). Threat factors are security, regulation, cross-border permits, and public transportation.

The internal and external factors above were analyzed using SWOT matrix analysis, which can be seen in Table 1.

Table 1. SWOT Matrix Analysis for Country Border Area Development

	<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<b>INTERNAL</b>	1. Country Border Monument 2. Local Community Culture 3. Natural tourism destinations 4. Cross-border markets 5. Access from and within the border area.	1. Public facilities 2. Tourism facilities 3. Local community human resources 4. Local people's understanding of tourism awareness 5. Coordination between stakeholders
<b>EXTERNAL</b>		
<b>OPPORTUNITIES</b>	<b>S-O strategy (Strengths-Opportunities)</b>	<b>W-O strategy (Weaknesses-Opportunities)</b>
1. Tourists 2. Diversification of tourism products 3. Cross border festival 4. Local community economic income 5. Local community employment opportunities (Participation)	Harnessing Potential Strengths by taking Opportunities: - Improve the management of tourist destination areas and the provision of tourism facilities for tourist visits to border areas. - Increase the diversification of tourism products, in order to provide certainty for tourists' decisions to choose to travel in the border areas of the country. - Evaluating the cross-border festival event, so that it becomes a market opportunity for neighboring countries such as Papua New Guinea and other Pacific countries.	Overcoming Weaknesses in Order to take Opportunity: - Increasing the education of human resources for local communities, in order to take full advantage of the tourism potential of the border areas. - Improve public and tourism facilities to facilitate tourists - Improve coordination and good cooperation between stakeholders, and hold activities that bring tourists to border areas and promote the potential of national border areas.
<b>Threats</b>	<b>ST strategy (Strengths-Threats)</b>	<b>WT strategy (Weaknesses-Threats)</b>
1. Security 2. Regulation 3. Cross-border permits 4. Public transportation	Utilizing the Strengths to Anticipate Threats: - Making maximum use of the potential of man-made and natural tourist destinations, in order to be able to attract tourists. - Utilizing the market as a cross-border shopping destination. - Increase access to the area and access within the border area.	Overcoming Weaknesses In Order to Take advantage of Opportunities: - Improve local community human resources, to develop micro-businesses in border areas. - Increase the human resources of the local community so that they are able to compete in jobs, especially working in special fields of the tourism industry. - Increase security in each tourist destination, so that tourists feel safe. - The need for definite regulations, so that there is legal certainty for local tourists and investors.

Source: Rangkuti, 2001

Based on the data in the matrix above, each strategy used is described as follows:

- a. The SO (Strengths-Opportunities) strategy, makes a special polarization mapping of tourism development in the border areas of the country, maximizes the types and diversity of tourism products in the border areas of the country, and evaluates cross-border festivals in order to increase the number of tourist visits from Pacific countries through cross-border countries.
- b. WO (Weaknesses-Opportunities) strategy, dissemination and training of human resource development, especially local communities, construction of public facilities and special tourism facilities, and improving coordination between stakeholders.
- c. ST (Strengths-Threats) strategy, optimizing cross-border market economic activity, and providing access to and within country border areas that connect tourist attractions to one another.
- d. The WT (Weaknesses-Threats) strategy, conducts focus group discussions, seminars, workshops, training local communities for entrepreneurship, improves formal education for local youth, collaborates with other parties such as environmental activists, government

and other private parties related to waste management in every tourist attraction, and existing regulations should be re-evaluated.

### **Development Program**

The country border area development program is described based on the strategy of Strengths-Opportunities, Weaknesses-Opportunities, and Weaknesses-Threats.

- a. Development programs with Strengths-Opportunities: mapping and polarization of tourist attractions in the border areas of the country, maximizing the types and diversity of tourism products in the border areas of the country, and evaluating cross-border festivals.
- b. Development program with Weaknesses-Opportunities: dissemination and training of human resource development, especially local communities, construction of public facilities, tourism infrastructure, and coordination between stakeholders.
- c. Development program with Strengths-Threats: optimizing cross-border market economic activity and providing access to and within the country's border areas.
- d. Weaknesses-Threats development program: focus group discussions, seminars, workshops, entrepreneurship training, formal education for local youth, safety, and hygiene of tourist

attractions, evaluation, and enforcement of regulations.

## CONCLUSIONS AND SUGGESTIONS

### Conclusions

Based on the above analysis, it can be concluded that the land border area between countries in Skouw, Jayapura City has potential tourist attractions, such as natural tourism attractions, cultural tourism attractions, and man-made tourist attractions. The development of national border tourism areas requires the involvement of various parties, such as the government regarding regulations, physical development and non-physical development.

Regional tourism associations or institutions such as ASITA related to tourism promotion in border areas, the Indonesian Tour Guides Association regarding tour guide training for local communities, Papua's LPKP (Tourism Research and Consultancy Institute) related to tourist attraction identification surveys, tourism market segment development research, and related research tourist motivation. The participation of the local community is to support government programs, participate in providing input or suggestions and ideas, maintain the security situation, and participate in maintaining a clean environment for tourist attractions in the border areas of the country.

The results of the IFE and EFE matrices show that the country's border area is in the internal and external average position, which means that the country's border area is in quadrant V, the strategy in quadrant V is to hold and maintain. Quadrant V shows that the country border area in Jayapura City has developed and needs to be maintained, so the right strategies to be applied are market penetration and product development.

Based on the identification of internal and external factors that affect the development of national border areas, the strategy for developing state border areas is the SO (Strengths-Opportunities) Strategy, making a special polarization mapping for tourism development in the border areas of the country, maximizing the types and diversity of tourism products in the border areas of the country, and evaluating the cross-border festival in order to increase the number of tourist visits from Pacific countries through cross-country borders. WO (Weaknesses-Opportunities) strategy, dissemination and training in developing human resources, especially local communities, building public facilities and special tourism facilities, and improving coordination between stakeholders. The WT (Weaknesses-Threats) strategy, conducts focus group discussions, seminars, workshops, training local people for entrepreneurship, improves formal

education for local youths, collaborates with other parties such as environmental activists, environmentalists, government and other private parties related to waste handling at each tourist attraction, and existing regulations should be evaluated and enforced.

National border area development program, with Strengths-Opportunities: mapping and polarization of tourist attractions, maximizing the types and diversity of tourism products in the border areas of the country, and evaluating cross-border festivals, development programs with Weaknesses-Opportunities: dissemination and training for human resource development, especially local communities, development of public facilities, tourism infrastructure, and coordination between stakeholders, and development programs with Weaknesses-Threats: focus group discussions, seminars, workshops, entrepreneurship training, formal education for local youth, safety and hygiene of tourist attractions, and regulatory evaluation.

### **Suggestions**

Suggestions that can be given are that the government should develop tourism infrastructure and evaluate local regulations, second: ASITA should promote tourism potential in the border areas of the country, third: the Indonesian

Tour Guides Association should carry out guide training for local communities, fourth: regional tourism consultants should conduct research on the tourism market segment and research on the motivation of tourists in the border areas of the country, and fifth: local people should support government programs, provide suggestions or input and ideas, and participate in maintaining the security and cleanliness of the environment for tourist attractions in border areas. The results of the IFE, EFE and IE matrix analysis show that the position of the border region of the country is in a medium internal and external condition. Therefore, the right strategies to be applied are market penetration and product development.

The right programs that can be carried out related to the development of country border areas, namely first: mapping and polarization of tourist attractions and evaluation of cross-border festivals. The second program: dissemination and training on human resource development, especially local communities, construction of public facilities, tourism infrastructure, and coordination between stakeholders. Third program: focus group discussions, seminars, workshops, entrepreneurial training, formal education for local youth, safety, and hygiene of tourist attractions, and evaluation of local regulations.



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