

Leisure travel behavior of generation Y & Z at the destination and post-purchase

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ABSTRACT

Researching travel trends of new generations is the first step for tourism providers towards modifying their offers in order to match target markets' needs. The above represents this paper's primary purpose. The motivation and behavior of the new generations, also known as Millennials or Generation Y and Post-Millennials or Generation Z, influence the contemporary tourism characteristics. They are both more than familiar with recent technology trends and usage. There are two main goals of this paper. The first is to determine the behavior of Generation Y and Z members during their stay in the tourist destination and their preferences in terms of company, accommodation and transport options. The second goal of this paper focuses on exploring the behavior of the Y and Z generation members related the dissemination of information about their stay in a tourist destination. Questions covered issues regarding review writing about a tourist destination or accommodation, the timing of writing - during or after returning from a tourist destination, the announcement of their travel intentions on social networks etc. A significant number of respondents post on social media and write online reviews regarding their travel experiences. The originality of the papers steams from the insufficient studies of the topic. The research methodology applied an online survey as the main research instrument. The main limitations are related to the minor geographical area researched.

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

INTRODUCTION

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

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

The research aims to answer the following key questions:

1. Who do representatives of Gen Y and Gen Z travel with?
2. What kind of transportation to the destination do they prefer?
3. Do they prefer cheaper accommodation such as hostels and campsites?
4. Are they active contributors of reviews in tourism? If so, do they post them: immediately after consummation or later?

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

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

LITERATURE REVIEW

Purchase behaviour of tourists

Buying behaviour in tourism is very complex and consists of five phases (Clawson and Knetsch 1966) that relate to tourist activities: pre-purchase phase, travel to a tourist destination, experience in a tourist destination, return phase, and recalling phase. These phases differ from

the phase of the purchasing process of non-tourism products (the knowledge of the problem phase, the phase of information seeking, the information evaluation phase, the buying phase and the phases of post-purchase behaviour (Kesić 2006). Traditional modes of customer behaviour are relay on the process of selection among alternatives, based on the so called funnel; while newer models of customer decision journey perceive the post buying behaviour as a period where customers actively act as promoters or critics of tourism products and/or companies whereas ICT (Information and Communication Technology) platforms increase the reach of their activities (Dedić, 2017).

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

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

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

The research of the motives of tourists is particularly important, thus this topic was studied by many authors (Beard and Ragheb 1983, Crandall 1980, Crompton 1979, Dann 1981, Driver and Manfredi 1996, Gitelson and Kerstetter 1990, Hollender 1977, Krippendorf 1987, Lee & Crompton 1992, Loker and Perdue 1992, 1983, Pearce 1988, 1991b, Shoemaker 1989). Namely, motives represent internal factors influencing the activity directing it and managing it (Kesić, 2006). By revealing the motif, it is possible to understand the factors that

encourage tourists on a trip and thus get information that will enable the adjustment of marketing elements and marketing activities in order to reach an increase in tourist satisfaction. This means that it is necessary to explore the level of tourist satisfaction as the ultimate result of all interactions of tourists with everyone they come into contact with before traveling, during the trip and afterwards, when returning to their place of residence. The pre-buying phases and post-purchase phase in tourism are an often researched topic (Law, Buhalis, Cobanoglu, 2014).

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

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

consequent satisfaction might lead to the loyalty of customers (Kotler, Hayes and Bloom 2000).

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

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

Leisure travel trips are not as common as frequent shopping at home: deciding on purchasing tourism products for the next holiday is usually planned for a long time and represents a significant event in the life of a tourist, i.e. an event that is not an everyday routine. In addition, a tourist trip can be unique, or it may never happen again, hence it often has a special

importance. Their travel experiences and memories are often recalled, remembered and commented (Pine and Gilmour 1999, Pearce 1991a, Yagi 2001) lately more and more in the forms of online reviews, multimedia formats on social media, grades in e.g. Google maps, forums and other forms of online communities (Dedić, 2017).

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

Purchase behavior of Generation Y and Generation Z as tourists

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

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

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

Generation Z or Post-millennials is poorly analyzed so far comparing to the generation Y, however it is not that demanding to define the environment they growing up in and therefore the emerging characteristic which can be expected from them. The members of these generations were born at the beginning of the new

millennium (Postolov, Sopova and Iliev 2017). They are known as Gen Z or iGeneration. Highly sophisticated media and computer environment is something this generation experiences as a normal state. Post millennials as opposite to millennials tend to be more individualistic, less focused, better multi-taskers, entrepreneurial, more globally oriented with higher expectations (Beall, 2017).

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

largest travel website, Tripadvisor (Tripbarometar, 2016).

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

There is the opposite evidence on who would like younger generations travel with. The differences exist between Generation Y and Generation Z. The study conducted by Expedia and the Center for Generational Kinetics (2018) on the population of the USA revealed that traveling together with parents and paying their travel costs is very popular with 58% of the Gen Z respondents, and 24 % of Millennials. Comparing to the other generations, more than one-third of Americans have traveled alone for leisure in the past year, while this number is even higher for Millennials, 42% of whom have traveled alone. More general results, given by CWT (2017), on who would business people from different countries travel with,

states that almost 60 % of millennials travel with others, 43% travel with colleagues, and 15% with friends and family. That makes millennials least likely to travel alone when doing a business trip. At the same time, 25% of Millennials in USA plan a solo trip within next 2 years (Resonance Consultancy, 2018).

Millennials are, globally, far more open to alternate accommodation comparing to the previous generations (Gelfeld, 2017). Although, according to Resonance Consultancy report (2018), young travelers from USA would rather stay in the full-service hotels and resorts, then in the strangers' beds offered at the Airbnb platform. Half of USA travelers aged between 20 and 34 stay in an Airbnb or another home-sharing accommodation on regular or occasional basis. Millennials when choosing accommodations are more than previous generations influenced by special offers, proximity to transport options and sustainable travel. They do not put much emphasis on the brand name, proximity of the beach or water and prior experience (Tripadvisor, 2014). Globally, 5% of travelers used a private accommodation/house swap listing during their last trip, according to Tripadvisor (2016), rising to 7% of the 18-34 age olds.

Regarding transportation options, low cost airlines are the primal choice of millennials (Fromm, 2018). Globally, one

quarter of 18-34 year olds said they used a train on their last trip (TripadvisorInsight), as opposite the average of the group which is one in five.

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

METHODOLOGY AND DATA

The research was conducted using a printed survey combining typical questions related to the visit phase of many satisfaction questionnaires and originally developed questions related to post purchase behaviour. The survey

consisted of 16 questions in total, while those related to pre-booking behaviour (nine of them) won't be elaborated in this paper. The survey testing was done with Erasmus students of the Juraj Dobrila University of Pula, Faculty of Economics and Tourism Dr. M. Mirković - of the generation 2016/2017 whose insights helped to formulate the set of possible answers. Thus, the development of the survey was a kind of co-creation with the target participants.

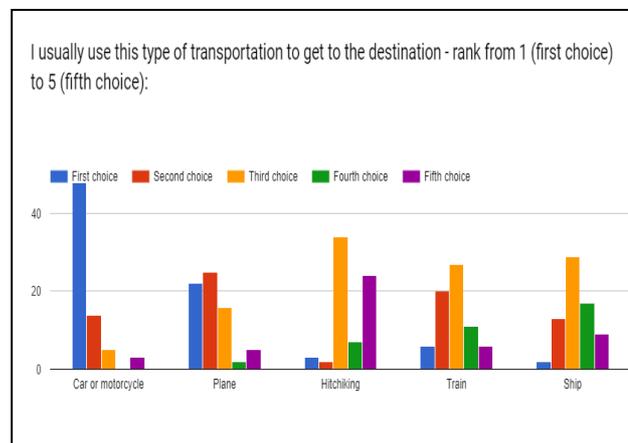
Single choice questions and rank were among the most frequent types of questions posed. The researches distributed surveys to acquaintances and students by e-mail and social media, asking them to spread the survey, applying the snowball technique. All of the collected 70 surveys were deemed valid. The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

RESULTS AND DISCUSSION

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

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

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



Source: authors' research

The first choice in terms of transportation option for most respondents are cars or motorcycles for the majority of participants (48/70). This result is pertinent to the specificity of the Croatian tourism market, whereas most travel refers to domestic trips. The second choice is very fragmented across planes (25/70), trains (20/70), cars or motorcycles (14/70) and boats (13/70). Hitchhiking ranks highest as the third choice (42,85%).

Users share about their holiday experiences during the trip (62,9%), which is more consistent with the general population, than to the target Generations as it affects the majority of Millennials (84% of them according to Booking.com's study in 2017). The percentage of those who share about their holiday experiences before the trip, to announce it, is negligible (2,9%) along with those respondents who post about it later on (7,1%). A bit more than a quarter of respondents (27,1%) don't post their holiday experiences on Facebook, which is very similar to those who never post reviews online (28,6%).

Reviews are more frequently written in case the services exceeded the expectations (17,1%) than in case the service was very bad (7%), which differs from the traditional offline marketing notion whereas a negative experience is shared to 2-3 times people than a positive merchant experience. Only 17,1%

respondents write reviews online on a regular base. More than a quarter (27,%) writes reviews only if asked to.

CONCLUSION

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

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

social and used to new technologies and ready to share publicly their experience.

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

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

Purchase behavior of tourists is a dynamic process. Only by understanding of tourists, the motives that influence their decision-making, the way how they make

their decisions, the factors determining tourists as individual buyers and the factors influencing the level of their satisfaction - can help successfully predict their purchasing behavior. This is possible only through constant research of purchasing behavior of tourists and all factors affecting it. Then all interested stakeholders could adopt their activities to tourists' needs in order to reach all their economic and psychological goals and thereby achieve the key marketing goal: satisfaction of tourists.

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Conceptual Model for Mutual (Host-Guest) Authentication of Intangible Cultural Heritage

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ABSTRACT

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

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

INTRODUCTION

Background

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

commodification of ICH (Fiorello & Bo, 2012; Zhou et al., 2015). The commodification process potentially destroys the essential meaning and significance of the ICH to the local community and diminishes its authenticity (Zhou et al., 2015).

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

The recent literature discusses several models for the authentication of ICH from either the host's (Zhou et al., 2015) or the guest's perspectives (Cho, 2012; Kolar & Zabkar, 2010; Zhou et al., 2013). These models present a partial view of the authenticity of ICH, ignoring the

importance of simultaneously taking into account both the host's and the guest's perception for the authentication process. There is little discussion of the mutual (host-guest) authentication of ICH and its relation to community empowerment, although community empowerment is considered essential for safeguarding ICH (Alexander, 2009; Cole, 2007).

Research Objectives

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

METHODOLOGY

A review of literature was conducted to examine extant knowledge on four related key areas: the authenticity of ICH, existing models for the authentication of ICH from host or guest

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

Review of existing authentication models

The authenticity of traditional objects and cultural practices has been crucial for providing an authentic experience in cultural tourism. In early decades of 19th century, the authenticity of objects, which was conceptualized as objective authenticity – meaning the originality of the objects and that these have significance to the society from a historical point of view (Trilling, 1972;

Wang, 1999) – were considered important for cultural tourism. In the second half of the 20th century, with the advent of easily accessible destinations through mass transportation by air, tourism to cultures different from the guests' own culture grew exponentially. Unsurprisingly, therefore, in the 1970s, the intangible cultural heritage of traditional communities (e.g. cultural practices, festivals) has attracted scholarly attention as issues surrounding the commodification of culture were identified to have the potential to destroy the meaning of the local ICH and inadvertently detract from the tourist experience (Greenwood, 1977). During the 1990s, researchers shifted focus to the existence of authentic ICH, which was conceptualized as existential authenticity, and its verification, acknowledging the need to preserve the value of traditional ICH (Casey, 1993).

Various authentication processes have been theorized in the literature to define the authenticity of objects and traditional cultural practices. A “cool” authentication process is associated with an external expert's (or institution's) power to authenticate an object or event. Such an authentication process mainly focuses on the tourists' quest for authenticity. Whereas, a “hot” authentication process relies on the host community's beliefs about the authenticity

of the festival or practice in which they engage, rather than on any scientific evidence of authenticity or on authentication by an expert outside the community (Cohen & Cohen, 2012). Traditional ICH experiences (e.g. festivals) demonstrate hot authenticity, as the community authenticates it by having participated in and practiced it over generations. The tourists (or guests) participating in tourism related to those ICH events can have an authentic experience of the community's ICH. As such, the guests participate in the hot authentication process through the interaction between the hosts and guests in ICH tourism.

While ICH tourism leads to a close interaction of this type, the recent development of both hot and cool authentication processes fails to adequately incorporate the interaction between host and guest in the authentication process, which raises the issue of a mutual authentication process for ICH (Cohen & Cohen, 2012). Moreover, as the community directly interacts with the guests, host-guest power relations are important for the hot authentication of ICH. Hot authentication allows guests to have an empathic understanding of the rights of hosts in their traditional ICH. This understanding develops trust between the host and guest

and such trust also increases the empowerment of the community (Gnotha & Wang, 2015). Hosts also should understand that tourists from another society want an authentic experience of traditional objects and culture (Cho, 2012). As such, mutual interaction between the host and guest is necessary for the hot authentication of ICH. This can satisfy the tourist as well as empower the community.

In the quest of theorizing the authentication process, several quite distinct authentication models have been developed. What unites them is that they have all been based either on hosts' or on guests' perceptions of authenticity (Cho, 2012; Kolar & Zabkar, 2010; Zhou et al., 2013). Kolar and Zabkar (2010) proposed a consumer-based model of authentication (Figure 1) which suggested that the cultural motivation of the tourists was an important factor for both object-based and existential authenticity. Such cultural motivation influenced tourist loyalty to

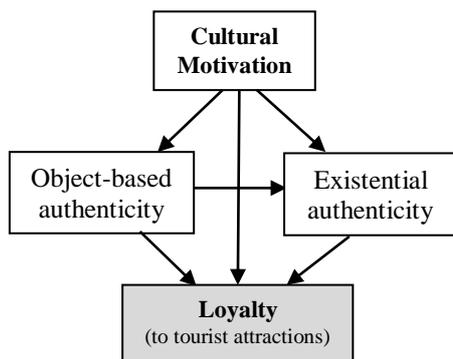


Figure 1: Consumer-based authenticity model (Kolar & Zabkar, 2010)

tourist attractions. Further development of the Kolar and Zabkar (2010) model by Zhou et al. (2013) (Figure 2) suggested that the 'attitude' of the tourist should be included in the authentication process along with the 'motivation' factor. Interestingly, Zhou et al. (2013) found that this attitude, conceptualized as individual beliefs, interests, and understanding of tourism activities, has no effect on the motivation for visiting the ICH attractions and does not influence loyalty directly. These researchers also emphasized that the tourism industry's ignorance of traditional culture led the tourists to give importance to the aesthetics and form of the cultural objects or materials, rather than focusing on the experience of traditional culture. An alternative conceptual model of authenticity was developed by Cho (2012) to examine the relationship between tourists' motivation, their perceptions of authenticity and their satisfaction. The model suggests that tourists' motivation

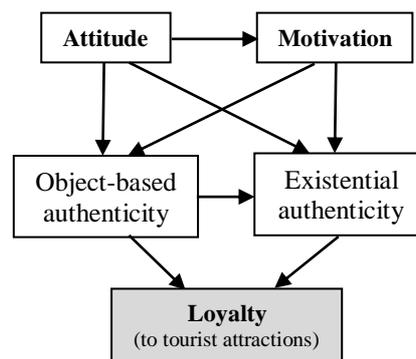


Figure 2: Modified consumer-based authenticity model (Zhou et al., 2013)

affects both objective and existential authenticity, which, in turn, both influence tourist satisfaction (Cho, 2012). While Kolar and Zabkar's (2010) and Cho's (2012) models found that both forms of authenticity were related to motivation, Zhou et al. (2013) argued that motivation has an insignificant effect on existential authenticity.

In addition to the consumer-based (tourists') authentication model, a few recent studies have focused on the authentication of tourist attractions by the host community. For example, Zhou et al. (2015) found that the hosts' attitude towards traditional cultural practices, together with their personal emotional and economic benefits from cultural tourism influence the process of host authentication as these factors affect both objective and existential authenticity. The hosts' attitude is directly influenced by the personal emotional benefits, whereas the personal economic benefits are indirect and hidden from any obvious position in the hosts' support of tourism. As such, the hosts' personal emotional benefits from practicing and sharing the culture with the guest through tourism enhance the cohesion and identity of the hosts' culture, which leads to a psychological empowerment of the host community. The economic benefits to the hosts from tourism lead to an economic

empowerment of the community (Zhou et al., 2015). A similar observation was made by Boley et al. (2014) who concluded that personal economic benefits and psychological empowerment have direct and positive effects on the hosts' support for tourism. However, both Boley et al. (2014) and Zhou et al. (2015) did not consider the social and political dimensions of community empowerment in relation to ICH's objective and existential authenticity as well as the implications of these dimensions for the hosts' support for tourism.

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

investigated thoroughly using inductive qualitative methods (Kolar & Zabkar, 2010; Zhou et al., 2013; Zhou et al., 2015).

Further, the current models of ICH authentication consider the guest (tourist) and host (community) perspectives separately, which can provide only a partial view. These ICH authentication processes do not directly take into account the linkages between the host and guest, nor the understandings common to both groups and the connection of this to community empowerment. A lack of adequate interaction between hosts and tourists can lessen the authentic experience for the tourist as well as curb benefits to

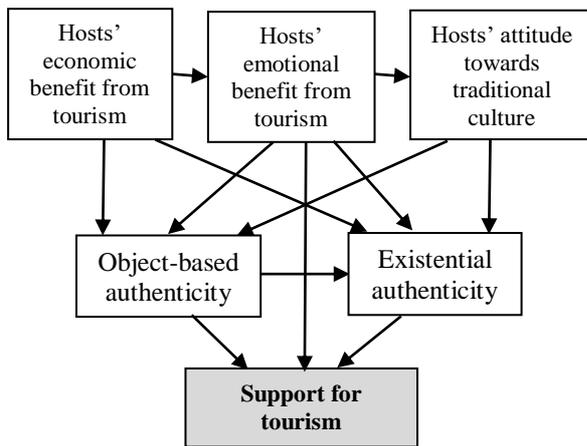


Figure 3: Host authenticity model (Zhou et al., 2015)

the host community and impact host empowerment (Cho, 2012; Zhou et al., 2015).

Therefore, direct interaction between hosts and guests can improve the mutual authentication of tourist attractions as well as develop trust between hosts and

guests in order to enhance host empowerment (Moyle et al., 2010; Zhu, 2012). For ICH authentication, a mutual (host-guest) authentication model would be necessary to examine the linkages between host and guest and their influence on community empowerment.

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

Overview of the mutual (host-guest) authentication model

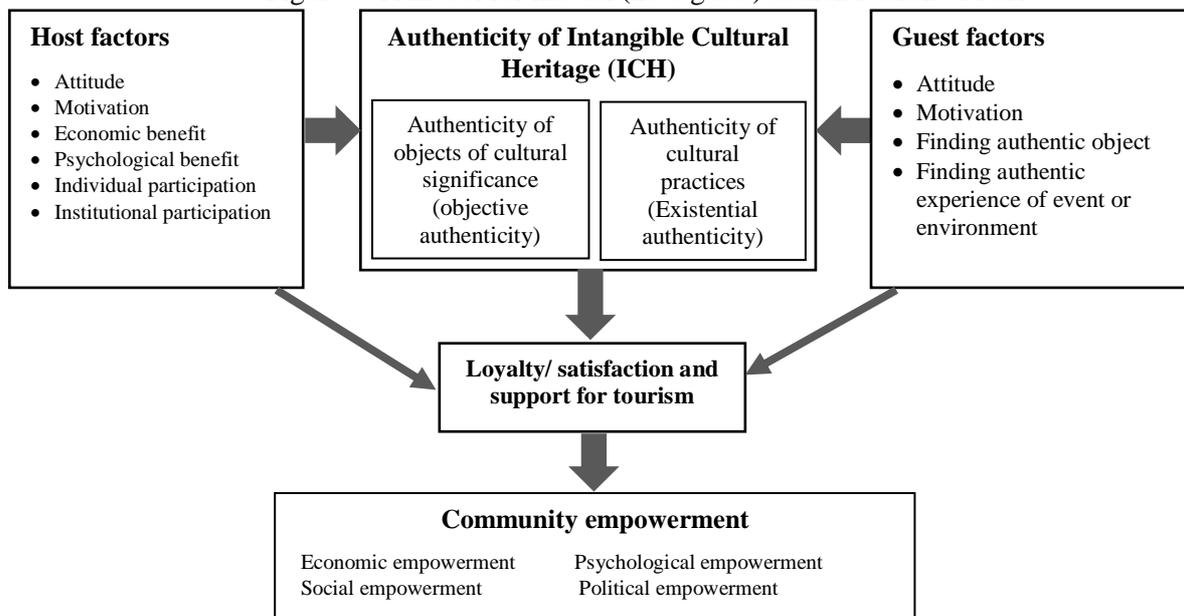
Considering the limitations of the current authentication models, a new model is conceptualized for the mutual (host-guest) authentication of ICH which incorporates both hosts' and guests' perspectives of authenticity (Fig. 4). This model also shows the linkage of authentication to satisfaction, loyalty and support for tourism development as well as the linkage to enhance community empowerment. The model takes into account both objective and existential authenticity. Objective authenticity is covered by the authentication of the objects that are culturally significant to the community such as architectural structures, artifacts or similar physical elements used for performing cultural practices. The physical objects used in performing the cultural events or in the daily lifestyle of the community are the

elements that determine the objective authenticity of the community's ICH (Asplet & Cooper, 2000). The existential authenticity of ICH is covered by the authentication of the existence of cultural traditional practices such as festivals and religious rituals performed by the community. The traditional cultural practices, religious and social customs, and the way the community perform the events which define its community's unique identity, together determine the existential authenticity of the ICH (Zhou et al., 2015). Perceptions of both the hosts (i.e., the local community) and the guests (i.e., tourists) would be considered for the mutual authentication of ICH.

their attitude and motivation towards ICH, economic and psychological benefits, and participation in cultural practices, individually and through institutions. The guests' factors include their attitude towards ICH, motivation to experience ICH, and finding authentic objects or experiences of events. The mutual (host-guest) authentication of ICH would ultimately reinforce the loyalty, satisfaction and support for ICH tourism as well as enhancing community empowerment. The host and guest factors influencing the authenticity of ICH and linkages to tourism development and community empowerment are further illustrated in the following sections.

This model comprises several factors related to the perceptions of hosts and guests that can influence ICH authenticity. The hosts' factors include

Figure 4: A model for mutual (host-guest) authentication of ICH



Host community factors influencing the authenticity of ICH

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

Hosts' attitudes towards traditional culture include their emotion, cognition, and behavior concerning traditional life, the local religion, and modern civilization. Hosts' attitude towards traditional culture plays a role in the ICH authentication process because their attitude to the objects of cultural significance and to the

traditional cultural practices reflects how they define both the objective and existential authenticity of ICH. Earlier models of host authentication (e.g. Zhou et al., 2015) did not explicitly include the host's attitude as a variable, whereas authenticity models based on tourist perceptions (e.g. Kolar & Zabkar, 2010) include tourists' attitude as one of the prime factors.

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

Hosts' motivation: Hosts' motivation to practice traditional culture is important to determine their perception of ICH. Hosts' motivation for ICH can be classified into two categories: general motivation and intentional motivation. The general motivation of the host community to perform their cultural practices could be to follow the tradition of the community

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

Hosts' economic benefit from ICH: Hosts' economic activities related to traditional ICH events festivals may include selling handicrafts, foods, and

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

inheriting tradition if economic benefits cannot be guaranteed (Yang et al., 2013). In view of the above contexts, hosts' economic benefit from ICH is taken into account in the mutual ICH authentication model.

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

Individual participation: The individual participation of a host in traditional cultural practices shows his/ her devotion to being attached to their own

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

Institutional participation: ICH can act as the heart of a community (Wheatley and Kellner-Rogers, 1998, p.14) as its intrinsic nature provides residents with conditions of freedom and connectedness rather than a fixation on the community's forms and structure.

Community institutions managing the ICH can provide a sense of its importance to the community. A formal community organization structure based on the common interest of the community provides an opportunity to nurture traditional culture over generations and preserve it for the future. The community institutions can even promote the cultural events to the larger society, involving political power and recognition by the state (del Barrio, Devesa and Herrero, 2012). Hosts' participation in the community institutions for managing ICH would show how the host recognizes the ICH's value of and how the host perceives the authenticity of this ICH. Thus, this host factor is included in the mutual authentication model.

Guest/ tourist factors influencing the authenticity of ICH

Guests' attitude: The guests' attitude towards the traditional culture, expressed by authentic objects or the existence of genuine cultural events, can contribute to the authenticity of the ICH. Attitude is generally evaluated on the long-term activities including cognitive, affective and behavioral responses. Attitudes predispose a person to act or perform in a certain manner based on his/her cognitive and affective evaluation

while engaging in ICH activities. Thus, the attitude to ICH is particularly demonstrated by the degree of attention to particular objects or experiences and a deeper level of understanding of the ICH, including the historical and cultural background. Tourists are influenced by their emotions which stimulate their perception through interaction with the host. This is particularly evident in the case of a festival when the tourist perceives high existential authenticity, for example in a worshipping ceremony. When a tourist feels affection for the host community they feel more enthusiastic to acquire more knowledge of the historical and cultural background of the place to fulfill their need for authentic experience. The tourist who has a positive cognition tends to perceive existential authenticity more profoundly. As such, like the earlier consumer-based authenticity models (e.g. Zhou et al., 2013), guests' attitude is considered in the mutual authentication model.

Guests' motivation: Motivation is an important psychological factor that influences tourist perceptions of the objective and existential authenticity of ICH, which, in turn, affects tourists' expectations (Gnoth, 1997). Tourist motivation is the primary driver to interpret tourist behavior in participating

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

Finding authentic objects: While guests' attitude and motivation are important to making themselves participate in ICH tourism, guests'

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

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

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

In the mutual authentication process, the common perceptions of the hosts and guests about the authenticity of ICH would be determined through the influence of host and guest factors. While there might be some differences between

hosts' and guests' attitude and motivation concerning the community's ICH, the close interaction of hosts and guests through tourism would fill the gaps. Host communities can showcase historical objects or sell unique traditional crafts to the tourists, labeling these as authentic. As well, a guest can identify some of those objects or products as authentic, based on their own knowledge and experience. Similarly, the cultural events practiced by the hosts or enjoyed by the guests can be distinguished as unique by both hosts and guests. The objects and cultural practices recognized by hosts and guest as unique and representative of the local community would be defined as authentic ICH.

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

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

CONCLUSION AND RECOMMENDATIONS

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

This study proposes a conceptual model of mutual (host-guest) authentication of ICH, which can integrate both hosts' and guests' perspectives in the authentication process and can be related to community empowerment. The model includes several factors: hosts' attitude and motivation towards ICH, their psychological and economic benefit from

ICH, and their participation or involvement in the ICH, which can influence its authentication by host communities. Also, the guests' attitude and motivation concerning ICH as well as the hosts' experience of the traditional objects, events and/or environment are considered as factors that influence the authentication of ICH by the guests.

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

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Approaches to Indonesia Cultural Tourism Policy: Stakeholders' Perspectives on The Cultural Tourism Governances in Bayan

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ABSTRACT

In support to the initiative of Indonesia government on the priority destinations project (ten new Bali) where Mandalika in Lombok Island is being endorsed as one of “New Bali” targeted development destination, the research is aimed to analyze the effective roles of national and regional government on the development of cultural tourism destination in Bayan Village, North Lombok administrative region, as it is one of the alternative tourism attractions in Lombok Island. For the purpose of objectivity, this research has limited the source and scope of the observation only from related stakeholders and Lombok local tourism government thus the research employed an in-depth interview through designated stakeholders clusters. The research examined and summarized the finding from the stakeholders' perspectives that have either direct or indirect concerns toward Bayan Village's development from which; a proposed recommendation on a tourism policy framework for cultural destination was concluded. Based on our finding, the situation where the development initiated both by national and regional tourism government in Lombok did not show a fair distribution to all promising destinations especially Bayan Village in North Lombok as one of cultural tourism assets in North Lombok.

Keywords: Cultural tourism destination, cultural tourism governance, tourism policy, stakeholder perspectives.

INTRODUCTION

Current Standing of Bayan Tourism Administration

Resonating the priority tourism initiative of “Ten New Bali” back in 2016 which one of its targeted destinations is

Mandalika in Lombok, this research went over and extended the examination of another source of destination in Lombok and endeavored the finding on how the stakeholders perceived the cross-governmental and non-governmental

incorporations and impacts between the emerging national's destinations tourism initiative and continuous development of respective supporting tourism areas within a destination. Bayan in North Lombok is a true heritage destination and cultural tourism asset both national and regional tourism government needs to develop. Bayan has all it takes to be of the most prominent cultural tourism destinations in Lombok offering culture, history, eco-tourism, and it exhibits a real life of one of the oldest Indonesian tribe in their nature with the uniqueness of its ancient belief in Islamic practices where the oldest ancient mosque and traditional Sasak tribe houses are being preserved and exhibited. In addition to those, the geographical fact about Bayan village is that the center of this cultural village lies between the strategic point-of entries to Rinjani National Park (Sembalun & Senaru) making this village very much accessible by the tourists especially for those who are transiting prior to or after the Rinjani's tracking.

Bayan as one of cultural destinations in Lombok have been advocating their needs toward the fairness implementations of Lombok' tourism policy and cooperation that touches upon the holistic development support both priority destination and the alternative

ones. Despite different perspectives gained from different stakeholders being interviewed in this research, almost all of the local stakeholders in Bayan Village, due to their strong ties to cultural, family and community, expect the tourism's policy realization to have a deployed impact to all tourism areas in Bayan rather than pulling the local people in Bayan to find a living in emerging destinations within Lombok. This is of course shown contrast perspectives, which will be explained in the finding sections, when the external stakeholders of Bayan spoke up the critical objectives of tourism policy in Lombok and how Indonesia government is very well informed about the essential role of alternative and cultural tourism in a certain destination like Bayan.

Research Objective

Inspired by the previous studies on tourism policy, this research main objective is to evaluate the regional tourism policy in Bayan Village, North Lombok based on several field observations on the stakeholders' perspectives. This study also aims to explore the social and political issues behind the policy implementation processes administered by the North Lombok government and how the cross-governmental and non-governmental bodies synergize the work on the field.

The findings from this study would provide a better understanding to tourism policy researchers and regional tourism policy decision makers about how the government decentralizes, incorporate and comply with the regional tourism plan, regulation and community engagement for a cultural destination area that results in a fair and sustainable overall growth in Bayan Village, North Lombok. This research would also propose a better policy formulation and practice from the extracted policy formulation theory in order to provide a better tourism policy recommendation that can be applied in tourism research of other Indonesia destinations that touch upon the empowerment of locals' socioeconomic growth within the establishment of cultural tourism as alternative growth factors.

METHODOLOGY

The qualitative analysis that will be conducted would be in the form of a case study on tourism stakeholders' participations, tourism policy and its incorporation in support to destination and community development of Bayan Village in North Lombok, West Nusa Tenggara. This case study mainly seeks: how tourism stakeholders in Lombok and Bayan Village in particular view and evaluate what policies are being well implemented

and what are not from the regional government that is currently in power and mainly conducting the tourism policy tasks. From this qualitative study, the researchers expect to be able to test and improve the preliminary hypotheses and construct the new model of regional tourism policy structures and practices for Bayan Village that can also be applied to other Indonesia's destinations.

The data and information in this research will be collected through several methods. Literature findings, in-depth interview and discussion with key persons in government, NGOs, local scholars and communities as well as document review, would be employed to gain information for the qualitative analysis. The data of Lombok tourism statistics will be obtained mainly from the Ministry of Tourism and Creative Economy, Indonesia Statistics Bureau and line ministries, such as Ministry of Finance, Ministry of Cooperative Small and Medium Enterprises, Ministry of Public works and Ministry of Acceleration Development of Backward Regions. The research and data collection were done within the period of fifteen months started on May 2017 to August 2018.

The respondents in this research collected to twenty-six (26) participants and are classified into four (4) different groupings: 1. The stakeholders in NGO grouping that includes three (3) different respondents from “Genpi Lombok and Sumbawa”; 2. The stakeholders in scholar grouping includes five (5) different respondents from Institute Technology Bandung, Universitas Gadjah Mada and Universitas Mataram; 3. The stakeholders in government officials grouping includes three (3) different respondents from national tourism ministry of Indonesia, the tourism department officer in North Lombok, and the transportation department in North Lombok; 4. The stakeholders in the local communities and tourism industry grouping include fifteen (15) different respondents where five (5) respondents came from Bayan Tribe Communities, four (4) respondents came from Bayan and Rinjani tourism industry people, three (3) respondents came from Bayan’s farmer communities, two (2) from Bayan’s tourism and social development communities and one (1) from the secretary of Bayan’s village government.

LITERATURE REVIEW

Cultural Tourism

The notion of cultural tourism both in the late history or today’s understanding, according to Smith (2003)

is all about the history and heritage of a certain destination with its people. And as Smith (2003) added, the cultural tourism also touches people’s contemporary lives and how they live in accordance to their past upbringing and values. Richard (2001a: 7) ascertained, “not just the consumption of the cultural products of the past, but also contemporary culture or “the way of life” of a people or region. Cultural tourism can therefore be seen as covering both “heritage tourism” (related artefacts of the past) and “art tourism” (related to contemporary cultural production).” According to Zeppel and Hall (1992), cultural tourism can be classified into two categories of visitation motives; “heritage and arts tourism”. Nonetheless, in many contexts of cultural tourism studies, the heritage and arts are being formed as an entity of what the cultural tourism could offer as its distinguished package. “The arts and heritage are inextricably linked, and it is almost impossible to distinguish between them, particularly in the context of indigenous communities where the distinction between past, present, and future is not as clear-cut or linear as in Western societies.” (Smith 2003: 30). A technical definition of cultural tourism according to (Richards 1996: 24) “all movements of persons to specific cultural attractions, such as museums, heritage

sites, artistic performances and festival outside their normal place of residence.”

Linking the Stakeholders' Perspectives with a Tourism Public Policy Construct

Freeman (1984) defines a stakeholder as “any group or individual who can affect or is affected by the achievement of the organization’s objectives”. Donaldson and Preston (1995) refined Freeman’s definition stating that to be identified as a stakeholder the group or individual must have a legitimate interest in the organization or activity. Research has been conducted on stakeholders, stakeholder identification and involvement in business management, which focuses on the management and power of stakeholders (Clarkson, 1995; Donald & Preston, 1995; Freeman, 1984). Research on stakeholder right to be involved irrespective of their level of power has been conducted (Carmin, Darnall, & Mil-Homens, 2003; Curry, 2001; Steelman, 2001). Research on stakeholder groups and the significance of their interests has been published (Andereck & Vogt, 2000; Davis & Morais, 2004; De Lopez, 2001; Gunn, 1994; Gursoy et al., 2002; Yuksel et al., 1999). Research on stakeholders and their role in tourism development meets with identifying four stakeholder categories: tourists, residents, entrepreneurs and local government officials (Goeldner & Ritchie,

2003). Freeman (1984) states that an organization has relationships with several groups and individuals e.g., employees, customers, suppliers, and members of the communities, governments, stating that: “Stakeholder is any group or individual who can affect, or is affected by, the achievement of a corporation’s purpose. Stakeholders include employees, customers, suppliers, stockholders, banks, environmentalists, government and other groups who can help or hurt the corporation. A stakeholder should denote those groups which make a difference in an organization is (by definition) any group or individual who can affect or be affected by the achievement of the organization’s objectives” (Freeman, 1984). In the correlation between government and tourism policy, Sabatier (1999) mentioned that the process of policy making takes into account the conduct where issues are being brought to related government to solve. “Government traditionally formulates alternatives and select policy solutions based on consultations” (Kerr, 2003).

In the correlation between government and tourism policy, Sabatier (1999) mentioned that the process of policy making takes into account the conduct where issues are being brought to related government to solve. “Government

traditionally formulates alternatives and select policy solutions based on consultations” (Kerr, 2003). And, this is what this research is aiming to conduct and exercise the input from the stakeholder prior shaping the policy proposal. Hall (1994) mentioned that government would enact both legislation for the sake of the destination development and generate the right policy making for the empowering the general economic and regulatory parameters within the industry. Hall (1994) added that the efforts to government tasks within the regional tourism policy would include the work of provision of infrastructure, planning, protection of environment, zoning policy, training, and education for the locals. Thus, the policy participation should also take a strategic ownership throughout the process of tourism policy making. According to Holloway (1998), the emerging growth of tourism industry is the reflection of alliances, voluntary and partnership that happens between business, communities and public sectors playing an active role in defining the policy, driving the initiatives and evaluating and solving the challenges and sharing mutual benefit. The policy analysis and research framework, after the finding of stakeholders’ perspectives on the target issues of the research area, this research is constructed by reflecting the flow of work

to a guiding framework idea of public policy analysis for tourism by Kerr (2003) that seeks out the most adequate tourism policy analysis and research approaches where the stakeholders’ perspectives build upon the strategic linkage of the proposed policy approach.

Tourism Public Policy and Public Administration

Despite the emerging research interest in the tourism public policy, government interventions and public sectors’ influences on the tourism development policy-making process and its relation to a right practice proposal of public administration, (Richter, 1983;1989), according to Jenkins et al., (2014), tourism, however, as one of the sectoral areas of public policy has not been gaining sufficient scholarly concerns if it is compared to several extent of public policy and political science literature. And, there are relatively small numbers of research being conducted to analyze the right theories of tourism (Jenkins et al., 2014). With the nature of tourism as a catalyst to the development of a national economy and the utilization machine towards the national workforces, it is inevitable that tourism context should be held accountable and it is relatively imperative as an integrated public

administration management studies (Coles & Hall, 2011). With the facts that not all the policy dimensions of tourism are the cores assessments of the tourism research (Benckendorff & Zehrer, 2013), there have been several studies in tourism and its relation to public policy and administration that are discussing certain focus of perspectives and tourism's interrelation with several studies to gaining some new approaches. (Church, 2004; Hall & Jenkins, 2004; Airey & Chong, 2010; Halkier, 2010; Dredge & Jenkins, 2012; Kernnell & Chaperon, 2013). The finding within the studies of public policy and public administration on the context of European tourism according to Devine and Devine (2011) are predominately discussing about the roles of state government on tourism and how for some extents, its roles are being driven by policy approaches enabling a less intervention of regional public entities. Learning from the Nordic tourism perspectives (Hall 2014), this is saying a new concept of public policy and administration approach in the tourism development endeavors that the state government is not a single power of political network and thus the civic engagement, public and local interest, democratic adaptation, as well as culture and community-based tourism planning, are entitled to the scope of public policy

studies despite not necessarily correlated focus of public policy analysis and tourism management (Hall, 2008; Bramwell, 2014; Zapata, 2014).

Hall (2013) delivered his thought that so often, the focus on tourism policy research has a sole identification to certain tourism's networks without getting to deeper critics toward networks' values and their actions. Similarly, an uncritical focus on the tourism development potential of public-private partnerships in areas such as urban regeneration, place marketing, events, and attractions as a magic solution in much of the tourism literature, has often meant that some of the broader debates about the implications of such partnerships for communities and democratic decision-making has often gone unrecognized (Jerkin & Stolk, 2003; Gonzales, 2011; Heeley 2011; Zapata & Hall, 2012; Jordan et al., 2013). Thus, Hall (2008) explained that one of the most interesting approach in the tourism public administration studies is the community-based approaches and as the tourism public administration's practice goes broader in the develop countries, "the focus on economic development and destination competitiveness has often been approached via the lens of innovation (Svensson, 2005; Hall 2008). The national and local state is recognized as having an important role in tourism innovation via its

public policy settings (Hall, 2009b; Halkier, 2010).

FINDING

Current Implementations and Approaches to Cultural Tourism Public Policy Establishment in Bayan Village, North Lombok, in West Nusa Tenggara Indonesia

From the in-depth interviews that were being conducted to four different group of stakeholders; NGOs group, scholars group, government officials groups and local community and tourism industry in Bayan Village group, the findings found out that the current implementations and approaches to both tourism public policy and cultural tourism administration establishment in Bayan Village have not yet been formed strategically due to several opinions. The former member of tourism research at the Institute Technology Bandung and a current advisor of several tourism NGOs for Indonesia said:

During my tenure at the development project in Bayan back than in 2012-2015, I found some bitter facts that Bayan was threated merely as an ordinary village. They (the communities) have so much potentials and assets but so far, the

institutions that supported Bayan comes from private like the one I did with British Council and Bank Mandiri. We did several training for all households, built small library, local swimming pool near the cultural forest, and meeting venue for cultural event.

And in regards to the government's initiation on "Ten New Bali" which one of its priority destinations are in Lombok, the author exercised the national government acknowledgement and focus about Bayan Village as a cultural destination from the perspectives of a former chief of tourism research in Institute Technology Bandung. He explained the current governance program the national tourism ministry is currently administering as summarized below:

I have no capacity to tell you how much this initiation (Ten New Bali) impact on the establishment of North Lombok, where Bayan tribe is residing, owing to the fact that my area of assignment is in the capital, Jakarta. However, from so many meetings with the tourism minister, I can at least tell you that even though the initiation of Ten New Bali doesn't touch all areas of Lombok and North Lombok in particular, it is (Ten New

Bali project in Lombok) going to have a great impact as it is developed. Why? Because, it is very logic, the establishment of destination in Mandalika in Central Lombok will automatically impact all areas of Lombok, as all tourists will be exhibited not only by Mandalika but overall Lombok area. I am confident that Lombok would have a great impact through tourism and North Lombok in particular, would manage to grow along the way despite the development has not touched upon the alternative areas like Bayan, yet.

As he added in his interview explanation:

This is basically politic. The ministry of tourism and research organization like us cannot rely on what the regulation has said because sometimes the political networks and elites define more on certain important projects. However, I strongly believe that within the tourism administration, both national and provincial, would encourage the regulations for alternative, cultural tourism like we have in Bayan North Lombok.

With tourism policy and protection to cultural assets in Bayan Village that have not been fully enacted, the information from the national government officer at the Ministry of Tourism and Creative Economy in Jakarta explained from the perspective of the complexity in the autonomy structure that Indonesia government has long mandated enabling the power allocations in tourism management to the regional and local governments. She delivered her perspectives as follows:

Within our authorities of the ministry of tourism, we have some limitations. The reasons are right now, we are bounded by the autonomy, which means that all works are being deployed accordingly based on respective area and governance within respective destination. Another reason is, we are currently ranked third among other public ministries levels, which means that we do not have many capacities to build or allocate budget. In addition to destination promotion, which the priority areas are also being assigned by the minister, we focus on creating and evaluating the regulation, coordination, and facilitation. We do can, build physical infrastructures but it must

use special allocation of budget with almost rare for Bayan at this moment. The national tourism authority cannot really interrupt the KLU (North Lombok) owing to decentralization. We do not have anything. We just coordinate and promote and, prepare the destination and its communities. That's why we cannot touch a lot Bayan. So, the local government is becoming so vital.

From the perspectives of our respondent at the national tourism ministry in Jakarta, we found out that the uniformity of tourism public policy in the cultural destinations cannot really be governed and oversight by the national tourism administration, despite the notion of national authority. And as she added in her interview:

We are, from the national level has some barriers to directly reach the establishment Bayan Village due to us as a system, have so many levels of authorities that are more entitled to this job. Not to mention the department of village and culture in that area (province). If we talk about Bayan, we need to see first: The local government commitment about the development of its tourism

because, one of the tourism stakeholder is community. They are the host, the owner and the protector of their destinations as known as "Sapta Pesona". And Bayan, I cannot talk specifically about Bayan but the program about the development of "Tourism Villages" we used to work together with the Ministry of Village back then in 2009 – 2014, we were entitled budgets from PNPM Mandiri Pariwisata - for the development of "Tourism Community". The budget (APBN) was given directly to the community in all destinations, until the statute of village autonomy socialized, the budget stopped. This budget for "Tourism Village Organizer" for all physics, educations, etc. And, even though we haven't touched Bayan as priority areas, since 2016, we work with the ministry of Village to construct the policy implementations and have the best use of the budget for the development of the villages - specifically the "tourism villages". For pilot project, we only have 30 villages until now where we do not have Bayan in there, yet. The ministry of village works more for physical work, infrastructure, product development and tourism workers empowerment. While the

ministry of tourism work on the level of certification, community engagement (Sadar Wisata), promotion, and tourism business development such as proposing the homestay project, hospitality investments, culinary trainings, and overall digital promotion on the Indonesian Tourism Exchange.

The complexity in defining the right networks toward the approach to cultural tourism public policy establishment in Bayan Village, North Lombok was also explained by a scholar from the University of Mataram, a state university in Lombok:

In spite of a clear awareness of national, provincial and regency government about Bayan's cultural competitiveness, however, due to the provincial government's focus on the tourism development in Lombok is mainly directed to the major areas of attractions like those in the main cities of resorts areas, it is unfortunate that at this moment, the platforms that directs both policy initiatives and local government budget for a tourism development initiative in Bayan are still so poor. This is also because the regional tourism department in North Lombok where cultural Bayan village is

located is considered still so young which was established in no more than a decade. However, the challenge in defining the right approaches to North Lombok's tourism public policy is clear now. I, as a local scholar, would urge a prompt response of Bayan community to engage in community-based tourism development because I believe that is what we can do and most matter at the moment.

The approach toward the tourism public policy construct that protects Bayan is apparently still facing long-way efforts to gain public and tourism's networks attentions. This is, as scholars from Gadjah Mada University gave the information on political issues, national regulations, and current zoning regulation along Rinjani National Park area:

The KSPN or as known as "The Strategic Destinations for National Tourism Development" for Lombok - Rinjani and Sembalun areas has actually been initiated and is being published by the government of Indonesia - the Ministry of Tourism. However, after a careful reading, we haven't found Bayan, the area between Sembalun, Rinjani and Senaru (in North Lombok) in that

KSPN. Bayan doesn't belong to either cultural area or commercial tourism area. This makes Bayan have a difficult time in gaining both supports in material and human development for their area. And from the political perspective, Bayan, geographically has not yet considered potential by all levels of government and/or private sectors, as it does not really support what the market demands are currently requesting. This also owing to the fact the overlapped issues between the government officials that set up different regulations for Bayan, merely for their sectoral interest, makes Bayan faces difficult days of development on its regional policy and cultural area protection. The current standing of government regulations is being enacted in a respective manner where the regulations on the cultural assets are done alone by the ministry of education and culture, the environment, seas and forests are regulated and administered by the ministry of environment and forestry, the infrastructures along Bayan are regulated by the ministry of infrastructure and the tourism regulations in general are administered by the ministry of

tourism. Having said that, the complexity in identifying which policy approaches and from which ministry should Bayan refers to is becoming real.

The observation also managed to extract the perspectives from the a project manager of a local NGO in Lombok and, the regency government officer of North Lombok where the former head of tourism department in the regency of North Lombok and now, a current chief of transportation department for the same regency. Both respondents delivered similar thoughts as the followings:

The implementation toward the policy-making for the tourism destinations in the regency of North Lombok, despite the young age of the tourism department in this region, unfortunately was not being strategically planned due to the newly formed of this regency governance. As we are now giving our main focus to the "Gili Islands" where most tourists would come and spend nights, the regency tourism regulation for other destinations has not been fully published unless the "regulation for the retribution of tourism regions". Within the regions in North Lombok namely Bayan,

Gangga, Khayangan, Tanjung, and Pemenang, the regency regulation pertaining to cultural tourism likewise, has not been initiated. The protection toward the cultural communities and their cultural assets are still being managed by respective cultural network like in Bayan Community. This is of course, with the help of regulations by several national ministries like the ministries of culture and education for the protection of "Ancient Mosque" in Bayan and the ministry of infrastructure for the overall controls of physical development in all areas under the North Lombok Region. Nonetheless, the North Lombok tourism department, has not initiated anything pertaining to tourism policy and regulation unless the regulation for the retribution of tourism regions.

The process to tourism public policy and government's clear guidance on the empowerment of cultural Bayan communities has been long waited by the people of Bayan. As the interviews were pointed to cultural leaders, farmers, locals and tourism business owners in Bayan, they explained their opinions on the current tourism development implementations in Bayan and how they

are going with the strategic approaches to develop their regions. They also delivered what legal efforts they are expecting from the government for their communities' overall growth:

We thanked NGOs and private (British Council, AMAN, Bank Mandiri) for initiating the general development in Bayan that involves human resources empowerment, farmers' trainings, children's nutrition's, tourism product development and physical supports. Those private and NGOs have fully unlocked our potentials and awareness about the tourism competitiveness we have as a community. And with a gradual tourism development efforts being done by our local government, with government's capacity as the developer in the physical areas of Bayan such as roads, sanitations, public educations and tourism promotion to Rinjani National Park, we have constructed our own community-based approach to maintain our tourism, nature and cultural assets. This is at least, something that we have to do while waiting for a local government to really allocate the budget for our development. Bayan's business

community, together with cultural leaders and local people come together as a network to promote and preserve Bayan under the cultural conduct and regulations. This is really what we call as “community-based work”. What we, as a cultural community expect is a real communication between government and locals on how to allocate the budget for the “homestay” planning.

DISCUSSION

Model of the Component Parts to a Heterogeneous Approach to Cultural Tourism Destination in Bayan Village



Model framework adopted from Kerr (2003)

The adoption of the a heterogonous approach that includes only specific networks, participants and framework of analysis is expected to meet the most

adequate structure of cultural tourism policy construct for Bayan Village in North Lombok. An approach would define more cohesive resultant relationship between those participating bodies in managing the tourism policy administration and long –term action plan. “It also takes into account the transition form government to governance, where institutional and sectorial processes become contingent on each other and on their context.” (Kerr, 2003). The Model of the component parts to heterogeneous approaches to cultural tourism destination in Bayan Village as adopted from the “Scottish Tourism Policy Decision-Making” by Kerr (2003), clearly defines the most appropriate integration of a resultant relationship for the development of cultural tourism destination, as it is an asset of alternative tourism in North Lombok area. The approach would manage a clear identification of job descriptions via strategic integration of all tourism-development related Indonesia national ministries or local government to work hand in hand in fulfilling the gap in regulating Bayan as a destination. From the stakeholders’ perspectives gained from the observation, it is also critical that the approach would suggest the solution toward the disputes of overlapped regulations that are being issued by respective ministries naming the Ministry

of Tourism and Creative Economy; Indonesia Statistics Bureau; the Ministry of Finance; the Ministry of Cooperative Small and Medium Enterprises; the Ministry of Public Works; the Ministry of Acceleration Development of Backward Regions; the Ministry of Forestry; the Ministry of Education and Culture; the provincial government of West Nusa Tenggara; the local government of North Lombok. It caused the policy implementation ineffectiveness and confusion on the regional level and limited intervention avenues on the national level of government (the ministry of tourism of Indonesia).

The collaboration of all related institutional bodies in Bayan would lead to a defined assessment of group networks where all physical or human development projects that support the development in Cultural Village of Bayan would be able to refer to the right stakeholders outlook. At this rate, an understanding about how big the interventions the government that involves in Cultural Village of Bayan's development could pass and how much shares of power they need to prioritize to non-governmental group networks, would structure the right flow of work and investment scheme in developing Bayan. In other words, the public sectors' elasticity to open arenas toward the mutual collaborations is being held imperative as <http://ojs.unud.ac.id/index.php/eot>

a new way of practice in Indonesia's public administration on the tourism sector. Proposing a group network under the scheme of Indonesia's tourism public administration means giving a less portion of public intervention toward the regulatory policy process and decision and giving open hands culture in their public governance's realm. For the case of Bayan Cultural Village in North Lombok, the proposed approach would give a realization avenue toward the practice of governance in replace to government.

The last to expect from the proposed heterogeneous approach toward the emerging development case of Bayan Cultural Village tourism's public policy is the construct of the advocacy policy. This is then being proposed and explained briefly through the adoption of public-private partnership practices in constructing the policy stream pipelines (Kerr, 2003) which from this logic, the participants in the approach including the group networks, elites and government, may have a full access to a right acknowledgement in the management-know-how of the policy interchanges processes. Knowing how the policy interchange would work and compensate every needing destination towards the investment scheme, regulation-making, human development process, the creation of independent network on specific

destination, and the fairness budget allocation for destination development, are all beneficial agendas of this heterogeneous approach. Let us say the development of Mandalika, a priority destination in Lombok that is being chosen under the project of “Ten New Bali”.

CONCLUSION

Under the policy stream and networks that allow the interchanges of policy and regulatory processes, there will be bigger opportunities for Bayan in gaining more exposures and development where in this scenario, all related stakeholders including elites are being well informed about Bayan’s existence and its rich cultural assets. The expectation from this cycle of approach can reflect a snowball effect, which in turn, government as a focal administrator of Bayan’s development, would put Bayan as a destination partners of Mandalika in their partnership agenda under a legal regulatory policy that is being formed together with all related ministries. This would bring Cultural Village of Bayan as an alternative support, in the cultural destination context, offering Lombok’s tourism a wide variety of attractions for tourists and at the same time, driving forward the development of Bayan

Cultural Village as a whole asset of a national or regional destination.

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Approaches to Indonesia Cultural Tourism Policy: Stakeholders' Perspectives on The Cultural Tourism Governances in Bayan

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ABSTRACT

In support to the initiative of Indonesia government on the priority destinations project (ten new Bali) where Mandalika in Lombok Island is being endorsed as one of “New Bali” targeted development destination, the research is aimed to analyze the effective roles of national and regional government on the development of cultural tourism destination in Bayan Village, North Lombok administrative region, as it is one of the alternative tourism attractions in Lombok Island. For the purpose of objectivity, this research has limited the source and scope of the observation only from related stakeholders and Lombok local tourism government thus the research employed an in-depth interview through designated stakeholders clusters. The research examined and summarized the finding from the stakeholders' perspectives that have either direct or indirect concerns toward Bayan Village's development from which; a proposed recommendation on a tourism policy framework for cultural destination was concluded. Based on our finding, the situation where the development initiated both by national and regional tourism government in Lombok did not show a fair distribution to all promising destinations especially Bayan Village in North Lombok as one of cultural tourism assets in North Lombok.

Keywords: Cultural tourism destination, cultural tourism governance, tourism policy, stakeholder perspectives.

INTRODUCTION

Current Standing of Bayan Tourism Administration

Resonating the priority tourism initiative of “Ten New Bali” back in 2016 which one of its targeted destinations is

Mandalika in Lombok, this research went over and extended the examination of another source of destination in Lombok and endeavored the finding on how the stakeholders perceived the cross-governmental and non-governmental

incorporations and impacts between the emerging national's destinations tourism initiative and continuous development of respective supporting tourism areas within a destination. Bayan in North Lombok is a true heritage destination and cultural tourism asset both national and regional tourism government needs to develop. Bayan has all it takes to be of the most prominent cultural tourism destinations in Lombok offering culture, history, eco-tourism, and it exhibits a real life of one of the oldest Indonesian tribe in their nature with the uniqueness of its ancient belief in Islamic practices where the oldest ancient mosque and traditional Sasak tribe houses are being preserved and exhibited. In addition to those, the geographical fact about Bayan village is that the center of this cultural village lies between the strategic point-of entries to Rinjani National Park (Sembalun & Senaru) making this village very much accessible by the tourists especially for those who are transiting prior to or after the Rinjani's tracking.

Bayan as one of cultural destinations in Lombok have been advocating their needs toward the fairness implementations of Lombok' tourism policy and cooperation that touches upon the holistic development support both priority destination and the alternative

ones. Despite different perspectives gained from different stakeholders being interviewed in this research, almost all of the local stakeholders in Bayan Village, due to their strong ties to cultural, family and community, expect the tourism's policy realization to have a deployed impact to all tourism areas in Bayan rather than pulling the local people in Bayan to find a living in emerging destinations within Lombok. This is of course shown contrast perspectives, which will be explained in the finding sections, when the external stakeholders of Bayan spoke up the critical objectives of tourism policy in Lombok and how Indonesia government is very well informed about the essential role of alternative and cultural tourism in a certain destination like Bayan.

Research Objective

Inspired by the previous studies on tourism policy, this research main objective is to evaluate the regional tourism policy in Bayan Village, North Lombok based on several field observations on the stakeholders' perspectives. This study also aims to explore the social and political issues behind the policy implementation processes administered by the North Lombok government and how the cross-governmental and non-governmental bodies synergize the work on the field.

The findings from this study would provide a better understanding to tourism policy researchers and regional tourism policy decision makers about how the government decentralizes, incorporate and comply with the regional tourism plan, regulation and community engagement for a cultural destination area that results in a fair and sustainable overall growth in Bayan Village, North Lombok. This research would also propose a better policy formulation and practice from the extracted policy formulation theory in order to provide a better tourism policy recommendation that can be applied in tourism research of other Indonesia destinations that touch upon the empowerment of locals' socioeconomic growth within the establishment of cultural tourism as alternative growth factors.

METHODOLOGY

The qualitative analysis that will be conducted would be in the form of a case study on tourism stakeholders' participations, tourism policy and its incorporation in support to destination and community development of Bayan Village in North Lombok, West Nusa Tenggara. This case study mainly seeks: how tourism stakeholders in Lombok and Bayan Village in particular view and evaluate what policies are being well implemented

and what are not from the regional government that is currently in power and mainly conducting the tourism policy tasks. From this qualitative study, the researchers expect to be able to test and improve the preliminary hypotheses and construct the new model of regional tourism policy structures and practices for Bayan Village that can also be applied to other Indonesia's destinations.

The data and information in this research will be collected through several methods. Literature findings, in-depth interview and discussion with key persons in government, NGOs, local scholars and communities as well as document review, would be employed to gain information for the qualitative analysis. The data of Lombok tourism statistics will be obtained mainly from the Ministry of Tourism and Creative Economy, Indonesia Statistics Bureau and line ministries, such as Ministry of Finance, Ministry of Cooperative Small and Medium Enterprises, Ministry of Public works and Ministry of Acceleration Development of Backward Regions. The research and data collection were done within the period of fifteen months started on May 2017 to August 2018.

The respondents in this research collected to twenty-six (26) participants and are classified into four (4) different groupings: 1. The stakeholders in NGO grouping that includes three (3) different respondents from “Genpi Lombok and Sumbawa”; 2. The stakeholders in scholar grouping includes five (5) different respondents from Institute Technology Bandung, Universitas Gadjah Mada and Universitas Mataram; 3. The stakeholders in government officials grouping includes three (3) different respondents from national tourism ministry of Indonesia, the tourism department officer in North Lombok, and the transportation department in North Lombok; 4. The stakeholders in the local communities and tourism industry grouping include fifteen (15) different respondents where five (5) respondents came from Bayan Tribe Communities, four (4) respondents came from Bayan and Rinjani tourism industry people, three (3) respondents came from Bayan’s farmer communities, two (2) from Bayan’s tourism and social development communities and one (1) from the secretary of Bayan’s village government.

LITERATURE REVIEW

Cultural Tourism

The notion of cultural tourism both in the late history or today’s understanding, according to Smith (2003)

is all about the history and heritage of a certain destination with its people. And as Smith (2003) added, the cultural tourism also touches people’s contemporary lives and how they live in accordance to their past upbringing and values. Richard (2001a: 7) ascertained, “not just the consumption of the cultural products of the past, but also contemporary culture or “the way of life” of a people or region. Cultural tourism can therefore be seen as covering both “heritage tourism” (related artefacts of the past) and “art tourism” (related to contemporary cultural production).” According to Zeppel and Hall (1992), cultural tourism can be classified into two categories of visitation motives; “heritage and arts tourism”. Nonetheless, in many contexts of cultural tourism studies, the heritage and arts are being formed as an entity of what the cultural tourism could offer as its distinguished package. “The arts and heritage are inextricably linked, and it is almost impossible to distinguish between them, particularly in the context of indigenous communities where the distinction between past, present, and future is not as clear-cut or linear as in Western societies.” (Smith 2003: 30). A technical definition of cultural tourism according to (Richards 1996: 24) “all movements of persons to specific cultural attractions, such as museums, heritage

sites, artistic performances and festival outside their normal place of residence.”

Linking the Stakeholders’ Perspectives with a Tourism Public Policy Construct

Freeman (1984) defines a stakeholder as “any group or individual who can affect or is affected by the achievement of the organization’s objectives”. Donaldson and Preston (1995) refined Freeman’s definition stating that to be identified as a stakeholder the group or individual must have a legitimate interest in the organization or activity. Research has been conducted on stakeholders, stakeholder identification and involvement in business management, which focuses on the management and power of stakeholders (Clarkson, 1995; Donald & Preston, 1995; Freeman, 1984). Research on stakeholder right to be involved irrespective of their level of power has been conducted (Carmin, Darnall, & Mil-Homens, 2003; Curry, 2001; Steelman, 2001). Research on stakeholder groups and the significance of their interests has been published (Andereck & Vogt, 2000; Davis & Morais, 2004; De Lopez, 2001; Gunn, 1994; Gursoy et al., 2002; Yuksel et al., 1999). Research on stakeholders and their role in tourism development meets with identifying four stakeholder categories: tourists, residents, entrepreneurs and local government officials (Goeldner & Ritchie,

2003). Freeman (1984) states that an organization has relationships with several groups and individuals e.g., employees, customers, suppliers, and members of the communities, governments, stating that: “Stakeholder is any group or individual who can affect, or is affected by, the achievement of a corporation’s purpose. Stakeholders include employees, customers, suppliers, stockholders, banks, environmentalists, government and other groups who can help or hurt the corporation. A stakeholder should denote those groups which make a difference in an organization is (by definition) any group or individual who can affect or be affected by the achievement of the organization’s objectives” (Freeman, 1984). In the correlation between government and tourism policy, Sabatier (1999) mentioned that the process of policy making takes into account the conduct where issues are being brought to related government to solve. “Government traditionally formulates alternatives and select policy solutions based on consultations” (Kerr, 2003).

In the correlation between government and tourism policy, Sabatier (1999) mentioned that the process of policy making takes into account the conduct where issues are being brought to related government to solve. “Government

traditionally formulates alternatives and select policy solutions based on consultations” (Kerr, 2003). And, this is what this research is aiming to conduct and exercise the input from the stakeholder prior shaping the policy proposal. Hall (1994) mentioned that government would enact both legislation for the sake of the destination development and generate the right policy making for the empowering the general economic and regulatory parameters within the industry. Hall (1994) added that the efforts to government tasks within the regional tourism policy would include the work of provision of infrastructure, planning, protection of environment, zoning policy, training, and education for the locals. Thus, the policy participation should also take a strategic ownership throughout the process of tourism policy making. According to Holloway (1998), the emerging growth of tourism industry is the reflection of alliances, voluntary and partnership that happens between business, communities and public sectors playing an active role in defining the policy, driving the initiatives and evaluating and solving the challenges and sharing mutual benefit. The policy analysis and research framework, after the finding of stakeholders’ perspectives on the target issues of the research area, this research is constructed by reflecting the flow of work

to a guiding framework idea of public policy analysis for tourism by Kerr (2003) that seeks out the most adequate tourism policy analysis and research approaches where the stakeholders’ perspectives build upon the strategic linkage of the proposed policy approach.

Tourism Public Policy and Public Administration

Despite the emerging research interest in the tourism public policy, government interventions and public sectors’ influences on the tourism development policy-making process and its relation to a right practice proposal of public administration, (Richter, 1983;1989), according to Jenkins et al., (2014), tourism, however, as one of the sectoral areas of public policy has not been gaining sufficient scholarly concerns if it is compared to several extent of public policy and political science literature. And, there are relatively small numbers of research being conducted to analyze the right theories of tourism (Jenkins et al., 2014). With the nature of tourism as a catalyst to the development of a national economy and the utilization machine towards the national workforces, it is inevitable that tourism context should be held accountable and it is relatively imperative as an integrated public

administration management studies (Coles & Hall, 2011). With the facts that not all the policy dimensions of tourism are the cores assessments of the tourism research (Benckendorff & Zehrer, 2013), there have been several studies in tourism and its relation to public policy and administration that are discussing certain focus of perspectives and tourism's interrelation with several studies to gaining some new approaches. (Church, 2004; Hall & Jenkins, 2004; Airey & Chong, 2010; Halkier, 2010; Dredge & Jenkins, 2012; Kernnell & Chaperon, 2013). The finding within the studies of public policy and public administration on the context of European tourism according to Devine and Devine (2011) are predominately discussing about the roles of state government on tourism and how for some extents, its roles are being driven by policy approaches enabling a less intervention of regional public entities. Learning from the Nordic tourism perspectives (Hall 2014), this is saying a new concept of public policy and administration approach in the tourism development endeavors that the state government is not a single power of political network and thus the civic engagement, public and local interest, democratic adaptation, as well as culture and community-based tourism planning, are entitled to the scope of public policy

studies despite not necessarily correlated focus of public policy analysis and tourism management (Hall, 2008; Bramwell, 2014; Zapata, 2014).

Hall (2013) delivered his thought that so often, the focus on tourism policy research has a sole identification to certain tourism's networks without getting to deeper critics toward networks' values and their actions. Similarly, an uncritical focus on the tourism development potential of public-private partnerships in areas such as urban regeneration, place marketing, events, and attractions as a magic solution in much of the tourism literature, has often meant that some of the broader debates about the implications of such partnerships for communities and democratic decision-making has often gone unrecognized (Jerkin & Stolk, 2003; Gonzales, 2011; Heeley 2011; Zapata & Hall, 2012; Jordan et al., 2013). Thus, Hall (2008) explained that one of the most interesting approach in the tourism public administration studies is the community-based approaches and as the tourism public administration's practice goes broader in the develop countries, "the focus on economic development and destination competitiveness has often been approached via the lens of innovation (Svensson, 2005; Hall 2008). The national and local state is recognized as having an important role in tourism innovation via its

public policy settings (Hall, 2009b; Halkier, 2010).

FINDING

Current Implementations and Approaches to Cultural Tourism Public Policy Establishment in Bayan Village, North Lombok, in West Nusa Tenggara Indonesia

From the in-depth interviews that were being conducted to four different group of stakeholders; NGOs group, scholars group, government officials groups and local community and tourism industry in Bayan Village group, the findings found out that the current implementations and approaches to both tourism public policy and cultural tourism administration establishment in Bayan Village have not yet been formed strategically due to several opinions. The former member of tourism research at the Institute Technology Bandung and a current advisor of several tourism NGOs for Indonesia said:

During my tenure at the development project in Bayan back than in 2012-2015, I found some bitter facts that Bayan was threated merely as an ordinary village. They (the communities) have so much potentials and assets but so far, the

institutions that supported Bayan comes from private like the one I did with British Council and Bank Mandiri. We did several training for all households, built small library, local swimming pool near the cultural forest, and meeting venue for cultural event.

And in regards to the government's initiation on "Ten New Bali" which one of its priority destinations are in Lombok, the author exercised the national government acknowledgement and focus about Bayan Village as a cultural destination from the perspectives of a former chief of tourism research in Institute Technology Bandung. He explained the current governance program the national tourism ministry is currently administering as summarized below:

I have no capacity to tell you how much this initiation (Ten New Bali) impact on the establishment of North Lombok, where Bayan tribe is residing, owing to the fact that my area of assignment is in the capital, Jakarta. However, from so many meetings with the tourism minister, I can at least tell you that even though the initiation of Ten New Bali doesn't touch all areas of Lombok and North Lombok in particular, it is (Ten New

Bali project in Lombok) going to have a great impact as it is developed. Why? Because, it is very logic, the establishment of destination in Mandalika in Central Lombok will automatically impact all areas of Lombok, as all tourists will be exhibited not only by Mandalika but overall Lombok area. I am confident that Lombok would have a great impact through tourism and North Lombok in particular, would manage to grow along the way despite the development has not touched upon the alternative areas like Bayan, yet.

As he added in his interview explanation:

This is basically politic. The ministry of tourism and research organization like us cannot rely on what the regulation has said because sometimes the political networks and elites define more on certain important projects. However, I strongly believe that within the tourism administration, both national and provincial, would encourage the regulations for alternative, cultural tourism like we have in Bayan North Lombok.

With tourism policy and protection to cultural assets in Bayan Village that have not been fully enacted, the information from the national government officer at the Ministry of Tourism and Creative Economy in Jakarta explained from the perspective of the complexity in the autonomy structure that Indonesia government has long mandated enabling the power allocations in tourism management to the regional and local governments. She delivered her perspectives as follows:

Within our authorities of the ministry of tourism, we have some limitations. The reasons are right now, we are bounded by the autonomy, which means that all works are being deployed accordingly based on respective area and governance within respective destination. Another reason is, we are currently ranked third among other public ministries levels, which means that we do not have many capacities to build or allocate budget. In addition to destination promotion, which the priority areas are also being assigned by the minister, we focus on creating and evaluating the regulation, coordination, and facilitation. We do can, build physical infrastructures but it must

use special allocation of budget with almost rare for Bayan at this moment. The national tourism authority cannot really interrupt the KLU (North Lombok) owing to decentralization. We do not have anything. We just coordinate and promote and, prepare the destination and its communities. That's why we cannot touch a lot Bayan. So, the local government is becoming so vital.

From the perspectives of our respondent at the national tourism ministry in Jakarta, we found out that the uniformity of tourism public policy in the cultural destinations cannot really be governed and oversight by the national tourism administration, despite the notion of national authority. And as she added in her interview:

We are, from the national level has some barriers to directly reach the establishment Bayan Village due to us as a system, have so many levels of authorities that are more entitled to this job. Not to mention the department of village and culture in that area (province). If we talk about Bayan, we need to see first: The local government commitment about the development of its tourism

because, one of the tourism stakeholder is community. They are the host, the owner and the protector of their destinations as known as "Sapta Pesona". And Bayan, I cannot talk specifically about Bayan but the program about the development of "Tourism Villages" we used to work together with the Ministry of Village back then in 2009 – 2014, we were entitled budgets from PNPM Mandiri Pariwisata - for the development of "Tourism Community". The budget (APBN) was given directly to the community in all destinations, until the statute of village autonomy socialized, the budget stopped. This budget for "Tourism Village Organizer" for all physics, educations, etc. And, even though we haven't touched Bayan as priority areas, since 2016, we work with the ministry of Village to construct the policy implementations and have the best use of the budget for the development of the villages - specifically the "tourism villages". For pilot project, we only have 30 villages until now where we do not have Bayan in there, yet. The ministry of village works more for physical work, infrastructure, product development and tourism workers empowerment. While the

ministry of tourism work on the level of certification, community engagement (Sadar Wisata), promotion, and tourism business development such as proposing the homestay project, hospitality investments, culinary trainings, and overall digital promotion on the Indonesian Tourism Exchange.

The complexity in defining the right networks toward the approach to cultural tourism public policy establishment in Bayan Village, North Lombok was also explained by a scholar from the University of Mataram, a state university in Lombok:

In spite of a clear awareness of national, provincial and regency government about Bayan's cultural competitiveness, however, due to the provincial government's focus on the tourism development in Lombok is mainly directed to the major areas of attractions like those in the main cities of resorts areas, it is unfortunate that at this moment, the platforms that directs both policy initiatives and local government budget for a tourism development initiative in Bayan are still so poor. This is also because the regional tourism department in North Lombok where cultural Bayan village is

located is considered still so young which was established in no more than a decade. However, the challenge in defining the right approaches to North Lombok's tourism public policy is clear now. I, as a local scholar, would urge a prompt response of Bayan community to engage in community-based tourism development because I believe that is what we can do and most matter at the moment.

The approach toward the tourism public policy construct that protects Bayan is apparently still facing long-way efforts to gain public and tourism's networks attentions. This is, as scholars from Gadjah Mada University gave the information on political issues, national regulations, and current zoning regulation along Rinjani National Park area:

The KSPN or as known as "The Strategic Destinations for National Tourism Development" for Lombok - Rinjani and Sembalun areas has actually been initiated and is being published by the government of Indonesia - the Ministry of Tourism. However, after a careful reading, we haven't found Bayan, the area between Sembalun, Rinjani and Senaru (in North Lombok) in that

KSPN. Bayan doesn't belong to either cultural area or commercial tourism area. This makes Bayan have a difficult time in gaining both supports in material and human development for their area. And from the political perspective, Bayan, geographically has not yet considered potential by all levels of government and/or private sectors, as it does not really support what the market demands are currently requesting. This also owing to the fact the overlapped issues between the government officials that set up different regulations for Bayan, merely for their sectoral interest, makes Bayan faces difficult days of development on its regional policy and cultural area protection. The current standing of government regulations is being enacted in a respective manner where the regulations on the cultural assets are done alone by the ministry of education and culture, the environment, seas and forests are regulated and administered by the ministry of environment and forestry, the infrastructures along Bayan are regulated by the ministry of infrastructure and the tourism regulations in general are administered by the ministry of

tourism. Having said that, the complexity in identifying which policy approaches and from which ministry should Bayan refers to is becoming real.

The observation also managed to extract the perspectives from the a project manager of a local NGO in Lombok and, the regency government officer of North Lombok where the former head of tourism department in the regency of North Lombok and now, a current chief of transportation department for the same regency. Both respondents delivered similar thoughts as the followings:

The implementation toward the policy-making for the tourism destinations in the regency of North Lombok, despite the young age of the tourism department in this region, unfortunately was not being strategically planned due to the newly formed of this regency governance. As we are now giving our main focus to the "Gili Islands" where most tourists would come and spend nights, the regency tourism regulation for other destinations has not been fully published unless the "regulation for the retribution of tourism regions". Within the regions in North Lombok namely Bayan,

Gangga, Khayangan, Tanjung, and Pemenang, the regency regulation pertaining to cultural tourism likewise, has not been initiated. The protection toward the cultural communities and their cultural assets are still being managed by respective cultural network like in Bayan Community. This is of course, with the help of regulations by several national ministries like the ministries of culture and education for the protection of "Ancient Mosque" in Bayan and the ministry of infrastructure for the overall controls of physical development in all areas under the North Lombok Region. Nonetheless, the North Lombok tourism department, has not initiated anything pertaining to tourism policy and regulation unless the regulation for the retribution of tourism regions.

The process to tourism public policy and government's clear guidance on the empowerment of cultural Bayan communities has been long waited by the people of Bayan. As the interviews were pointed to cultural leaders, farmers, locals and tourism business owners in Bayan, they explained their opinions on the current tourism development implementations in Bayan and how they

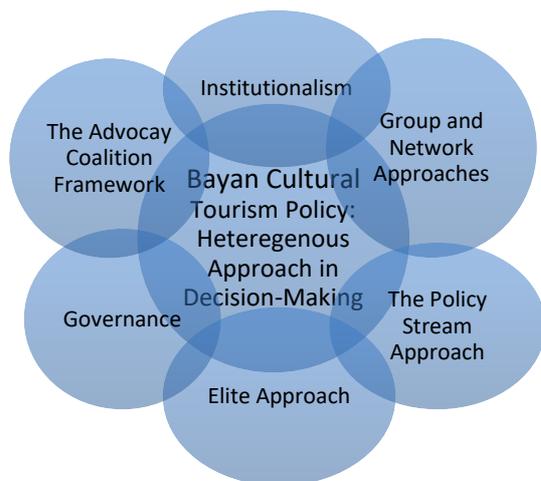
are going with the strategic approaches to develop their regions. They also delivered what legal efforts they are expecting from the government for their communities' overall growth:

We thanked NGOs and private (British Council, AMAN, Bank Mandiri) for initiating the general development in Bayan that involves human resources empowerment, farmers' trainings, children's nutrition's, tourism product development and physical supports. Those private and NGOs have fully unlocked our potentials and awareness about the tourism competitiveness we have as a community. And with a gradual tourism development efforts being done by our local government, with government's capacity as the developer in the physical areas of Bayan such as roads, sanitations, public educations and tourism promotion to Rinjani National Park, we have constructed our own community-based approach to maintain our tourism, nature and cultural assets. This is at least, something that we have to do while waiting for a local government to really allocate the budget for our development. Bayan's business

community, together with cultural leaders and local people come together as a network to promote and preserve Bayan under the cultural conduct and regulations. This is really what we call as “community-based work”. What we, as a cultural community expect is a real communication between government and locals on how to allocate the budget for the “homestay” planning.

DISCUSSION

Model of the Component Parts to a Heterogeneous Approach to Cultural Tourism Destination in Bayan Village



Model framework adopted from Kerr (2003)

The adoption of the a heterogonous approach that includes only specific networks, participants and framework of analysis is expected to meet the most

adequate structure of cultural tourism policy construct for Bayan Village in North Lombok. An approach would define more cohesive resultant relationship between those participating bodies in managing the tourism policy administration and long –term action plan. “It also takes into account the transition form government to governance, where institutional and sectorial processes become contingent on each other and on their context.” (Kerr, 2003). The Model of the component parts to heterogeneous approaches to cultural tourism destination in Bayan Village as adopted from the “Scottish Tourism Policy Decision-Making” by Kerr (2003), clearly defines the most appropriate integration of a resultant relationship for the development of cultural tourism destination, as it is an asset of alternative tourism in North Lombok area. The approach would manage a clear identification of job descriptions via strategic integration of all tourism-development related Indonesia national ministries or local government to work hand in hand in fulfilling the gap in regulating Bayan as a destination. From the stakeholders’ perspectives gained from the observation, it is also critical that the approach would suggest the solution toward the disputes of overlapped regulations that are being issued by respective ministries naming the Ministry

of Tourism and Creative Economy; Indonesia Statistics Bureau; the Ministry of Finance; the Ministry of Cooperative Small and Medium Enterprises; the Ministry of Public Works; the Ministry of Acceleration Development of Backward Regions; the Ministry of Forestry; the Ministry of Education and Culture; the provincial government of West Nusa Tenggara; the local government of North Lombok. It caused the policy implementation ineffectiveness and confusion on the regional level and limited intervention avenues on the national level of government (the ministry of tourism of Indonesia).

The collaboration of all related institutional bodies in Bayan would lead to a defined assessment of group networks where all physical or human development projects that support the development in Cultural Village of Bayan would be able to refer to the right stakeholders outlook. At this rate, an understanding about how big the interventions the government that involves in Cultural Village of Bayan's development could pass and how much shares of power they need to prioritize to non-governmental group networks, would structure the right flow of work and investment scheme in developing Bayan. In other words, the public sectors' elasticity to open arenas toward the mutual collaborations is being held imperative as <http://ojs.unud.ac.id/index.php/eot>

a new way of practice in Indonesia's public administration on the tourism sector. Proposing a group network under the scheme of Indonesia's tourism public administration means giving a less portion of public intervention toward the regulatory policy process and decision and giving open hands culture in their public governance's realm. For the case of Bayan Cultural Village in North Lombok, the proposed approach would give a realization avenue toward the practice of governance in replace to government.

The last to expect from the proposed heterogeneous approach toward the emerging development case of Bayan Cultural Village tourism's public policy is the construct of the advocacy policy. This is then being proposed and explained briefly through the adoption of public-private partnership practices in constructing the policy stream pipelines (Kerr, 2003) which from this logic, the participants in the approach including the group networks, elites and government, may have a full access to a right acknowledgement in the management-know-how of the policy interchanges processes. Knowing how the policy interchange would work and compensate every needing destination towards the investment scheme, regulation-making, human development process, the creation of independent network on specific

destination, and the fairness budget allocation for destination development, are all beneficial agendas of this heterogeneous approach. Let us say the development of Mandalika, a priority destination in Lombok that is being chosen under the project of “Ten New Bali”.

CONCLUSION

Under the policy stream and networks that allow the interchanges of policy and regulatory processes, there will be bigger opportunities for Bayan in gaining more exposures and development where in this scenario, all related stakeholders including elites are being well informed about Bayan’s existence and its rich cultural assets. The expectation from this cycle of approach can reflect a snowball effect, which in turn, government as a focal administrator of Bayan’s development, would put Bayan as a destination partner of Mandalika in their partnership agenda under a legal regulatory policy that is being formed together with all related ministries. This would bring Cultural Village of Bayan as an alternative support, in the cultural destination context, offering Lombok’s tourism a wide variety of attractions for tourists and at the same time, driving forward the development of Bayan

Cultural Village as a whole asset of a national or regional destination.

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Tourist Attraction and Tourist Facilities Intentions to Visitor Satisfaction: Case of Sindang Barang Cultural Village

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ABSTRACT

The tourist attraction and tourist facilities provided at the Sindang Barang Cultural Village have a positive influence and significantly contributed to visitor satisfaction, which can attract tourists and visitors to come to this place. The research was conducted at the Sindang Barang Cultural Village. The purpose of this study is to determine the impact of tourist attraction and tourist facilities on visitor satisfaction at the Sindang Barang Cultural Village. The Method of research used is quantitative methods in order to obtain more comprehensive, valid, reliable, and objective data. The sample consists of 107 visitors who visited the Sindang Barang Cultural Village. The factor and regression analysis were used for the data analysis. The results of the study showed that tourist attraction significantly contributed to the visitors' satisfaction ($t = 10.180 > t_{table}$ with a significance of 0.000 ($\rho < 0.05$). Tourist facilities significantly contributed to visitors' satisfaction ($t = 4,082 > t_{table}$ with a significance of 0.000 ($\rho < 0.05$). The tourist attraction and tourist facilities have a significant effect simultaneously on Visitors' satisfaction ($F = 149.205 > F_{table}$ with a significance of 0.000 < 0.05). Tourist attraction at the Sindang Barang Cultural Village has a dominant influence in influencing visitor satisfaction with the uniqueness and characteristics of Sunda Tradition Ritual Tourist Attraction which is the hallmark of the Sindang Barang Cultural Village. The Tourist facilities show that this variable is a variable that affects visitor satisfaction where the facilities available for the information center are still not fully available. The author makes a suggestion, recommend paying more attention and developing facilities that provide complete information about the Sindang Barang Cultural Village.

Keywords: Tourist Attraction, Tourist Facilities, Visitor Satisfaction, Cultural Village, Sindang Barang

INTRODUCTION

Background

Indonesia is a country with different potentials and resources, meaning that it has a lot of opportunities through which it can be developed into a country with tourism industry. In this way, it can earn a lot of foreign exchange which can be used for funding the local, regional and national development (Suryawardani, Purnami, & Suamba, 2018).

The development of tourist village is strongly influenced by the institutional aspect, the object and the tourist attraction, as well as the means of tourism infrastructure (Damayanti, Soeaidy, & Ribawanto, 2014; Parmawati, Saktiawan, Wibowo, & Kurnianto, 2018). There are many tourism objects chosen by tourists. There is a part of the tourists who love natural, cultural, and even artificial objects. Indonesia is a country which has various tourism objects because of its enormous cultures, values, beliefs, weathers, tribes, and so forth. Thus, many tourists travel to Indonesia. Tourism objects and attractions are a form of a facility which can attract tourists and visitors to come to a certain area and place. Without attractions, a place will be difficult to be called as a tourism object.

A tourism product must have several aspects such as attractiveness,

maintainability, ease of use and in particular, a product must satisfy consumer desires and be able to fulfill all consumer expectations of a product (Kotler, 2011). Tourism products are places that have attraction as a supporting factor as attracting tourists to visit the tour and have adequate facilities such as access to travel, recreation and many things that make tourists interested in coming to the place.

One part of the attraction destination is the cultural tourist attraction that encompasses cultural villages. Bogor Regency has a cultural village that has a variety of Sundanese arts and culture, history and Sundanese beliefs and customs, a natural rural place and has a place to stay or lodging to give a natural impression for tourists who visit. Bogor as one of the third largest cities in Indonesia is rich in a variety of tourism products, both natural and environmental conservation, Agro tourism and cultural tourism. This has become an attraction for both domestic and foreign tourists to come to visit the city that has the nickname of this city of rain.

Sindang Barang Cultural Village located in Bogor Regency, part of the West Java provinces, Indonesia, which there are still holding various cultural heritages inherited from the Kingdom of Pajajaran. In addition to this time, the Sindang Barang Cultural Village still

revitalizes Sundanese art and has to continue to strive to have uniqueness and special attraction so as to attract interest to visit because one component of tourism products is the attraction.

Facilities constitute facilities and infrastructure that support the operation of tourism objects to accommodate all the needs of tourists, not directly encourage growth but develop at the same time or after developing attractions (Spillane, 1994; Rosita, Marhanah, & Wahadi, 2016).

To attract tourists to visit a tourist attraction, tourism objects must have attractive tourist attractions and adequate facilities to support the needs of tourists. If tourists feel comfortable because the facilities available are adequate and tourism objects are attractive, the expectations of tourists when visiting will be fulfilled when they visit. This will lead to a sense of satisfaction because their expectations are met. The tourist attraction is supported by facilities can also increase interest and tourist loyalty (Zaenuri, 2012).

Research Objectives

This current study was intended to:

1. Analyze the effect of the dimension of tourist attraction (what to see, what to do, what to buy, where to stay, and what to arrive) on the satisfaction of the

visitors visiting the Sindang Barang Cultural Village.

2. Analyze the effect of the dimension of tourist facilities (accommodation unit, restaurant, activity facilities, and information service) on the satisfaction of the visitors visiting the Sindang Barang Cultural Village.
3. Analyze the effect of the dimension of tourist attraction and tourist facilities simultaneously on the satisfaction of the visitors visiting the Sindang Barang Cultural Village

LITERATURE REVIEW

Tourist Attraction

A tourist attraction can be visited by tourists has to meet the conditions for the development of the area (Suryadana & Octavia, 2015). These conditions are (1) What to see. In these places there must be objects and tourist attractions that are different from those owned by other regions. The area must have special attractions and cultural attractions that can be used as "entertainment" for tourists. What to see includes natural scenery, activities, arts and tourist attractions. (2) What to do. In this place, in addition to many that can be seen and witnessed, activities and recreational facilities must

be provided that can make tourists feel at home for a long time. (3) What to buy. Tourist destinations should be available for shopping facilities, especially souvenirs and folk handicrafts as souvenirs. (4) What to arrive. This includes accessibility, how visitor can visit the tourist attraction, what vehicles will be used and how long to arrive at the tourist destination. (5) Where to stay. How tourists will stay for a while on vacation, needed lodging either star hotels or non-starred hotels and so on.

A tourist attraction that attracts tourists is hospitality. The hospitality of an area is the general feeling of welcome that tourists receive while visiting the area. People do not want to go where they do not feel welcome (Mill, 1990; Suryadana & Octavia, 2015). Tourists are interested in visiting a place if there is a phenomenon that motivates them. The attractiveness of one place could create a certain influence on potential tourists (Subhiksu, Ardika, Darma Putra, & Madiun, 2014)

Tourist Facilities

Tourist facilities are all facilities whose function meets the needs of tourists who temporarily stay in the tourist destinations they visit, where they can relax and enjoy and participate in activities available in the tourist destination (Yoeti, <http://ojs.unud.ac.id/index.php/eot>

2003; Sulistiyana, 2015). The tourists will come and visit again if the facilities are available who can fulfill all their needs while enjoying tourist attraction. The existence of these facilities is also expected to make tourists feel more comfortable and stay longer and provide a good impression on the tourist attraction which they visit (Zaenuri, 2012). According to (Yoeti, 2003), the components of tourist facilities are (1) accommodation unit, (2) restaurant, (3) outdoor activity facilities, (4) art activity facilities, and (5) information service).

It can be concluded that tourism facilities are the convenience of visitors to enjoy, feel the comfort that has been provided by a tourist attraction that has facilities in order to satisfy or achieve the satisfaction of visitors to a tourist destination.

Visitor Satisfaction

Satisfaction comes when experiences go beyond expectations, while dissatisfaction arises when experiences fall short of expectations (Park, Hwang, Lee, & Heo, 2018). Tourism satisfaction is the outcome of interactions between a real experience and the prepositional expectations of the tourists participating in tourism-related activities (Pizam, Neumann, & Reichel, 1978; Park, Hwang, Lee, & Heo, 2018). Satisfaction is a

function of the closeness between expectation and the product's perceived performance. (Kotler & Keller, Marketing Management, 2012). Satisfaction is a feeling of pleasure or disappointment that someone appears after comparing the performance of the product that is thought of the performance or expected results. If the performance of a product meets or exceeds expectations of tourists it will create a sense of satisfaction in every tourist, whereas if the product performance is below expectations, someone will feel dissatisfied and disappointed.

The consumer satisfaction is an overall attitude shown consumers for goods or services after they obtain and use and it is an evaluative assessment post-election caused by the selection of special purchase and experience of using the goods or services ((Mowen & Minor, 2002; Manulang, Bendesa, & Darma Putra, 2015). Factors of boosting customer satisfaction consist of: (1) product quality: Customers will feel satisfied after buying or using products and services that are in line with expectations of good quality, (2) price: usually affordable prices with good product quality will be of greater value to create customer satisfaction, (3) service quality: to satisfy customers, a company should first improve services that are as maximum as possible given to customers and always evaluate services that have

been given directly either by providing product knowledge training to all employees or how to deal with customer complaints correctly, and (4) easiness: ease and comfort in reaching tourist destinations can affect customer satisfaction factors (Irawan, 2009; Suhaji, 2012).

METHODOLOGY

Research Location and Time

This study was conducted at the Sindang Barang Cultural Village located in Desa Pasireurih, Kecamatan Taman Sari, Bogor Regency for four months, from March 2018 to July 2018, and they were required to cross as the response of which best described their level of agreement within each of the questionnaire items. Their participation was voluntary and thus leads to no response bias.

Data Collecting

Both the qualitative and quantitative data were used in the current study. The data were obtained from both the primary and secondary data sources. The data were collected through the library research and field research (observation, direct interview, questionnaire, and documentation).

Research Population and Samples

The population in this study included all the visitors who visited the Sindang Barang Cultural Village. The sample consists of 107 respondents utilizing non-probability sampling of purposive sampling technique that allows the researcher to not giving equal opportunities to all elements of the population to be selected as a respondent. Of these, 107 responses were deemed useful and used in the data analysis with a valid response rate of 90 percent.

Variables and Data Analysis

The completed and structured close-ended questionnaires were coded and keyed in Statistical Package for Social Sciences (SPSS) computer program version 22 and descriptive analysis such as means, standard deviation, and correlation analysis was performed. Next, further investigation using hierarchical regression analysis was executed to assess the relationship between a set of two independent variables (X_1 and X_2) and the dependent variable (Y), controlling the effect of a different set of independent variables: Tourist attraction (X_1) and tourist facilities (X_2) on the dependent variable: visitor satisfaction (Y), which thereafter could furnish empirical findings in supporting the outlined research objectives.

RESULTS

Demographic Characteristics of Respondents

In table 1 depicts the respondents' demographic characteristics of respondent. Male respondents made up 44.9 percent of the sample while females made up 55.1 percent. The respondents who come to Sindang Barang Culture Village are dominated aged 20-25 years (72.9 percent) because of young age who have a lot of free time to walk compared to the adult age (usually have a permanent job). This was followed by 47.7 percent of them are students and the young employee made up 32.7 percent. The majority of respondents (75,5 percent) come from Bogor and respondents (80.4 percent) specified that they have been visited at Sindang Barang Culture Village 1-2 times a year. This was followed by 12.1 percent of them who only visit 3-4 times a year. For monthly income, 32.7 percent of the respondents are the employee who has revenue IDR 3 – 5 million and 30.8 percent respondents are students who spent less than IDR 1 million per month. For choosing considerations, respondents made up 52.3 percent because of the diversity of tourist attractions at Sindang Barang Culture Village and they get information about the Sindang Barang Culture Village made up 45.8 percent are obtained from friends/relatives at 45.8%

and these number of respondents who are young, where the youth is a time of group life, togetherness, and friendship provides new information, it seems that there is a Sindang Barang Culture Village. For their motivation to come to Sindang Barang Cultural Village for 42.1 percent relaxation purposes are employees. Relaxation for a number of employees to calm down, enjoy the beauty of nature, find a new place that is more comfortable, and does new activities that create peace in the Sindang Barang Cultural Village. Meanwhile, many respondents who come to the Sindang Barang Cultural Village also aim to educate with the results of 40.2 percent due to a large number of students and students who wish to learn about the Sundanese culture.

Reliability Analysis

Reliability refers to a sense that the instrument used in research to obtain the desired information can be trusted (reliably) as a data collection tool and able to reveal actual information in the field. The reliability test method used is the Cronbach's Alpha method, construct is considered reliable if the Alpha coefficient is > 0.70 (Sugiarto, Hendratono, & Djoko, 2015). The reading of Cronbach's α for all the variables as described in Table 2 exceeds the criterion of 0.70, indicating the survey instrument is reliable to measure all constructs consistently and is free from random error.

Table 1. The Distribution of Demographic Characteristics

Demographic Characteristics					
A. Gender	F	%	F. Monthly Income	F	%
Male	48	44.9	< IDR 1000000	33	30.8
Female	59	55.1	IDR 1000000 – 3000000	22	20.6
			IDR 3000000 – 5000000	35	32.7
			> IDR 5000000	17	15.9
B. Age	F	%	G. Frequency of Visit	F	%
14-19	9	8.4	1-2	86	80.4
20-25	78	72.9	3-4	13	12.1
26-34	9	8.4	5-6	2	1.9
35-43	11	10.3	> 6	6	5.6
C. Residential Area	F	%	H. Choosing Consideration	F	%
Bogor	81	75.7	Diversity of Tourist Attractions	56	52.3
Bandung	1	9	Services provided	8	7.5
Jakarta	12	11.2	Easy to reach location	16	15.0
Depok	3	2.8	Ticket Prices / Discounts	3	2.8
Sukabumi	2	1.9	Place Comfort	14	13.1
Others	8	7.5	Others	10	9.3
D. Education	F	%	I. Source of Information	F	%
High School	42	39.3	Family / Couples Member	17	15.9
Academic	30	28.0	Friends / Relatives	49	45.8
University	29	27.1	Social Media/Advertising	30	28.0
High Degree/ Doctoral	6	5.6	Others	11	10.3
E. Occupation	F	%	J. Motivation	F	%
Student	51	47.7	Relaxation	45	42.1
Employee	35	32.7	Nostalgia	5	4.7
Gov. Empl	1	.9	Education	43	40.2
Entrepreneur	9	8.4	Others	14	13.1
Others	11	10.3			
TOTAL	107	100	TOTAL	107	100

Note : IDR is Indonesian Rupiah

Source: The Processed Primary Data (2018)

Table 2. Reliability Analysis

Variables	Number of Items	Cronbach's Alpha
Tourist Attraction	10	.849
Tourist Facilities	5	.885
Visitor Satisfaction	13	.920

Source: The Processed Primary Data (2018)

Descriptive statistics

The descriptive statistics for respondent response of the effects of tourist attraction and tourist facilities on visitor satisfaction is presented in Table 3.

The multi-item statements are designed for a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). As seen in table 3 above, the highest mean value is on WS2 indicator statement which is at an average of 4.28 which means that respondents agree that The Sindang Barang Cultural Village has learning activities and recognizes Sundanese Cultural Arts (learning the history of Indigenous Village, learning farming, learning to dance and learning to play traditional musical instruments).

Table 3. Respondent Response of The Effects of Tourist Attraction and Tourist Facilities on Visitor Satisfaction

Variable: Tourist Attraction	Labels	Means	SD
Have natural scenery beautiful	WS1	4.16	.870
Having learning activities and know Sundanese art	WS2	4.28	.775
Unique and unique Attractions Tradition Rituals Sunda 'Serentaun	WS3	4.18	.799
Have activities and facilities recreation	WD1	3.91	.807
Have facilities for shop for souvenirs and items folk crafts	WB1	3.63	.937
Have lodging	WS1	3.87	.814
Adequate infrastructure and facilities	WS2	3.56	.838
Easiness Access to locations	WA1	3.19	.963
Security guaranteed	HO1	3.74	.862
Society and employees friendly & polite	HO2	4.08	.881
<hr/>			
Variable: Tourist Facilities	Labels	Means	SD
Homestay facilities	HS1	3.63	.853
Serving Drinks & Buffet Food	DF1	3.76	.834
Facilities for Outdoor Activities	OA1	3.90	.890
Facilities for Dance Course	DC1	3.92	.870
Information Service	IS1	3.48	.975

and the community who are friendly and

Variable: Visitor Satisfaction	Labels	Means	SD
Satisfaction on Tourist Attractions at Sindang Barang Cultural Village	CS1	4.07	.768
Satisfaction with Accessibility towards tourist sites	CS2	3.36	.934
Satisfaction with the facilities in Sindang Barang	CS3	3.75	.859
Price of admission	CS4	3.64	.756
Promotion of Promo Prices/Discount	CS5	3.82	.969
Alertness to serve traveler	CS6	3.79	.855
Good communicate and explain information to tourist	CS7	3.95	.745
Accuracy and suitability time in tourist attractions	CS8	3.73	.784
Handling Complaint	CS9	3.74	.839
Have knowledge about all tourist attractions	CS10	3.85	.867
Have hospitality and politeness in serving visitor	CS11	4.03	.783
Willingness to help	CS12	3.93	.839
Ease of reaching all tourist attractions all tourist attractions	CS13	3.92	.814

polite.

Source: The Processed Primary Data (2018)

Whereas the lowest mean value is on the statement of tourist attraction statement WA1 which is at an average of 3.19, which means that neutral respondents state that access to the location to the Sindang Barang Cultural Village is easy. Overall respondents' perceptions of Tourist Attraction in Sindang Barang Cultural Village found that the dominant respondents agreed that meant that tourist attraction in Sindang Barang Cultural Village had special attractions and cultural attractions that could be seen and witnessed, lodging like home stay and hospitality from employees

The highest mean value is on Tourism Facilities DC1 indicator statement which is on average 3.92 which means respondents almost all agree that Sindang Barang Cultural Village provides facilities for short training such as Jaipong, Pencak silat and playing angklung and well prepared. While the lowest mean value is on the Tourism Facilities IS1 indicator statement which is at an average of 3.48 which means that neutral respondents stated that the Goods Session Culture Village has not provided facilities for a complete information center.

For Visitor Satisfaction, the highest mean value is in the indicator of the statement of CS1, which is on average 4.07, which means that respondents almost all agree that they are satisfied with Tourist Attractions in Sindang Barang Cultural Village. While the lowest mean value is in the indicator of the statement of CS2 which is at an average of 3.36 which means that neutral respondents expressed satisfaction with access to the location to the Goods Session Culture Village. Respondents' perceptions of Visitor Satisfaction in Sindang Barang Cultural Village found that the dominant respondents agreed that meant that the tourists who had visited were satisfied with the quality of tourism products, prices, quality of service and ease in reaching all tourist attractions provided in Kampung Sindang Barang Culture Village.

The standard deviation value has a value close to 1 (whole number) which is between 0.775 to 0.963, 0.834 to 0.975 and 0.745 to 0.969 which means that the diversity of respondents gives answers large enough and not homogeneous in providing answers to tourist attraction which means that all answers given by respondents vary.

Results of the Regression Analysis

Simple Correlation Analysis is used to determine the relationship between one independent variable to the dependent variable. Determination analysis in simple regression is used to determine the percentage contribution of the influence of the independent variable on the dependent variable (Sugiyono, 2016).

Table 4. The Effects of Tourist Attraction on Visitor Satisfaction and Tourist Facilities on Visitor Satisfaction

Variable	R	R Square	Adjusted R Square	Std. Error of the Estimate
X ₁	.837	.700	.697	4.256
X ₂	.696	.484	.479	5.583

Source: The Processed Primary Data (2018)

As seen in table 4, correlation among tourist attraction on visitor satisfaction and tourist facilities on visitor satisfaction are seen. The R number is 0.837, this shows that there is a very strong relationship between tourist attraction on visitor satisfaction and the R number is 0.696, this shows that there is a strong relationship between tourist facilities on visitor satisfaction. The determination coefficient is obtained by R² (R Square) by 0.700 for X₁. This shows that the percentage contribution of the influence of tourist attraction on visitor satisfaction by 70% while 30% is influenced by other variables not

examined. Also for X_2 , the determination coefficient is obtained by R^2 (R Square) by 0.484. This shows that the percentage contribution of the influence of tourist attraction on visitor satisfaction by 48.4% while 51.6% is influenced by other variables not examined.

Multiple linear regression analysis is a linear relationship between two or more independent variables with the dependent variable. This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether each independent variable is positively or negatively related and to predict the value of the dependent variable if the value of the independent variable increases or decreases.

Table 5. The Effects of Tourist Attraction and Tourist Facilities on Visitor Satisfaction

R	R Square	Adjusted R Square	Std. Error of the Estimate
.861	.742	.737	3.971

Source: The Processed Primary Data (2018)

As seen in table 5, correlation among tourist attraction and tourist facilities on visitor satisfaction are seen. The R number is 0.861, this shows that there is a very strong relationship between tourist attraction and tourist facilities on visitor satisfaction. The determination

coefficient is obtained by R^2 (R Square) by 0.742 (74.2%). This shows that the percentage contribution of the influence of independent variables Tourist Attraction and Tourism Facilities on Visitor Satisfaction by 74.2% while 25.8% is influenced by other variables not examined.

As indicated in table 6, the results of multiple linear regression hypotheses testing, T test and F test to determine the effect of independent variables (independent) on the fixed variable (dependent).

Table 6. Hypothesis Testing Results

Hypothesis	Statement	Score	Remarks
H_1	Tourist Attraction Significant Effect on Visitor Satisfaction	$t = 10.180$ $\text{sig} = 0.000$	H_1 accept H_0 reject
H_2	Tourist Facilities Significant Effect on Visitor Satisfaction	$t = 4.082$ $\text{sig} = 0.000$	H_2 accept H_0 reject
H_3	Tourist Attraction and Tourist Facilities Simultaneously Significant Effect on Visitor Satisfaction	$F = 149.205$ $\text{sig} = 0.000$	H_3 accept H_0 reject

Source: The Processed Primary Data (2018)

In Table 6, the results of the t-test analysis related to tourist attraction on visitor satisfaction in the Sindang Barang Cultural Village, the $t_{count} > t_{table}$ was obtained; $10.180 > 1.659$ with a significance of 0.000 ($p < 0.05$). The positive t value indicates that the tourist attraction has a direct relationship with visitor satisfaction. So it can be concluded that the tourist attraction has a significant influence on visitor satisfaction. These results indicate that the higher the attractiveness of a tourist object, the greater the satisfaction of tourists visiting.

The results of the t-test analysis related to tourist facilities on visitor satisfaction in the Sindang Barang Cultural Village, the $t_{count} > t_{table}$ was obtained; $4,082 > 1,659$ with a significance of 0.000 ($p < 0.05$). The Tourism Facilities has a significant influence on Visitor Satisfaction.

The results of this study indicate that tourist attraction and tourist facilities have a significant effect simultaneously on visitors' satisfaction. Based on the results of the test analysis simultaneously obtained the F_{count} value is 149.205 with a probability value (sig) = 0.000. The value of F is calculated ($149.205 > F_{table}$ (3.08)), and the value of sig . smaller than the 0.05 probability value or $0.000 < 0.05$.

CONCLUSIONS

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

- 1) The effect of the tourist attraction on the satisfaction of the visitors visiting the Sindang Barang Cultural Village:

The dimension of tourist attraction (what to see, what to do, what to buy, where to stay, and what to arrive) positively and significantly contributed to satisfaction of the visitors visiting the Sindang Barang Cultural Village, meaning that the tourist attraction at the Sindang Barang Cultural Village has special attractions and cultural attractions that can be seen and witnessed, also Hospitality from employees and the community who are friendly and polite. Tourist satisfaction can be created if the tourist attraction offered to give something different and has the characteristics of other tourism objects in general, and can give a deep impression for tourists who have made a visit.

- 2) The effect of the tourist facilities on the satisfaction of the visitors visiting the Sindang Barang Cultural Village:

Tourist facilities (accommodation unit, restaurant, activity facilities, and information service) positively and significantly contributed to satisfaction of the visitors visiting the Sindang Barang Cultural Village. The reason for tourists to visit a place or region or country because they are interested in the facilities that can be obtained through the facilities and the assessment of visitors to facilities in a tourist attraction is usually associated with satisfaction after visiting the tourist attraction (Rezki, Djamhur, & Devi, 2015).

- 3) The effect of the tourist attraction and tourist facilities simultaneously on the satisfaction of the visitors visiting the Sindang Barang Cultural Village: Tourist attraction and tourist facilities have a positively and significantly contributed to satisfaction of the visitors visiting the Sindang Barang Cultural Village.

SUGGESTIONS

(Sudiarta, 2015), in his study entitled “Popularity of Tourist Attraction in Bali from the Perspective of Foreign Tourists” found that position tourist attraction can be described with two

dimensions: one dimension is an attraction that has a lot of similarities and a second dimension is the attraction that has many differences.

The variable tourist attraction at Sindang Barang Cultural Village has a dominant influence in influencing visitor satisfaction by having the uniqueness and characteristics of Sunda 'Tradition Ritual Tourist Attraction which is the hallmark of Sindang Barang Cultural Village, it is necessary for the management to still maintain this tourist attraction with regular return held every year. The continuity of tourist attractions, especially Sundanese traditional attractions ‘Serentaun needs to receive support and attention from the Bogor Regency Government, especially the Bogor Regency Culture and Tourism Office because it relates to attention to the preservation of Sundanese culture. It is recommended to pay more attention and develop facilities that provide complete information about the Sindang Barang Cultural Village. Some facilities and infrastructure at the Sindang Barang Culture Village require improvements with not small amounts of funds. Imports have not all been able to cover the maintenance and operational costs of the Sindang Barang Cultural Village, for that there is a need for financial assistance from the Bogor Regency Culture and Tourism Office.

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Community Participation on Tourism Development in Parangtritis Tourism Area, Bantul Regency

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ABSTRACT

Parangtritis tourist area is a famous tourist destination in the south of Yogyakarta. The tourist area which consists of a variety of tourist objects such as beaches, sanddune, culinary, religious and cultural tourism has a positive impact on the growth of tourist visits in Parangtritis tourist area. This study aims to examine the participation of local people in their contribution to the development of sustainable tourism areas. The method used in this study is descriptive qualitative by conducting primary and secondary data collection. Primary data was collected through interviews with local communities which involved in to the service industry, cultural arts groups and local government of Bantul Regency. The results of the study are (1) the local community has contributed to the development of the Parangtritis tourist area through local cultural activities, tourist attractions and providing of facilities regarding the needs of visitors. (2) the local government of Bantul Regency has several programs related to the empowerment in each of government institution that are address service industry, tourism local groups and build facilities and infrastructure. But the contribution of local communities has not become a tourist attraction and sustainable. Empowerment programs from local governments have not been specific to training related to services and business activities that are suitable for tourism activities in Parangtritis tourist area.

Keywords: Community participation, tourist area, sustainable tourism.

INTRODUCTION

Background

Parangtritis tourist area is a famous tourist destination in the south of Yogyakarta. The tourist area which

consists of various tourist objects such as beaches, sand dune, culinary, religious and cultural tourism has a positive impact on tourist visits in Parangtritis tourist area. The activities of the local community as farmers and fishermen have gradually

shifted to tourism activities. The development of tourism has a positive impact on business opportunities and at the same time increases people's incomes (Woosnam et al., 2009). The involvement of community in tourist service industry face several challenges. As tourism known as serving tourists, requires adjustment to the local community. Because of the involvement in tourism service industry activities is not about just selling and getting profits, but the level of comfort and satisfaction of tourists is a benchmark for the continuity of tourism activities.

Tourism activities can reduce the quality of natural resources, environmental degradation, and damage to ecosystems in the destination if not developed in sustainable way (Neto, 2003; Mihalič, 2000; Cohen, 1978; Miller and Auyong, 1991). For this reason, development must refer to a planned and future perspective in accordance with its environmental capacity (Pigram and Wahab, 2005). Tourism activities can be at risk for land use that is not in accordance with its designation such as hotel construction, facilities, clean water, excessive use of marine resources, incomplete handling of waste, increased pollution, activities that exceed of carrying capacity of destinations can threaten environmental sustainability

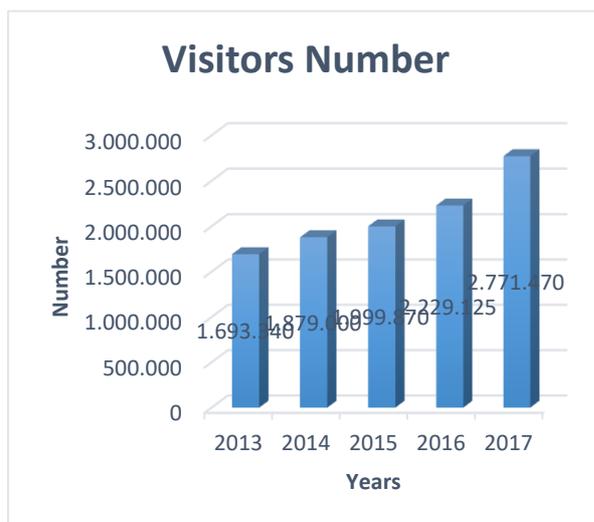
(Elliott, 1997; Murray, 2007; Neto, 2003; Zahedi, 2008).

Sustainable development must be integrated with the fulfillment of environmental sustainability criteria, community involvement, cultural preservation, and local economic benefits (Sano et al., 2010). For the community, the business opportunity is a right for all local residents, but in its development it creates problems. Many tourism service industry do not have operational permits and even are doing in conservation areas. This situation continues to occur and often gets warnings from the local government. Local communities have a significant role in developing tourism, because of he community is one of the stakeholders in tourist destination. The benefits of tourism development will also be accepted by local communities if managed properly and sustainably.

The attraction of Parangtritis tourist area consists of natural tourism, cultural tourism and artificial tourism. The combination of tourism potential makes Parangtritis tourist area is a strategic tourism area in Bantul Regency. Determination of the Parangtritis area as a regional strategic tourism area is supported by the development of facilities and infrastructure including management of tourist areas that can bring benefits

(Regional Regulation no.18 of 2015 concerning Bantul Regency RIPKD). The development of tourist destinations in Yogyakarta especially beach tourism adds to the enthusiasm of visitors to choose the coastal area as a destination.

The south coast of Yogyakarta covers three regencies which each make the coastal area as a priority destination. Kulon Progo Regency has a beach, as well as Gunungkidul Regency which has many coastal areas. Based on observations on this research the coastal area is still the main priority visited besides other tourist areas. Data on tourist visits to the tourist area of Parangtritis in the last five years shows a significant increase in number every year. This data shows that the tourist area of Parangtritis is still to be the main tourist destination that in Bantul Regency. The following chart of number of tourist visits in the last five years.



Source : Government Tourism Office of Bantul Regency, 2018

The increase of number of tourist visits based on the chart above shows a positive signal to the community and local government. The increase in tourist visits impact on tourism activities and at the same time have an impact to the local community as a tourist service industry. Likewise, the local government of Bantul Regency received benefits from the increase in tourist visits which resulted in an increase in local government revenue.

Local community are involved in managing tourism service industry in Parangtritis tourist area. Parangtritis tourist area which includes Parangtritis beach, Parangkusumo beach, sand dune area, depok beach, Depok lagoon, and pilgrimage place are divided into four working groups. The working groups are; 1) Parangtritis working group, 2) Parangkusumo working group, 3) Depok working group, and Depok lagoon working group. Each working group has almost the same tourism potential, but its different in its management. Many similar tourism service industry growing up, and further reduce the visitor's space. For example shops building, toilets and swimming pools that can reduce the level the convenience of visitors.

Objectives of Research

This study aims to examine the form of local community participation that

contributes to the development of a sustainable Parangtritis tourism area.

LITERATURE REVIEW

Sustainable Tourism

Tourism potential in the form of natural beauty, local traditions and uniqueness must be maintained and preserved as assets that can be utilized. The utilization of tourist assets must be carried out by considering their sustainability, so it can be beneficial to local communities (Yang et al., 2016). Tourism activities in several destinations have an impact on environmental damage, and a lack of attention to available natural resources (Mihalič, 2000). Decreasing environmental quality influences to the image of the destination because of the tendency of pollution, cleanliness and growth of buildings that are not in accordance with their designation (Murray, 2007, Zahedi, 2008).

One of the benefit of tourism development is the opening of employment opportunities for local residents (Woosnam et al., 2009). Tourism activities encourage the creation of new tourism service industry that provide tourist needs and at the same time to be a kind of service for tourists. The coastal tourism area has a lot of potential that can be developed, so it needs to maintain the

quality of its environment from negative impacts (Hall, 2001). Negative impacts can be minimized through the use of natural resources in sustainable way (Neto, 2003).

Community Participation

Tourism activities that take place in tourist areas have a positive or negative impact on local communities. According to (Singh et al., 2003) that local community participation involved in making decision for the planning process of tourism activities which includes social, cultural and environmental issues. The participation of local people in managing coastal areas is constrained by many factors (Siry, 2011). Tourism activities are still doing in short term and do not meet the sustainability aspects related to the development of tourist facilities (Davenport and Davenport, 2006). The involvement of local communities in tourism service industry and as well as workers is expected to increase awareness of the importance of developing sustainable tourism areas.

RESEARCH METHODS

The method used in this study is descriptive qualitative by conducting primary and secondary data collection. Primary data was collected through interviews with local communities,

tourism service industry, cultural and arts groups in Parangtritis tourist area, and the local government of Bantul Regency. The Parangtritis tourist area covers the area of Parangtritis Village which consists of various types of tourism are natural tourism, cultural tourism, and artificial tourism. Direct observation in the field is done to see more clearly the condition of the Parangtritis tourist area to strengthen the results of interviews. Secondary data collection is carried out through the study of documents, audio visuals, images related to the development of sustainable tourism and the development of the Parangtritis tourist area. The selection of informants was done by purposive sampling, which was to determine the informants who mastered the information and at the same time were involved in developing the Parangtritis tourist area.

Informants from the community are administrators of tourism local groups, tourism service industry and local community leaders. Then the informants from the local government are government institutions related to tourism activities and also Parangtritis Village officials who have programs and policies in developing the Parangtritis tourist area. Data is analyzed by linking themes or descriptions according to facts in the field, then

described qualitatively according to the objectives of this study.

RESULTS AND DISCUSSION

Tourism Potential

The development of the tourist area of Parangtritis is supported by a number of attractions such as natural attraction, cultural attraction, and artificial attraction. Parangtritis tourist area is known as "Tri Roh", which is the area covering Cepuri, the Tomb of Shekh Maulana Mahribi and the Tomb of Shekh Belabelu (Center for Planning and Tourism development UGM, 2000). The type of attraction in the tourist area of Parangtritis is shown in table 1 below.

Tabel 1. Destinasi Wisata di Kawasan Parangtritis

No	Tourist Object	Category
1	Pantai Parangtritis Beach	Nature
2	Parangkusumo Beach	Nature
3	Pelangi Beach Beach	Nature
4	Cemara Sewu Beach	Nature
5	Depok Beach	Nature
6	Lagoon of Depok	Nature
7	Sand Dune	Nature
8	Hot Water "Parang Wedang"	Nature
9	Cepuri	Culture
10	Tomb of Shekh Maulana Mahribi	Religion
11	Tomb of Shekh Belabelu dan Syekh Damiaking	Religion
12	Gardu Action	Artificial
13	Education Village "Watu Lumbung"	Artificial
14	Sand Dune Museum	Artificial

Source: Parangtritis Village, 2018

The combination of the beauty of nature, and the strength of culture is the uniqueness of Parangtritis as a tourist attraction. The development of the Parangtritis area as stipulated in regional regulation number 4/2015 concerning the spatial plan and territory of Bantul Regency is designated as an economic strategic area, environmental area, agricultural area, coastal border area, defense and security area, and tourism area.

Tourist Services Industry

The source of income of local community in Parangtritis Village comes from various sources. Getting income from agricultural products and also from the involvement to the tourism services industry that are growing. Many people have set up lodging as well as houses and other tourism service industry who get benefit from increasing the tourist visits.

Tabel 2. Tourist Service Industry Parangtritis Tourist Area

No	Jenis Usaha	No	Jenis Usaha
1	Shops	9	umbrella/Mat
2	All Terrein Vehicle	10	Benda (Horse)
3	Car Jeep	11	Souvenir Shopd
4	Asongan	12	Toilet
5	Swimming Pool	13	Park Area
6	Sand Boarding	14	Sun Glasses
7	Garden of Folwers	15	Accomodation
8	Photo	16	Angkringan

Sumber: Field observation, 2018

The growth of tourist services industry is in line with the increase with tourist visits in Parangtritis tourist area. Initially the existing service industry was limited to meeting the needs of accommodation, food and drink for visitors. However, now tourism services industry are developing towards meeting the needs of tourist activities, such as ATVs, Jeeps, freshwater swimming pools, etc. (see Table 1). There are many tourism service industry that operate without the permission of the local government regarding the operational standards of activities. The following is an interview to the one of the shops owners, Mrs Ira said.

"We've lived here (beach area) from the 90s, at first I opened a shop for the needs of fishermen and visitors who at that time were not as busy as now. So I don't know about the business permits. In the past, there were still a few of us, but now we can more shops and other service industry. Usually when a holiday come or in the end of the week a lot of visitors come here, they buy food and drink. Recently, here are also increasing types of businesses. Like ATVs, Car Jeep, swimming pools are all just emerging".

The local government of Bantul Regency through the Tourism Office in collaboration with the relevant government office has programs related to training and

business development, but not for every one in the group can touch. The group equalization program or the distribution of training quotas, programs only touch at the level of management and do not touch individually¹. The development of the Parangtritis tourist area has a positive impact on the economy of the local community. From the economic aspect it has had an impact on employment opportunities and small-scale enterprise fields, but it still does not accommodate all the people in Parangtritis Village.

The type of business that has sprung has caused conflicts among business actors regarding their zone of business and management. The decreasing condition of Parangtritis from the performance aspect push a group of people called Peduli Parangtritis (Parangtritis Care) to organize a growing tourism service industry. The Parangtritis Care was established with the aim of preventing the entry of hawkers into the coastal area which could disrupt visitors' movement. The Parangtritis Care, which consists of local people and tourism service industry is still not maximally managing the tourism services, because each member has a business and do not have operational permits as standardized by local government. This condition make the

¹ Interview with Tourism Government Staff and Industrial Service Staff of Bantul Regency 2018

Parangtritis Care only focus on hawkers who come from the outside of Parangtritis area.

Tourist service industry activities in Parangtritis tourist area affected to the decline in the quality of Parangtritis tourism it self. For example the business of freshwater swimming pools, Jeeps, ATVs on the beach clearly reduces visitors' comfort. Flower garden businesses and tourist attractions in the sand dune zone are contrary to efforts of sand dune restoration. Tourism business activities that are not in accordance with their uniqueness have a negative impact on visitor comfort and at the same time reduce the quality of destinations (Hulu et al., 2018). Because the tourism sector is very susceptible to physical and image changes which ultimately has an impact on tourist visits (Baiquni, Susilowardani 2002). The number of tourist activities such as in sand dune, coastal areas and land use that are not in accordance with its designation has a negative impact on the environment in Parangtritis tourist area².

Art and Culture Group

The livelihood of the people of Parangtritis Village has shifted after Parangtritis became growing as a tourist

² Interview with pollution and conservation section of the Environmental Services Bantul Regency, 2018

area. The community that used to be a farmer and fisherman was attached as a source of hereditary livelihood. The shift in people's livelihoods from farmers and fishermen to tourism actors requires full assistance from the local government. An interview with Mr. Parianto, Yogyakarta cultural observer said that:

"Changes in the times need to emphasize cultural values for future generations, because culture can unite opinions to build a nation, Parangtritis will be more advanced if it is built on local cultural values".

Planting local cultural values which are Parangtritis's identity must synergize with tourism activities. The Parangtritis tourist area known as ritual tourism, religious tourism and beach tourism must be a mutually reinforcing series as an attraction for visitors. The development of Parangtritis tourism is still dominated by tourist attractions that have not represented the existing tourism potential. Art and cultural activities such as *Ketoprak*, puppet shows and traditional music have not been included in the routine agenda that can attract visitors. Based on the interviews with the management of arts and cultural groups said:

"The existence of arts and culture groups in Parangtritis is still not active in staging

his work, because it is not supported by funding and mobilizing initiators."

Organizing art shows requires support from both material and non-material aspects. This is experienced by managers of arts and culture groups in the tourist area of Parangtritis. The driving initiator in question is a person who becomes a leader and has the capacity to understand local arts and culture. Regarding material support, the special regional government of Yogyakarta through privileges has funds allocated to support arts activities and strengthening local culture, but still has not been fully utilized by arts and cultural groups in Parangtritis tourist area³.

CONCLUSION

The arrangement of the Parangtritis tourist area is very necessary to restore the beauty of the beach and the uniqueness of the barchan sand dune which is a tourist asset of Parangtritis. Tourist services industry activities require management in accordance with service standards that can provide satisfaction to visitors. Parangtritis tourism potential must be able to synergize with the environment and local culture. Rows of Shops, accomodation and a number of tourist attractions have not been

³ Interview with Cultural staff from Cultural service Bantul Regency, 2018

able to represent the potential in Parangtritis tourist area.

The results of the study are (1) the local community has contributed to the development of the Parangtritis tourist area through local cultural activities, tourist attractions, providing visitors' needs. (2) the local government of Bantul Regency has programs related to empowerment in each of the Government Services Office through small medium enterprises, tourism conscious groups and the construction of facilities and infrastructure. Because empowerment programs from local governments have not been specific to training related to services and business activities that are in accordance with tourist destinations.

Community participation in developing tourist attractions is still not attract to increase the tourist visits in Parangtritis tourist area. Synergy between the community, tourism service industry and the local government of Bantul Regency is needed to develop tourist areas without pressure on the environment, but development that can strengthen existing potential.

SUGGESTION

The program created by the local government of Bantul Regency is adjusted to the needs of the local community as a

tourism service industry. The development of the Parangtritis tourist area is directed at strengthening local potential, namely a combination of natural tourist attraction, cultural and artificial tourism.

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Improving Tourism Destination Management Through Sustainable Tourism Development Model A Case Study on TSR

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ABSTRACT

As a priority destination, Lake Toba area should immediately clean up so as not to lag behind compared to other destinations. One important indicator of the good governance of tourism in this priority destination is, when the destination has run the management and development of tourism/destination with the principles of Sustainable Tourism Development (STD). According to Global Sustainable Tourism Council (GSTC) the principles that must be met, among others are; 1) demonstrating effective sustainable management, 2) maximizing social and economic benefit to the local community and minimizing negative impacts; 3) maximizing benefit to cultural heritage and minimizing negative impacts; and 4) maximize benefit to the environment and minimizing negative impacts in accordance with Permenpar No .14 / 2016. Given the importance of STD implementation in the Lake Toba area, this research tries to assess and influence one of the important destinations in Lake Toba area, namely Taman Simalem Resort (TSR) located right on the edge of Lake Toba, Merek Sub District, Karo District. It is expected that by encouraging TSR in applying STD, TSR can become a local champion and become model of STD application in Toba Lake Area.

Keywords: Sustainable Tourism Development, STD Criteria, Taman Simalem Resort (TSR)

INTRODUCTION

Background

Upon completion in 2015 the Millennium Development Goals (MDGs) development concept has been continued with a new concept called Sustainable Development Goals (SDGs) and is valid

from early 2016 to 2030 (Nam, 2016; Wysokińska, 2017). Along with the declaration of SDGs, as one of the countries that adopt SDGs, the Indonesian government also provides a proactive response. In the same year as the launching of SDGs, where the government through the Ministry of Tourism RI

launched the SDGS program in the tourism sector known as the Sustainable Tourism Development (STD) program. In 2017, to begin assessing the performance of sustainable tourism development the Ministry of Tourism has also implemented the Indonesia Sustainable Tourism Award – ISTA (Kemenpar, 2016).

In the previous year, Kemenpar RI has been holding 20 districts / cities that states are ready to carry out the development of tourism destinations with the principle of sustainable tourism development, among others; 1) Kabupaten Lombok Barat, 2) Kabupaten Wakatobi, 3) Kabupaten Berau, 4) Kabupaten Raja Ampat, 5) Kabupaten Kepulauan Morotai, 6) Kabupaten Palangkaraya, 7) Kabupaten Hulu Sungai Selatan, 8) Kota Pontianak, 9) Kabupaten Biak Numfor, 10) Kota Ternate, 11) Kota Sleman, 12) Kabupaten Magelang, 13) Kabupaten Pangandaran, 14) Kabupaten Probolinggo, 15) Kabupaten Pesisir Selatan, 16) Kota Sabang, 17) Kota Bintan, 18) Kota Medan, 19) Kabupaten Belitung and 20) Kota Palembang (Dewipule, 2015).

In addition to the determination of 20 pilot project destinations for STD implementation, Kemenpar RI also set 10 national priority tourism destinations, consisting of; 1) Danau Toba, 2) Tanjung Kelayang, 3) Kepulauan Seribu, 4)

Tanjung Lesung, 5) Borobudur, 6) Bromo-Tengger-Semeru, 7) Mandalika, 8) Wakatobi, 9) Pulau Morotai dan 10) Labuan Bajo (Ibo, 2015; Kominfo, 2016).

As one of the priority destinations, Lake Toba area certainly must be cleaned up immediately so as not to lag behind compared to other destinations. The important indicator of the good governance of tourism in the priority destination is that the destination has run the management and development of tourism / destination with the principles of Sustainable Tourism Development (STD). The STD Principles that must be met refers to the Global Sustainable Tourism Council (GSTC). These principles are then adopted to be Permenpar No.14/2016 (Kemenpar, 2016; GSTC, 2017).

In relation to the above mentioned things, this paper will further report the results of exploring applied research. How the application of STD can be improved in quality with mentoring activities, where research has been done on one of the important destinations in Lake Toba area of Simalem Resort Park (TSR) located right on the edge of Lake Toba, Kecamatan Merek, Kabupaten Karo.

LITERATURE REVIEW

Sustainable development became one of the important keywords underlying the framework of development around the world today, departing from the realization that the earth is not merely belonging to the current generation. The concept of original sustainability development is a concept developed by environmentalists who surfaced in the 1970s (Liu, 2003).

Explicitly the idea of sustainable development first became the concern of the Union for the Conservation of Nature and Natural Resources (IUCN, 1980) in the document World Conservation Strategy. In 1987, sustainable development was conceptualized as a merger of two schools of thought namely; theory of development and sustainable environmental management. Where the merger of the two concepts was first echoed in the Brundtland Report entitled 'Our Common Future'. Furthermore, sustainable development is described as 'development that meets the needs of today's generations without compromising the ability of future generations to meet their needs'. The same document also stipulates that development activities may be said to be sustainable development activities (in a region, country or world) if, the total amount of resources, labor, reproducible capital goods, natural

resources, consumable resources is not decreases over time (WECD, 1987).

Sustainable development has a very diverse definition, Steer & Wade-Gery (1993) reveals at least more than 70 definitions of sustainable development. Inevitably, in its development, people from various fields then use the term sustainable development in different contexts and approaches (Heinen, 1994). Nevertheless, as revealed Lele (1991), the philosophy of sustainable development can generally be explored by looking at the term 'development' and 'sustainability'. Sustainable development is defined as a concept that introduces structural transformation to society so that development activities (physically and socially) do not threaten the desired growth, through social unrest, environmental pollution or depletion of resources. If we examine further, the same thing also expressed by Fennell (2014), Tribe (2011) dan Paunović & Jovanović (2017).

Over time, sustainable development came into being in the so-called Millennium Development Goals (MDGs) agreed at the UN Millennium Summit in New York in 2000, attended by 189 countries and signed by 147 heads of government and valid until 2015 (Hulme, 2009). The 8 general objectives of the

MDGs include; 1) eliminating poverty, 2) realizing basic education for all people, 3) promoting gender equality and 4) empowering women, 5) reducing child mortality, 6) improving maternal health, fighting against HIV / AIDS, 7) ensuring environmental sustainability and 8) developing a global partnership for development (Wysokinska, 2017).

Then in September 2015, officially at the United Nations Sustainable Development Summit meeting in New York, attended by more than 190 countries, a new chapter for sustainable development with a concept called Sustainable Development Goals (SDGs) to continue the MDGs up to 2030. In general, 17 objectives of SDGs can be grouped into four pillars, namely 1) human development, 2) economic development, 3) environmental development, and 4) governance. There are also 5 foundations of SDGs namely; 1) human, 2) planet, 3) prosperity, 4) peace, and 5) partnership (Wysokińska, 2017).

It was also stated that there are 17 objectives of SDGs, among others related to issues of poverty, hunger, health and welfare, education, gender equality and women's empowerment, water and sanitation management, energy, economic growth, infrastructure, intra- and inter-state gaps, production and consumption,

climate change, marine conservation, terrestrial ecosystems, justice for all people and partnerships in which relevant indicators are needed (Hák, Janoušková dan Moldan, 2016).

One of the most active sectors to internalize the concept of sustainable development is the tourism sector, known as the concept of sustainable tourism development (STD). This sustainable tourism has become a popular discourse of the 1980s, although it is still patchy, has not been integrated and assumptions that still tend to be wrong (Liu, 2003). Similar to sustainable development, sustainable tourism development also has a diverse definition according to experts, as suggested by Butler (1999), Lane (1994), Hunter (1995) and others.

The UNWTO defines sustainable tourism development as an activity to meet the diverse needs of tourists at this time and the needs of the relevant tourist destination areas, while still protecting and enhancing opportunities and resources for the future. It is considered to lead to the management of all resources in such a way that economic, social and aesthetic needs can be met while maintaining cultural integrity, important ecological processes, biodiversity and life support systems (UNEP & UNWTO, 2005).

In Indonesia this concept began to be introduced since early 2016. Along with the declaration of SDGs, the government of Indonesia through the Tourism Ministry of Indonesia made a pilot project of tourism development with the concept of sustainable tourism development. Tourism Ministry of Indonesia has partnered with 20 districts / municipalities committed to implementing sustainable tourism practices. Even to support the program Tourism Ministry of Indonesia has issued Permenpar No.14 / 2016 on Guidelines for Sustainable Tourism Development Destination (Kemenpar, 2016).

Criteria and Indicators

Based on The Global Sustainable Tourism Council (GSTC) there are 4 pillars to find tourist places, hotels or tour operators who have or have not implemented the development yet. The four pillars elsewhere; a) demonstrate management of sustainable destinations, b) maximize economic benefits for host communities and minimize negative impacts, c) maximize benefits for communities, visitors, and cultures; minimize negative impacts and d) maximize benefits for the environment and minimize negative impacts. Steps to establish ISO code of conduct and code of ISEAL alliance standards, international

bodies providing assistance for development and development of standards for sectors (GSTC, 2017).

By the Government of Indonesia, through the Ministry of Tourism, the four pillars, along with the criteria for sustainable tourism development of GSTC is then adopted into the standard of management of sustainable tourism destinations and set forth in Permenpar No.14 / 2016. The scope of sustainable tourism destinations set forth in Permenpar No.14 / 2016, among others, includes; a) management of sustainable tourism destinations, b) economic utilization for local communities, c) cultural preservation for communities and visitors and d) environmental preservation (Kemenpar, 2016).

A similar approach in assessing sustainable tourism development is also underway (Bassi dan Sheng, 2012), OECD (2014), and Seaford & Jeffrey (2015). Castellani & Sala (2010) using sustainable performance index for tourism policy development, Blancas, González, Lozano-Oyola, & Pérez (2010) using a system of sustainable tourism indicators. Ritchie & Crouch (2003) suggests that a sustainable destination has 4 pillars, ie; a) *ecological sustainability*, b) *economic sustainability*, c) *sociocultural sustainability* dan d) *political sustainability*. While Hardy,

Beeton, & Pearson (2002) formulate conceptual entanglements and operational contexts of sustainable tourism incorporation consisting of 5 aspects, namely; a) economic vision, b) conservation vision, c) community vision, d) academic response and e) industry response.

Previous Research

Rizkianto & Topowijono (2018), Nurhidayati (2007), Afriza, Kartika, & Riyanti (2018) put forward the concept of CBT (Community Based Tourism) applied to achieve sustainable tourism management. Law, DeLacy, & McGrath (2017), assess the application of sustainable tourism development using green economy indicator framework, while Kristjánsdóttir, Ólafsdóttir, & Ragnarsdóttir (2018) trying to examine *Integrated sustainability indicators for tourism (ISIT)*. Akama & Kieti (2007) discuss issues surrounding sustainable tourism as a tool for socio-economic development in Kenya. Tosun (2001) presents a challenge analysis of sustainable tourism development in developing countries.

Several other researchers have also analyzed how STD implementation strategies, among others; Nowacki, Kowalczyk-Anioł, Królikowska, Pstrocka-Rak, & Awedyk (2018), Singh (2018) dan

Amerta, Sara, & Bagiada (2018). The study of criteria in recent studies, among others, is put forward by; Torres-Delgado & López Palomeque (2017), Ottenbacher, Schwebler, Metzler, & Harrington (2018), Peng & Tzeng (2017), Kumar et al., (2017), Dos Santos, Méxas, & Meiriño (2017) and others.

RESEARCH METHODS

This study examines how the application of sustainable tourism development with national indicators that have been established by Tourism Ministry of Indonesia. The research was conducted in 6 months in 2017, which in the early stages performed; 1) introduction of the STD concept to TSR management and owners, and 2) developing agreements with management and owners for STD implementation; 3) implementing baseline assessment and FGD; 4) providing mentoring process; 4) conducting final assessment and FGD. In the mentoring process intervention action was done to provide strengthening on the aspect or indicators that are still weak based on the baseline assessment. Strengthening actions are conducted in the form, socialization, meetings, discussions, FGDs with TSR management and key stakeholders, improvement of administrative documents,

the making of SOPs, improvement of behavior and others.

The variables observed among others are divided into 4 parts, namely; 1) management of sustainable tourism destinations, 2) economic utilization for local communities, 3) cultural preservation for the community and visitors and 4) environmental preservation (Kemenpar, 2016; GSTC, 2017).

Measurements are made by assessing the dimensions of the variables used, with ordinal scales; score 4 if fully fulfilled (green), score 3 partially fulfilled (blue), score 2 less fulfilled (yellow) and score 1 unfulfilled or category red (Dergibson & Siagian, 2006) and Kemenpar (2016).

The scoring process was conducted in an FGD forum involving 24 people, among others; management of TSR (1 person), owner of TSR (1 person), Tourism Office of Karo Regency (1 person), Tourism Office of North Sumatera Province (1 person), ASITA Sumut (1 person), PHRI (1 person) (1 person), village apparatus (3 persons) around TSR (people), community leaders (2 persons), TSR (2 persons) representatives, college representatives in this case from Tourism Academy (2 persons), (2 persons), organic farmers (2 persons), police (1 person), representatives

of local artists (2 persons), *Balai Lingkungan Hidup* (1 person). In addition to FGD researchers also conducted direct validation in the field to see the real conditions that occur.

RESULTS AND DISCUSSION

Baseline Assessment

The baseline assumption phase is carried out by conducting field visits to the TSR located in the District of Brand, Karo District. In this baseline assessment the indicators used in the application of sustainable tourism development are filled in FGD forums by involving key stakeholders (as noted in the methodology). The baseline assessment results are presented as follows:

Table 1. Results of the Implementation Baseline Assessment

Criteria	Excellent (Green)	Good (Blue)	Adequate (Yellow)	Poor (Red)	Total
SECTION A: Demonstrate effective sustainable management	0	18	19	6	43
	0.00%	41.86%	44.19%	13.95%	100%
SECTION B: Maximize economic benefits to the host community and minimize negative impacts	0	9	12	0	21
	0.00%	42.86%	57.14%	0.00%	100%

SECTION C: Maximize benefits to communities, visitors, and culture; minimize negative impacts	0	9	3	1	13
	0.00%	69.23%	23.08%	7.69%	100%
SECTION D: Maximize benefits to the environment and minimize negative impacts	0	13	14	1	28
	0.00%	46.43%	50.00%	3.57%	100%
Sum	0	49	48	8	105
Sum %	0.00%	46.67%	45.71%	7.62%	100.00%

Source: FGD Results Data Processed

Based on Table 1, it is known that of the 4 STD implementation variables, there are no variables that are categorized as green and most are in blue, yellow and red categories with relatively balanced blue and yellow proportions and fewer red categories. This indicates basically the application of STD in the TSR is relatively good but still in the blue (good) and yellow areas (enough) and requires intervention to shift to green and blue categories.

From Table 1 it is also known that section A (demonstrate effective sustainable management) has 18 items (41.86%) with well-implemented (blue) criteria, 19 items (44.19%) with sufficient criteria (yellow) and 6 items (13.95%)

with less criteria (red). It is understandable that in general in terms of management aspects, TSR is actually good enough in implementing sustainable management. Some things that need to be improved include how the TSR can develop multi-year development plans involving public participation, TSR also has not proceeded to obtain sustainability standards, report on the development of safety and security related events, customer satisfaction reports, weaknesses of administrative documentation and etc.

In section B there are 0 items in green category, 19 items (41,86%) in blue category, 19 items (44,19%) in yellow category and 6 item (13,95%) are in red category. The three indicators that have the highest score include on how TSR has provided support to local entrepreneurs and encourages fair trade, provides employment and career opportunities for local communities and has monitored the economic impacts of local communities but has not been well documented. Some of the indicators that are considered to be weak (having the lowest score) are related to access of local communities to enter the very limited area of TSR, awareness about tourism and knowledge about the local people's low tourism and support for local people who are deemed to be lacking well documented.

In section C there are 0 items in the green category, 9 items (69.23%) in the blue category, 3 items (23.08%) in the yellow category and 1 item (7.69%) are in the red category. Field findings and FGDs found that TSR has interpreted the sites in the TSR region well, in the spot activities have been made announcements, sign, site interpretation in several languages namely English, Indonesia, Karo (with script Karo). Visitor behavior has also been well observed in various activities both indoor and outdoor, as well as protection of local attractions by periodically displaying local art in cooperation with local communities. However, several things that still need to be improved on how TSR can work together with the Karo District Tourism Officework together to protect the cultural heritage, better visitor management so that it is not only visited at particular times of day and takes into account intellectual property rights (artists and local craftsmen).

While in section D there are 0 items in special category, 13 items (46,43%) in good category, 14 item (50%) in enough category and 1 item (3,57%) in less category. In this aspect D there has been no indicator that entered in the green category. Some relatively well-done items include protection against sensitive environments, environmentally friendly

transport and environmental risk control. Important things to note and have a relatively low score, among others; how TSR considers more about energy conservation, water management, and water security.

Final Assessment

Based on Table 2 it is known that from 4 STD implementation variables, there is a significant change in the final assessment result compared to the baseline assessment result. In the final assessment, most items have been included in the green category, especially in section A and section C, while for section B and section D the majority of the blue criteria, this change means that there has been a significant improvement after the mentoring treatment on TSR governance.

Table 2. Results of Final Assessment of STD Application

Criteria	Excellent (Green)	Good (Blue)	Adequate (Yellow)	Poor (Red)	Total
SECTION A:	23	17	3	0	43
Demonstrate effective sustainable management	53.49%	39.53%	6.98%	0.00%	100%
SECTION B: Maximize economic benefits to the host community and minimize negative impacts	9	12	0	0	21
	42.86%	57.14%	0.00%	0.00%	100%

Criteria	Excellent (Green)	Good (Blue)	Adequate (Yellow)	Poor (Red)	Total
SECTION C: Maximize benefits to communities, visitors, and culture; minimize negative impacts	8	3	2	0	13
	61.54%	23.08%	15.38%	0.00%	100%
SECTION D: Maximize benefits to the environment and minimize negative impacts	6	22	0	0	28
	21.43%	78.57%	0.00%	0.00%	100%
Sum	46	54	5	0	105
Sum %	43.81%	51.43%	4.76%	0.00%	100%

Source: FGD Results Data Processed

Based on the above table it is known that for section A has 23 items (53.49%) with criteria implemented with green criteria, 17 items (39.53%) with blue criteria, 3 items in yellow category and no items are in red category. This is quite an increase compared with baseline condition where in category A there are 18 items (41,86%) with well implemented criteria (blue), 19 items (44,19%) with yellow criteria and 6 item (13,95 %) with red criteria.

For section A based on baseline results, the highest scores are; 1) crisis and emergency management, 2) destination management organization and 3) safety and security. The lowest scores include; 1)

visitor satisfaction, 2) tourism seasonality management and 3) asset and attraction inventoryation. In the final assessment the results are; items with the highest value among others; 1) aspects of promotion, 2) crisis and emergency management and 3) destination management organization. The lowest score is; 1) property acquisitions, 2) asset & attraction inventarisisation and 3) tourism seasonality management.

In section B there are 9 items (42,86%) in excellent category, 12 items (57,14%) in good category, 0 item in adequate and poor category. It means that there is a significant improvement in the implementation of STD governance compared to baseline conditions, where there are 0 items in excellent category, 19 items (41,86%) in good category, 19 items (44,19%) in adequate category and 6 items (13,95%) are in the poor category. While at the baseline the highest score among others on the indicator; 1) supporting local entrepreneurs and fair trade, 2) local career opportunities and 3) economic monitoring, in the final assessment the orders become; 1) supporting local entrepreneurs and fair trade, 2) local career opportunities and 3) economic monitoring. The lowest score among others; 1) local access, 2) tourism awareness and education and 3) support for community, then in the final transform

to 1) local access, 2) tourism awareness and education and 3) support for community.

For section C in the final assessment there were 8 items (61.54%) which were very well impregnated (green), 3 items (23.08%) were good executed, 2 items (15.38%) were in adequate category and 0 items in poor category. This achievement also indicates an increase in the application of STD in section C. Previously there were only 0 items in the excellent category, 9 items (69.23%) in good category, 3 items (23.08%) in adequate category and 1 item (7.69 %) are in poor category. If at the baseline the highest score among others on the indicators; 1) site interpretation, 2) visitor behavior and 3) attraction protection, at baseline transform to; 1) site interpretation, 2) visitor behavior and 3) cultural heritage protection. The lowest baseline scores include; 1) cultural heritage protection, 2) visitor management and 3) intellectual property, then in final assessment become 1) attraction protection, 2) visitor management and 3) intellectual property.

While in section D there are 6 items (21,43%) are in excellent, 22 item (78,57%) in good category, and each 0 item for good and adequate category. This condition improved significantly compared with the baseline result, where

there were 0 items in the excellent category, 13 items (46.43%) in good category, 14 items (50%) in adequate category and 1 item (3.57%) were in poor category. For section D based on the baseline result, the highest score among others on indicators; 1) protection of sensitive environments, 2) low-impact transportation, and 3) environmental risk. In the final assessment the highest score occurs on 1) solid waste reduction items, 2) wastewater and 3) protection of sensitive environments. The lowest baseline scores include; 1) energy conservation, 2) water management and 4) water security, then change into 1) light and noise pollution, 2) low-impact transportation and 3) water management in the final assessment.

Treatment Activities

After the implementation of the baseline assessment activity, TSR is further informed about the importance of the application of sustainable tourism development. To induce TSR management with STD application the researcher performs a number of treatment stages, prior to final assessment, namely:

- a) Implementing the socialization of tourism destination implementation with STD concept based on GSTC and Permenpar No.14 / 2016 criteria.

- b) Conducting mentoring and strengthening for each aspect related to the implementation of STD. Assistance activities are conducted on each relevant work unit.
- c) Implementing the improvement of STD implementation in accordance with GSTC criteria with a duration of 3 months, by performing periodic evaluations per 2 weeks.
- d) Conducting a final assessment. Include TSR on Indonesia Sustainable Tourism Award (ISTA) activities organized by Kemenpar RI in 2017. In this case the result is very encouraging because TSR can get recognition of ISTA Award as the 2nd best destination in environmental management and preservation (Alex, 2017).

CONCLUSIONS AND SUGGESTIONS

Some important things that can be concluded in this study are as follows:

- 1) The process of assistance and treatment of tourism destinations TSR has managed to improve the quality of governance of tourism destinations with the concept of STD. If the baseline is still minimal achievement implementation in the green and blue categories but in the

final assessment there is improvement so that the majority of indicators of the assessed variables into the category of green and blue as expected.

- 2) TSR basically has a good awareness and commitment in applying the concept of sustainable tourism development. STD-oriented activities in many ways have actually been implemented for a long time. Owners and management in a sustainable manner have tried to make good planning, empower the economy of the local community, preserve the culture and preserve the environment, but it must be admitted there are still many weaknesses and still need improvement continuously, along with the development of STD concept which for some key stakeholders is still considered as a novelty. The weakest of all observed aspects is the availability of reports and administrative documents that record the progress of improvement over time and need to optimize and increase synergies with local governments in particular and other stakeholders in general.
- 3) The implementation of sustainable tourism development is a journey and a long struggle and for better

implementation requires synergy of all parties (key stakeholders). As a leading tourist destination in the area of Lake Toba, the existence of TSR with excellence in applying STD should continue to get support from all parties and TSR can be used as a local champion in the area of Lake Toba as a destination that implements the development of tourism development.

- 4) Further research needs to be done to see the implementation of STD on a wider spectrum especially for Lake Toba area which is currently being hit by various negative issues such as environmental pollution, forest fire, transportation security, economic empowerment of local communities and others.

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Wellness Tourism in Puncak West Java Indonesia Area

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ABSTRACT

Wellness tourism is one of the attractions that has become a trend both in Indonesia and in the world, in addition to providing business opportunities and can also have a positive impact on health and fitness that have not been managed optimally. The area that has the potential of wellness tourism is in Puncak area which is found in West Java, especially in the PTP Nusantara VIII Gunung Mas area, which has a tea plantation as well as a spring in it. The distance that is not too far from the capital city of Jakarta, makes this area a tourist destination for escape or relaxation from routine activity. This study uses a descriptive qualitative approach where data collection uses in-depth interviews, documentation and review literature from various sources and where the results obtained are presented thoroughly to get a complete picture of the potential of wellness tourism in the peak regions. The results obtained in this study are that the management and regulation of wellness tourism are felt appropriate to be developed in this area, due to the natural potential possessed in accordance with the background or motivation of tourists who come to this area. In addition, wellness tourism that is based on nature and managed jointly with the local community will contribute positively to the improvement of the economy of the surrounding community and environmental preservation that will be maintained over time.

Keywords: Wellness Tourism, Puncak area

INTRODUCTION

Background

The progress of a technology makes people's lifestyles unhealthy because everything is facilitated by technology, start from getting up from sleep and getting back to sleep almost all

activities related to technology. It made our routine activity become unhealthy lifestyles, many people do activities for wellness to get out of the fatigue of routine daily activities.

Wellness tourism has now become a lifestyle and according to the Global

Wellness Economy, predicts that by 2015, a wellness lifestyle will reach a market of around \$ 118.8 trillion which will concentrate on North America, Asia and Europe, more details can be seen below.

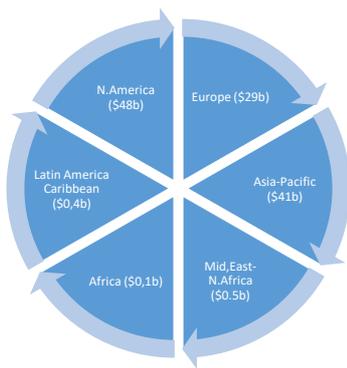


Figure 1. Life style wellness

Source: Global Wellness Institute, 2015

Based on the diagram above, it can be seen that more and more people are aware of the importance of wellness tourism, it is clear as illustrated by the diagram above Asia Pacific revenue in the field of wellness tourism reaches a figure of over \$ 41 billion and Indonesia has reached \$ 922.9 in 2016 and also this is not just a good for health but it also turns out to be a promising business because it generates substantial income both for stake holder and for the country. Regarding the tourism and leisure industry, the senior-targeted market provides superior and innovative business opportunities for service and products within the traditional tourism and leisure industry (Szmigin; Carrigan , 2001; Feng, Hsiang Chang;

Hsiou, Hsiang Liu; Kaung, Hwa Chen, 2013).

Indonesia especially West Java which is Gunung Mas accordance with the requirements on location and environment can be create as wellness tourism and with state holder corporation for sustainable development, so that the target and the results will be maximal, then this will be a promising income as a good business, because until now its consumers already exist and revenue in the wellness field has been proven based on data the author got in 2016.

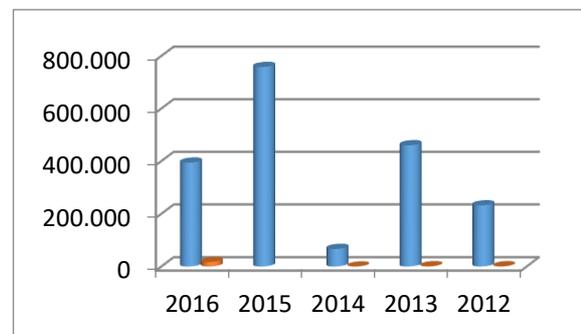


Figure 2. Data on the number of visitors to Gunung Mas

Source of Regency Tourism Office - Bogor, 2017

Refers to diagram above, it can be seen that the number of visitors experienced an increase and decrease in 2012 and 2014 and experienced another increase in 2015 and a slight decrease in 2016. But with this data proves that there are still many visitors who come to enjoy the Gunung Mas , Gunung Mas is one of

the leading tourist attractions, especially in the tea plantation sector which is a natural tourism that has the potential to be developed. And it has become the current trend to be able to live healthy and fit.

Bogor Puncak area is one of the areas that become the magnet of the capital city residents and the surrounding community to visit, although to reach this location will be faced with extraordinary congestion, but does not ignite the spirit of visitors not to stop and enjoy the fresh air in the Gunung Mas, the more visitors who come to the location will automatically have a positive impact on the surrounding population, because it can provide better income.

Location of gunung mas, can be reached within 45 minutes until 1(one) hour from Jakarta. Gunung Mas Puncak Tea Plantation is one of the largest tea plantations in West Java, established in 1910 and is one of the business units of PT. Perkebunan Nusantara VIII, whose management is under a State-Owned Enterprise (BUMN). Gunung Mas Agro Tourism is one of the tourist attractions in the Puncak area. Tourist attractions can be divided into 3 (three) parts, namely: 1). Nature is a tourist attraction of the creation of God Almighty which is in the form of a natural state of flora and fauna. 2). Culture

is an attraction of special interest tours such as hunting, mountain climbing, caves, industry and crafts, shopping places, fast water rivers, places of worship, places of pilgrimage and others. 3). Man Made is a tourist attraction created by human beings in the form of museums, historical relics, art and culture, agro tourism, hunting tours, nature adventure tours, recreational parks and entertainment complexes

Gunung Mas Puncak combines between Culture and Man Made, Culture because there is a Ciburial spring that comes from nature, Man Maid because the Gunung Mas is the result of human work in the form of agro tourism. According to data from the Bogor Regency Tourism Office, the number of visitors coming to Puncak, especially Gunung Mas, is not stable, it up and down.

Based on data above the tourist attraction of Gunung Mas until now still in demand to be visited by tourists both domestic tourists and foreign tourists. Judging from the location, Gunung Mas Puncak is very appropriate when used as a fitness tour.

Based on the explanation above, it can be concluded as follows: (i). Is Gunung Mas Puncak has the potential to be used as a wellness touriam, (ii). Can it have an economic impact on the

surrounding population (iii). What the Government can provide to support Gunung Mas Puncak is a potential for wellness tourism

Research Objectives

This study aims to find out whether Gunung Mas Puncak has the potential to be developed into a wellness tourism and whether it has an economic impact on the surrounding population and the role and support of the government to make Gunung Mas Puncak a potential for wellness tourism.

LITERATURE REVIEW

Wellness Tourism

Wellness can be defined as the balanced state of body, spirit and mind, including such holistic aspects and dimensions as self-responsibility, physical fitness/beauty care, healthy nutrition, relaxation, mental activity and environmental sensitivity as fundamental constitutional elements (Kulezyeki, Luck, Rodrigues, & Kastenholz, 2010) refer to the theory above it clearly mention in wellness there is 7(seven) element who support each other for wellness tourism. Without those element, we couldn't say it potential for wellness tourism development. Physical fitness/beauty care in several study it refers to one hiking

exercise, Hiking tones muscles, contributes to loss of weight, reduction of stress, improvement of both sleep and mental alertness (Hansmann et al., Herzog et al, Aurea, Elisabeth, & Apolonia, 2010). Gunung Mas is the appropriate place for hiking because they have Mountain tea for tea walk guide by tour guide, actually the environment and the view is one of tourist attraction, but they have problem with infrastructure who supported in wellness tourism and to fix it and develop still on discussion because it quite expensive that's way, need corroboration with stake holder, infrastructure is one the most important for tourism destination to attract, visitor to come, good infrastructure especially in walking trails will create memorable experience indirect, Additionally, walking trails are infra-structures that are less expensive to develop than alternative wellness facilities, e.g. SPAs, and more appropriate to be integrated in the rural tourism context, also given the possibility of combining within the hiking experience culture and nature experience (Rodrigues et al., 2010)

Wellness tourism has become a trend lately, most people from big city looking something different for refreshment and also good environment with fresh air on it and most of them want to have

refreshment outside from their busy daily activity

Wellness tourism is all about the happiness and from the happiness we can create quality of live. Wellness includes various related concepts, such as well-being, happiness, quality of live, holistic practice, and perceptual (Adam, ; Kaung, Hsiou, & Feng, 2013). The most important in wellness is to made quality of live start from Mind, Body, Health, Relaxation ending with happiness. Same opinion mention from (Messerli & Oyama, 2004) “viewed wellness as a way of live to create a healthy body, soul and mind through acquired knowledge and positive intervention. Same opinion with (Smith and, Boulay, & Dr.M.Hritz, 2012), definition of wellness tourism, this study specifically defined wellness tourism as travel for the purpose of health on one or more of the six wellness dimensions; physical, social, intellectual, emotional, psychological, and spiritual. Recently, other studies have focused on escapism, how travel may benefit an individual’s psychological wellness by relaxing at the beach, a spa or mountain areas ((Pechlaner & & Bachvarov &, 2006); (Boulay & Hritz, 2012). Because most of visitor travel focused on escapism to relax axing by visit tourism destination such as mountain to full fill what they need.

Motivation factor are internally driven travelers travel because the destination it self has attribute that meet their need. Push and pull factors have traditional been used to examine relationships between motivation and destination choices ((Crompton, 1979); (Boulay & Hritz, 2012). Destination will be chosen by visitor because there is motivation from tourism attraction.

METHODOLOGY

Research Location and Time

This research is located at Agrowisata Gunung Mas Puncak. This study use a descriptive qualitative data include: information, location, opinions, ideas, expression, impression and criticism that come from citizen and community surrounding Puncak area especially Agrowisa Gunung Mas.

Data Collecting

Primary data are derived from the community and visitor Gunung Mas while secondary data are geatherd through the study of literature and other previous studies. In this research using data collection techniques as follows:

1. Observation, direct observation to the location looking information related with wellness tourism based on dimension

2. In-depth interviews based on guidelines interview with visitors, management and community of Agrowisata Gunung Mas. Through this interview we will get deeper information and in detail
3. Document, based on document in photos and video
4. Literature, from theory and the result of previous research and writing which can be use for this research based on any kind of reference related

Data Analysis

The technique used to analyze the data is a descriptive qualitative analysis, that is all the collected data is analyzed and searched the threads with the theories provided so as to presented and draw conclusions based on the observation so it could become wellness tourism

RESULTS

Interviews were conducted to 30 informants at different times with the following explanation, Gunung Mas Puncak area has the potential to be developed, this is stated by several interviews that the interview writer, and is visited by many visitors because of seeing in terms of natural conditions and fresh air,

which cannot be possessed by other tourist attractions, refers to *“Additionally , walking trails are infra-structures that are less expensive to develop than alternative wellness facilities, e.g. SPAs, and more appropriate to be integrated in the rural tourism context, also given the possibility of combining within the hiking experience culture and nature experience “(Rodrigues et al., 2010)because only Gunung Mas Agro Tourism has a good natural culture so that its natural potential is far more prominent than the tourism others, who are around this is the same like theory “Wellness can be defined as the balanced state of body, spirit and mind, including such holistic aspects and dimensions as self-responsibility, physical fitness/beauty care, healthy nutrition, relaxation, mental activity and environmental sensitivity as fundamental constitutional elements” (Kulezyeki, Luck, Rodrigues, & Kastenzholz, 2010)*

To attract tourists who visit, then in addition to the mountains of tea, look for other potential that can attract tourists, but still express what is already in nature today and one of the tourist attractions that can be developed for the time being, which many contain properties for body freshness. Water that comes out of the soil as a spring, contains many properties, especially for the freshness of the body,

because it is a factor that many visitors come to enjoy the fresh spring, springs that come out of the ground have good health benefits and also the water can be drunk directly without having to be cooked first, Development must be supported by the Department of Tourism, on condition that it does not damage nature and the development must have a positive impact on the surrounding community, especially affecting the economy and regional income.

Based on the results of interviews from several information, it can be said that the the Gunung Mas Agro Tourism area can directly affect the body's freshness.

The facilities that exist in the tourist attraction, are still very simple, need a lot of renovation so that the visitors who come can feel the comfort in traveling, lack of facilities. the success of a tourist area depends very much on the facilities owned by tourist destinations, the facilities that have been owned to date are still very minimal, therefore, visitors those who arrived were still few, up and down the percentage, and for the time being the visitors who arrived, many came during the weekends on Saturday and Sunday, New facilities or additions from existing ones are very important, so it can develop

according to current tourism development. Based on the above interview it is clear that, facilities are very important in a tourist attraction, besides being able to attract tourists to come to visit, it can also provide an unforgettable experience by visitors, and is expected to attract tourists, then the income of the people around them can increase.

Facilities are very important in a tourist attraction besides being able to attract tourists to come to visit, it can also provide an unforgettable experience by visitors, and is expected to attract tourists, then the income of the people around them can increase. access to the location, is one of the considerations of visitors to come to visit and also will be problematic to the development of the attraction, so that access to the location is not difficult for visitors,

Observation Result Data

Based on the observations that the author has done so far it can be concluded as follows:

a. Attractions

The tourism potential that can be developed is the Ciburial spring swimming pool, and the spring pool itself, so in that location 3 ponds were built, the first was the Ciburial spring pool where everything

was still natural, the pond was still made of soil and no changes could be made. Because it will reduce its attractiveness, the second pool is specifically for children where the pool has a touch of man-made, so the beauty has disappeared, and the last is the pool for adults with the same model as the children's pool only the depth is different, and if there is development, it will focus on pool number two and number three, because only the pool that can be developed or enlarged, because the current conditions, the size is still very small is less large, not comparable with visitors.

Because the pool comes from a spring, that's what has been the main attraction for visitors, to try it, while the number one pool is not used for swimming because it is the main pool and at the same time the pool irrigates the number two and number three pools.

In addition to springs, the paragliding landing attraction is one of the attractions that can be enjoyed by visitors and also visitors can enjoy the beautiful panorama of the vast and green tea mountains plus the cool air. The tourist attraction is in accordance with attraction theory based on Cooper (2000),

"Attraction or attraction is the main product of a destination. Attractions

related to what to see and what to do. What tourists can see and do in the destination. Attractions can be in the form of beauty and uniqueness of nature, local culture, heritage of historical buildings, and artificial attractions such as games and entertainment facilities. "

Based on this theory, attractions are tourist attractions in which there is something unique that attracts visitors. And these attractions can actually be combined with several existing attractions, such as making tour packages in which there are Paragliding, tea walks and Ciburial springs so that they become a single unit, and of course will increase income for all parties that exist both the manager and the surrounding community

b. Accessibility

Still with the same theory, Cooper (2000), according to Cooper's accessibility such as local transportation and the existence of a terminal, based on observations, the location of the Ciburial spring located in the southern Tugu can be reached by public transportation using public transportation 02 (Bogor - Cisarua) or can also use a mini cab with Bogor - Cipanas route or when using a bus with the Bogor - Bandung route. In addition to public transport can be taken also by using

private vehicles both two-wheeled and four-wheeled vehicles.

c. Amenitas

According to Cooper (2000) amenities such as the availability of accommodation, restaurants, and travel agents while according to Middleton (2001):

"Amenitas or facilities in which there are akomodasi, restaurant, transportation, activities, facilities, and services in which discuss the rental of equipment"

and the current one at Mata Ciburial, only provides swimming equipment such as tire rental at a price of Rp.5,000 / tire, for restaurants not available until now, for food only relying on street vendors, and before selling must be recorded first by the manager, and traders are required to pay a levy of Rp. 15,000 per month, in addition there are 5 gazebos, 2 canopies, 2 toilets that become one with flushing after swimming, and there are 4 trash cans with a fairly large size, and provided a tricycle rental for Rp. 15,000, the mosque is located close to the Ciburial spring and the parking area is divided into 3 points, namely, the first drop is close to the spring pool, the second point is above the plant, and the third point is above which is adjacent to the paragliding landing location.

DISCUSSION

Potential Ciburial spring is a fitness tour based on observation

The development of the Ciburial spring potential as a tourist has fulfilled the 3A aspect. Based on Cooper (2000), a benchmark for developing a tourism destination can be seen from the 3A aspect which consists of Attraction, Accessibility and Amenity. With more management, Ciburial springs can develop optimally. Ciburial spring as a health tourism in Bogor Regency based on 3A aspects including:

a. Accessibility

Accessibility is a very important factor in the development of Ciburial spring tourism attractions. The main accessibility to the Ciburial spring is in accordance with the accessibility theory according to Cooper (2000), "Accessibility or accessibility is a means and infrastructure to get to a destination." Based on this theory, accessibility is a very important aspect to bring tourism to these destinations. And for now access to the location can be reached by using a variety of means of transportation, two-wheeled vehicles, four-wheeled vehicles, and public transportation, public transportation with the direction of Cisarua - Bogor or using the Bus with the aim to Cipanas or

Cianjur and the latter can use L -300 special transports from Bogor go to Cianjur, so all access can be used, as needed. And for hospitals the location is not far from the Ciburial spring

b. Amenities

The atmosphere in the Ciburial spring corresponds to Cooper's (2000) theory, "Facilities or amenities are all supporting facilities that can meet the needs and desires of tourist while in tourist destinations." Based on this theory, amenities is the main support for tourists to get appropriate services when traveling. Here are some of the facilities in the Ciburial spring, namely parking lots, pondopo, canopy, public toilets, sign boards, information posts, security posts and places to wash after swimming.

c. Attraction

Tourism potential that can be developed in the Ciburial Spring, the spring itself, the properties of water from the spring is very good for health and fitness, a green and cool natural panorama coupled with paragliding sports activities. It can be developed into a fitness tour, its position is in the middle of nature and will be the only SPA that is located in the immediate nature, so the effect of fitness will be felt immediately, during the

treatment until it is complete. And also the use of tea products for SPA ingredients which can be used for scrubs or for scrubs and can also be consumed as one of the best herbal drinks for health, especially green tea.

The tourist attraction is in accordance with attraction theory based on Cooper (2000),

"Attraction or attraction is the main product of a destination. Attractions related to what to see and what to do. What tourists can see and do in the destination. Attractions can be in the form of beauty and uniqueness of nature, local culture, heritage of historical buildings, and artificial attractions such as games and entertainment facilities. "

Based on this theory, attractions are tourist attractions in which there is something unique that attracts visitors.

CONCLUSION

Based on the analysis and discussion, it can be concluded that:

1. Visitors who come to Gunung Mas Agro Tourism especially the Ciburial spring, Tugu Selatan Village, until now have experienced a decline due to many other tourist attractions that grow whose position

is along the road to the top, and in addition due to the location Gunung Mas, which has to go through several traffic jams.

2. After observing and analyzing and also adjusting to the existing theories, the development of the Ciburial spring, with the natural conditions, and seeing the uniqueness that its competitors do not have in the location of the 5km to 15km radius, suitable development is tourism development fitness / wellness tourism which currently has become a world trend and also in Indonesia, because in addition to having a good impact on health, and also from the economic side can increase the income of managers and surrounding communities, the development uses the 3A theory issued by Kotler (attraction, access, amenities).

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Ecotourism Management Structuring At The Salak Mountain II Resort, Halimun Salak National Park

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ABSTRACT

The Salak Mountain II Resort Area, Halimun Salak National Park has several ecotourism objects that have a good ecotourist attraction. In the Salak Mountain II Resort area, there are several actors who have a role in management, where there are several obstacles faced during the course of the activity. The objectives in this study are 1) identifying elements in the management structure variables; 2) analyze the goals variable of ecotourism development, needs variable of ecotourism development, activity programs variable of ecotourism development, obstacles variable of ecotourism development, and actors variable of ecotourism development; 3) making the model of ecotourism management structuring. The method used in this study is descriptive qualitative with Interpretive Structural Modeling (ISM) analysis. The results of the study shown that the desired goals in managing the area are the conservation of natural resources and their ecosystems, and providing education to the community about environmental management. The desired need in area management is the existence of ecotourism legality. Some of the desired program activities in regional development and management are agrotourism, local cultural and artistic attractions, ecotourism, and natural recreation. Some obstacles in the development and management of the area are the limited human resources that have knowledge, skills in managing ecotourism areas and changes in the status of the utilization zone to the ecotourism zone. Salak Mountain II Resort Office, Koperasi Khalifah, Village-Owned Business Entity are actors who have very strong driving factors and function as variable linkage. Each element in the variable has different strengths as a driver and dependency.

Keywords : Interpretive Structural Modeling, Ecotourism Management, Landscape Management, The Salak Mountain II Resort, Halimun Salak National Park

INTRODUCTION

Background

The Salak Mountain II Resort Area, Halimun Salak National Park (HSNP) is a natural resource conservation area that has very interesting ecotourism objects. This area has attractive landscape potential as an ecotourism area (Kusumoarto, Gunawan, and Nurazizah, 2017). There are 11 (eleven) ecotourism areas managed by the Salak Mountain II Resort Office, HSNP. The ecotourism objects are Cigamea Waterfall Area, Kondang Waterfall Area, Hot Spring Area, Ngumpet Waterfall Area, Seribu Waterfall Area, Pangeran Waterfall Area, Muara Waterfall Area, Cihurang Waterfall Area, Ratu Crater Area, Camping Ground Area, and Alami Waterfall Area (Kusumoarto and Ramadhan, 2016). Tourist visits to this region in 2016 were recorded at 17,969 people. The highest number of visits to hot springs area was recorded at 4,668 people and visits to the camping ground area were recorded to be the smallest of 365 people. Ecotourism objects that have potential visits based on the perceptions and desires of visitors are Cigamea Waterfall Area, Kondang Waterfall Area, Hot Spring Area, and Ngumpet Waterfall Area (Jubei, Kusumoarto, Ernawati, 2017). Ecotourism

objects that have a level of visits with more than 1,000 visitors in 2018 are Hot Springs Area (4,668 people), Kondang Waterfall Area (3,824 people), Cigamea Waterfall Area (3288 people), Ngumpet Waterfall Area (1,328 people), Seribu Waterfall Area (1,328 people), and Pangeran Waterfall Area (1,072 people).

As a natural resource conservation area, Salak Mountain II Resort Area, HSNP has good natural beauty, has biodiversity, cultural uniqueness, and easy accessibility to reach it (Kusumoarto and Ramadhan, 2016). The existence of natural resource potential and a number of constraints faced resulted in ecotourism objects in the region having different carrying capacity (Kusumoarto and Ernawati, 2018). Based on the potential and existing problems as expressed by Ernawati, Kusumoarto, and Jubei (2018) it is necessary to design and manage strategies as an effort to maintain the sustainability of the region as an ecotourism area. This area is part of the national park that has a distinctive character, so that management activities carried out need to pay attention to the landscape character. Kusumoarto, et al. (2017), stated that the natural resource conservation area as a protected area has a good of landscape character for ecotourism.

Management of the Salak Mountain II Resort Area, HSNP is required by the Halimun Salak National Park Office (HSNPO), Ministry of Environment and Forestry, Republic of Indonesia to carry out activities to protect the area's ecosystems, prevent damage that occurs in the area, prevent land conversion, protect ecotourism activities carried out by visitors, arrange and protect ecotourism object facilities, protect visual quality of natural resources, and development and protection of accessibility. In conducting good management as towards the sustainability, it is necessary to structure the management of the Salak Mountain II Resort Area, HSNP. Structuring as the main objective of this research is based on the perceptions of experts so that it can be seen the institutional structure model of the management of the Salak Mountain II Resort Area, HSNP.

Expert perceptions are included in the decision-making components of an individual person consisting of perception, attitude, value, preference, and satisfaction, where all components influence each other in taking decision (Porteous 1977). The perceptions of experts have a close relationship with their preferences so it is important to know and study perceptions and preferences in the framework of developing and managing

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an area (Porteous 1977). Preference is the tendency to choose something that is preferred over others. According to Porteous (1977), studies of individual behavior can be used by environmentalists and designers to assess the desires of users (users) of a planned object.

Research Objectives

The objectives in this study are 1) identifying elements in the management structure variables; 2) analyze the goals variable of ecotourism development, needs variable of ecotourism development, activity programs variable of ecotourism development, obstacles variable of ecotourism development, and actors variable of ecotourism development; 3) making the model of ecotourism management structuring.

LITERATURE REVIEW

Ecotourism is a tourism development model that respects natural rules by implementing integrated development and conservation programs between efforts to conserve natural resources with sustainable community economic development (Choy 1997; Fandelli 2000; Buchsbaum 2004; Gunn 1994; Avenzora 2008). Ecotourism activities are carried out in natural areas to

get new experiences in carrying out their trips, usually carried out by visitors with a small amount (Gunn, 1994). Sustainable ecotourism is inspired by the concept of sustainable development. The concepts for achieving sustainable tourism destinations require ecological integration as an effort to achieve the vision of sustainable development.

ISM analysis techniques are used to form alternative policies in the future. In practice this method is carried out in two stages. The first stage identified key stakeholders who were the most influential in developing ecotourism. The second stage, determines a number of key factors obtained from need analysis that are reviewed through expert discussion and based on theory in the ecotourism system.

Preliminary information of stakeholders using the snowball method where stakeholders recommend other stakeholders as respondents (Dunn, 2003). After identifying and mapping stakeholders, further identification of the needs and aspirations of each stakeholder is carried out according to the priority scale (Storey, 1999). The needs and aspirations of each stakeholder are then discussed together with experts to get key stakeholders. Determination of experts is based on considerations and criteria: 1) existence, affordability, and willingness to be interviewed; 2) reputation, position, and

credibility as experts; 3) personal experience (Eriyatno and Sofyan, 2007). The main activities carried out are as follows: 1) identifying and mapping key stakeholders who are in compliance with regional management and evaluating the role and path capacity that can be played, 2) observing interests, conflicts, and the role of stakeholders in relations with resources, 3) identifying relationship between stakeholders to be built in an effort to produce an appropriate policy; 4) grouping stakeholders according to their interests and influence, 5) identifying existing institutions related to research, 6) identifying constraints related to ecotourism management.

METHODOLOGY

This research was conducted in the Salak Mountain II Resort Area, HSNP. The study was conducted for 6 months, starting from June to November 2018. The method used in this study is descriptive qualitative with Interpretive Structural Modeling (ISM) analysis tools, with related elements, namely: 1) objectives to be achieved in managing the area, 2) needs in managing the area, 3) program activities needed, 4) constraints that need to be addressed, and 5) actors who play a role in managing ecotourism areas.

The stage of ISM analysis is the determination of contextual relationships which are then converted into mathematical relationships (Rm). Relations between elements fulfill reflexive and transitive properties (Machfud, 2001). In the process of transforming contextual relations (Matrix Structural Self-Interaction) into a form of mathematical relationship in the form of a Reachability matrix with complete rules can be seen in Table 1.

Table 1. Transformation of the form of contextual relationships between elements into forms of mathematical relationships

Form of Contextual Relations Between Elements i and j (e _{ij})	Form of Mathematical Relations Between Elements i and j (e _{ij})
V	If e _{ij} = 1 and e _{ji} = 0
A	If e _{ij} = 0 and e _{ji} = 1
X	If e _{ij} = 1 and e _{ji} = 1
O	If e _{ij} = 0 and e _{ji} = 0

Determination of respondents as experts based on: 1) reputation, position, and appropriate credibility on the topic of study; 2) have a minimum of 15 years experiences in the field of study; 3) willing to be interviewed in depth. Based on these criteria, experts / speakers were selected, namely researchers from the Ministry of Energy and Mineral Resources, Researchers at the Ministry of Environment and Forestry, landscape

management researchers, ecotourism researchers, ecotourism economic researchers, and forestry social researchers with specifications on landscape architecture, forestry, mining and ecotourism. Determination of sub-elements is carried out through Focus Group Discussion (FGD) of stakeholders involved in management of the area until a compromise is reached (Table 2).

1. Data Processing

Processing data using ISM with the ISM-VAXO method with the following steps:

(1)Preparation of the SSIM matrix

In modeling with ISM opinion or assessment of contextual relations elements expressed in the form of letters V, A, X, O which indicate that:

V: the ith sub element has a relationship with the jth sub element and the jth sub element does not have a relationship with the ith sub element

A: the jth sub element has a relationship with the ith sub element and the ith sub element does not have a relationship with the jth sub element

X: the ith sub element has a reciprocal relationship with the jth sub element

O: the ith sub element does not have

a reciprocal relationship with the j^{th} sub element

Table 2. Elements of an ecotourism development system

The Elements	Contextual Relationships
The objectives	One sub-element of purpose contributes to the achievement of sub-elements of the other objectives
The needs	One sub element of needs supports the fulfillment of sub elements of the other needs
The obstacles	One sub element of the constraint causes another sub element of the constraint
The activities	One sub-element of development activities supports the other sub-elements of activity
The actors	Sub elements of one actor in development need to be supported by other sub-elements of actors

(2) Transformation of SSIM matrix into Reachability matrix (RM)

The contextual relationship between sub-elements in the matrix form whose cells are in the form of letters (VAXO) is transformed into a Reachability matrix of binary numbers.

(3) Testing and transforming the Reachability matrix

Reachability matrix if Boolean operation fulfills reflexive and

transitive conditions, if not, then adjustments are made by performing recursive multiplication operations so that a causal looping condition is formed.

2. Classification of sub elements

The classification of sub elements is determined by the level of each sub element with the following rules:

- (1) Create an RM matrix after going through the transitivity stage.
- (2) Determine the level of each sub element by first determining reachability (horizontally for sub-elements worth 1).
- (3) Of course antecedent (vertically for sub-elements worth 1).
- (4) Determine intersection (same value).
- (5) If the reachability and intersection values are the same, then the level of the sub elements can be determined.
- (6) Eliminate sub-elements whose level is known.
- (7) Repeat the procedure until all sub-elements can be determined by the level.

RESULTS AND DISCUSSION

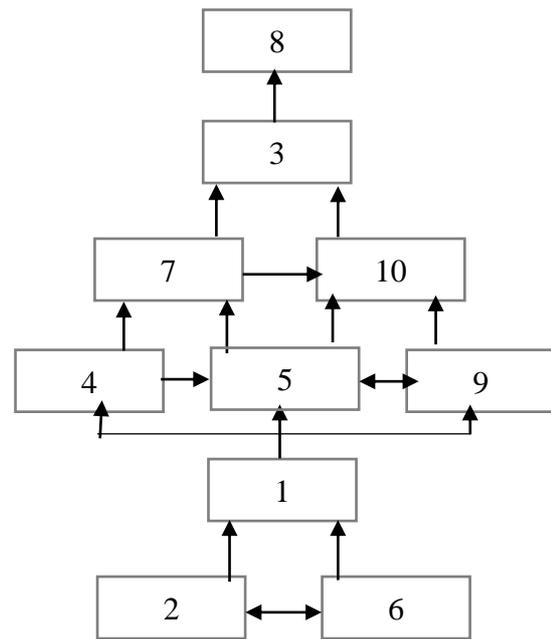
The Objectives in the Management of Ecotourism Areas

Based on the results obtained through the Focus Group Discussion

(FGD), there are several objectives to be achieved in managing this ecotourism area. The objectives achieved in developing ecotourism in the Salak Mountain II Resort Area, HSNP are: (1) development of tourist areas with the concept of ecotourism; (2) conservation of biological natural resources and their ecosystems; (3) utilization of natural resource potential; (4) protection of potential ecotourism objects; (5) protection of national vital objects; (6) provide education to the public about environmental management; (7) provide education to the public about the culture of the local community; (8) reducing the number and role of unlicensed local communities; (9) increasing the active role and independence of the community in ecotourism activities; (10) improve community welfare. Between one objective with another objective has a contextual relationship that there is a contribution of objectives to one another and the objective of one with other objectives to contribute to each other. On the other hand there is a goal between one and the other not contributing to each other.

Based on the ISM analysis conducted showing that the goal of developing ecotourism in the Salak Mountain II Resort Area, HSNP has the highest level of objectives, namely

reducing the number and role of unlicensed local communities. At the lowest level, the objective is to conserve biological natural resources and their ecosystems and provide education to the community about environmental management (Figure 1). There are similar parallels from the goal of developing this ecotourism area at the middle level, namely the aim of protecting the potential of ecotourism objects, protecting national vital objects and increasing the active role and independence of the community in ecotourism activities. In addition, the aim is to educate the public about the culture of the local community and improve community welfare.



where :

- 1: development of tourist areas with the concept of ecotourism; 2: conservation of biological natural resources and their ecosystems; 3: utilization of natural resource potential; 4: protection of potential ecotourism objects; 5: protection of national vital objects;

6: provide education to the community about environmental management; 7: provide education to the community about the culture of the local community; 8: reducing the number and role of unlicensed local communities; 9: increasing the active role and independence of the community in ecotourism activities; 10: improving people's welfare.

Figure 1. The hierarchical structure of the objectives of developing the Salak Mountain II Ecotourism Area, HSNP

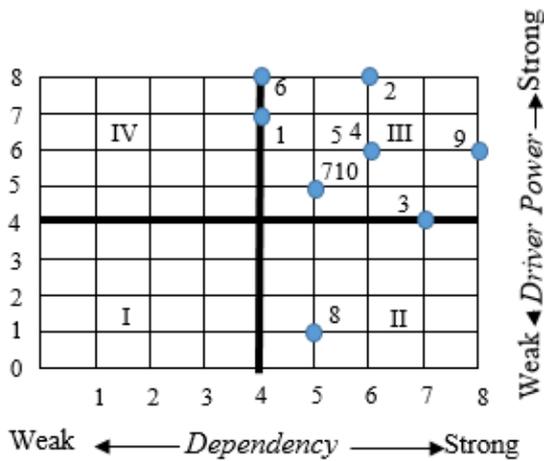
Based on the graph in Figure 2 can be shown the strength as a driver power and the level of dependence. The 1st objective has strength as a strong driver power and has a dependency on a sufficient level. The 2nd objective 2 has strength as a driver power that is very strong and has a dependency at a level that is strong enough. The 3rd objective has strength as a sufficient driver power but has a strong dependency. The 4th and the 5th objective have strength as a driver power that is strong enough and has a dependence on a sufficient level. The 6th objective has strength as a very strong driving factor but dependence is at a sufficient level. The 7th and the 10th objective have strength as a strong enough driving factor and dependence on a sufficient level. The 8th objective has the strength as a low driver power and dependence on a sufficient level. The 9th objective has strength as a motivator that is strong enough but dependency is at a very strong level. The aim of the

ecotourism development area is the effort to increase the active role of the community and the independence of the community in ecotourism activities very much depending on the 1st objective to the 8th objective. The objective of developing an ecotourism area is the effort to conserve natural resources and its ecosystem is a goal that has a very strong driving power but also needs strong support from other objectives. The objective of developing an ecotourism area is to provide education to the community about environmental management, a very strong driving power, but need to be supported by strong efforts from the 2nd objective and the 1st objective. The objective of developing an ecotourism area, namely the effort to reduce the number and role of unlicensed local communities, is an objective achievement that is supported by many other goals.

The Needs That Required in Management of Ecotourism Areas

Based on the results obtained through the FGD, there are some needs to be fulfilled in the management of this ecotourism area. The needs to be fulfilled in developing ecotourism in the Salak Mountain II Resort Area, HSNP are: (1) management institutions; (2) investors; (3) ecotourism master plan documents; (4) the

legality of the ecotourism area; (5) improvement of accessibility to ecotourism areas; (6) enhancing the skills and capacity of human resources for ecotourism management; (7) facilities and infrastructure; (8) marketing; (9) promotion; and (10) cultural attractions. Between one need and the other needs has a contextual relationship that there is a need that supports the fulfillment of other needs as well as the existence of one need with another need to support the fulfillment of needs. On the other hand, there is a need between one and the other needs that does not support each other.

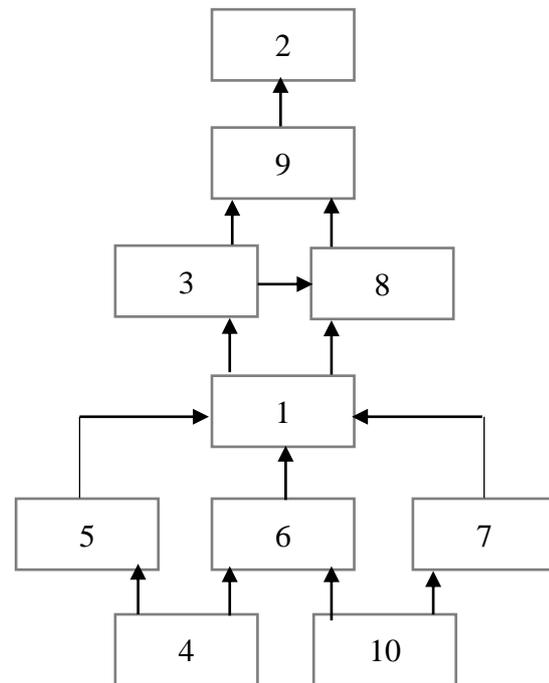


where :
 I : autonomous barrier; II : dependent barrier;
 III : linkage barrier; IV : independent (driver) barrier

Figure 2. Graph of the driving factors and dependency factors of each of the objectives of developing the Salak Mountain II Resort Area, HSNP

Based on the ISM analysis conducted shows that the development of ecotourism in the Salak Mountain II

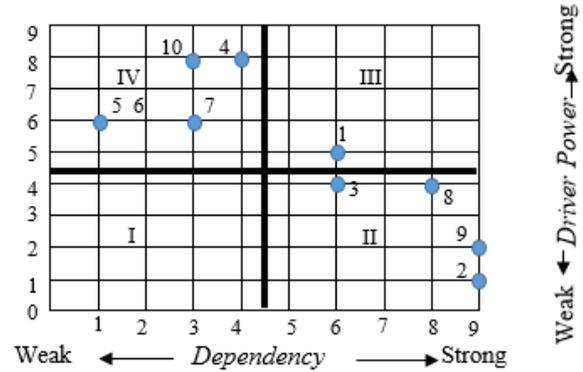
Resort Area, HSNP has the highest level of needs, namely the presence of investors. At the lowest level, the ecotourism area needs legality and the need for cultural attractions (Figure 3). There are equal parallels at the middle level, namely the need for a master plan document and the need for marketing. In addition to the need to improve accessibility, increase the skills and capacity of human resources for ecotourism management, and the existence of facilities and infrastructure.



where :
 1: management institutions; 2: investors; 3: ecotourism master plan document; 4: the legality of the ecotourism area; 5: improvement of accessibility to ecotourism areas; 6: improving the skills and capacity of human resources for ecotourism management; 7: facilities and infrastructure; 8: marketing; 9: promotion; and 10: cultural attractions.

Figure 3. A hierarchical structure of the needs for developing an Ecotourism Area Salak Mountain II Resort, HSNP

Based on ISM analysis, it shows that the need for the legality of ecotourism and cultural attractions has a very strong driving factor in the development of the Salak Mountain II Ecotourism area, HSNP. The need that is very dependent on other needs is the presence of investors, the existence of ecotourism master plan documents, the existence of marketing, and the existence of promotions. The need that has a fairly weak dependence on other needs is the existence of the legality of the ecotourism area, the existence of cultural attractions, the improvement of accessibility to ecotourism areas, an increase in skills and capacity of human resources for ecotourism management and the need for facilities and infrastructure (Figure 3). The existence of institutional management needs is a supportive need depending on other needs and enough to get encouragement from other needs, namely the third and eighth needs. This first need provides an impetus for achieving the fifth, sixth and seventh needs (Figure 4).



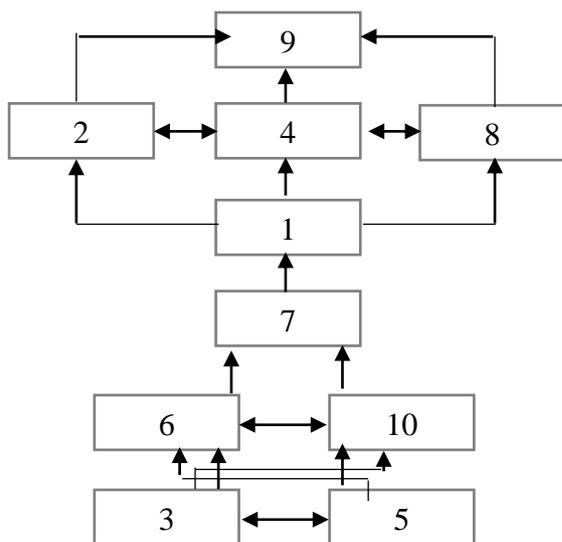
where :
 I : autonomous barrier; II : dependent barrier;
 III : linkage barrier; IV : independent (driver) barrier

Figure 4. Graph of the driving factors and dependency factors of each of the needs for the development of the Salak Mountain II Resort Area, HSNP

The Obstacles in the Management of Ecotourism Areas

Based on the results obtained through the FGD, several obstacles were found to be fulfilled in the management of this ecotourism area. Constraints in developing ecotourism in the Salak Mountain II Resort Area, HSNP are: (1) changes in the behavior of former forest encroachers to tourism businesses; (2) limited investors; (3) limited human resources who have knowledge, skills and professionalism in managing ecotourism; (4) inadequate facilities and infrastructure; (5) changes in the status from utilization zones to ecotourism zone; (6) there is no institution (BUMDES/others) that can manage this ecotourism area; (7) weak knowledge about the conservation of

natural and environmental resources; (8) promotion; (9) marketing; (10) efforts in the utilization zone are still ongoing. Between one obstacle and another obstacle has a contextual relationship that the existence of one constraint causes more constraints and the constraints that one with other constraints cause each other. On the other hand there are obstacles between one and the other constraints that do not cause each other (Figure 5).



where :

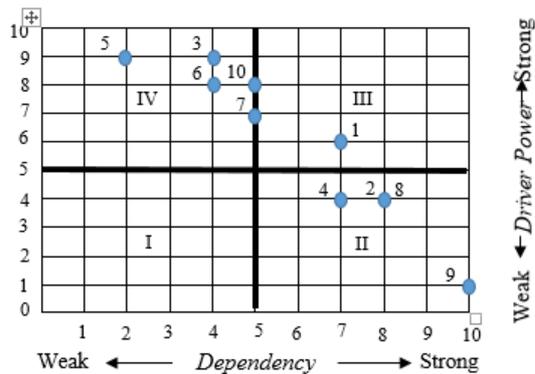
1: changes in the behavior of former forest encroachers to tourism businesses; 2: limited investors; 3: limited human resources that have knowledge, skills and professionalism in managing ecotourism; 4: inadequate facilities and infrastructure; 5: changes in the status from utilization zones to ecotourism zones; 6: there is no institution (BUMDES / other) that can manage this ecotourism area; 7: weak knowledge about the conservation of natural and environmental resources; 8: promotion; 9: marketing; 10: efforts in the utilization zone are still ongoing

Figure 5. The hierarchical structure of constraints in developing the Salak Mountain II Ecotourism Area, HSNP

Based on the ISM analysis conducted shows that the development of ecotourism in the Salak Mountain II Resort Area, HSNP has the highest level of constraints, namely the problem of marketing. At the lowest level, there are constraints on the limited human resources that have the knowledge, skills and professionalism in ecotourism management as well as the constraints of changing the status of utilization zones from forest areas to ecotourism areas. There are similar parallels at the middle level, namely the constraints that there is no institution (BUMDES/others) that can manage this ecotourism area and the constraints of efforts in the utilization zone are still ongoing. In addition to the constraints of limited investors, inadequate facilities and infrastructure, and promotions.

Based on the results of the ISM analysis, it shows that there are obstacles that have a very strong dependency, namely marketing constraints. In addition there are constraints that have a strong dependence on the limited investor and promotion and inadequate facilities and infrastructure. There are several obstacles as a strong driver power but have a fairly weak dependency, namely the constraints of limited human resources that have knowledge, skills and professionalism as well as the constraints of changing the

status from utilization zones into ecotourism zone. There are several obstacles as a strong enough driver power but has a strong enough dependency, namely the constraints of the existence of businesses in the utilization zone that are still ongoing and the lack of knowledge about the conservation of natural resources and the absence of institutions (BUMDES/others) that can manage ecotourism areas professional. The obstacle of the absence of changes in former forest encroachers to tourism businesses is an obstacle that has a dependency with other constraints that are quite strong and these constraints can also be quite strong drivers (Figure 6).

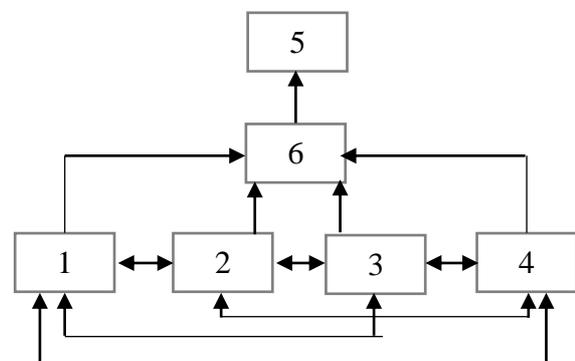


where :
 I : autonomous barrier; II : dependent barrier;
 III : linkage barrier; IV : independent (driver) barrier

Figure 6. Graph of the driving factors and dependency factors of each obstacle to the development of the Salak Mountain II Resort Area, HSNP

The Desired Ecotourism Activities

Based on the results obtained through the FGD, there are some activities that can be done in managing this ecotourism area. Activities in developing ecotourism in the Salak Mountain II Resort Area, HSNP namely: (1) agro tourism; (2) local cultural and artistic attractions; (3) ecotourism; (4) natural recreation; (5) home stay lodging; (6) sales of souvenirs, natural and cultural products. Between one activity and another activity has a contextual relationship that the existence of one activity supports other activities and the existence of activities with one another supports each other. On the other hand there are activities between one and the other activities that do not support each other (Figure 7).

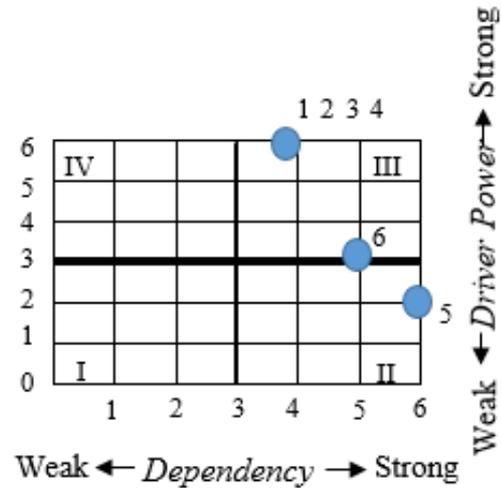


where :
 1 : agrotourism; 2 : local cultural and artistic attractions; 3 : ecotourism; 4: natural recreation; 5 : home stay; 6 : sales of souvenirs, natural and cultural products.

Figure 7. The hierarchical structure of the development activities of the Salak Mountain II Ecotourism Area, HSNP

Based on the ISM analysis conducted shows that the development of ecotourism in the Gunung Salak II Resort Area, GHSNP has the desire to develop activities at the highest level namely home stay. At the lowest level has the desire to develop agro-tourism activities; 2: local cultural and artistic attractions; 3: ecotourism; 4: natural recreation. At the middle level, it wants the activities of selling souvenirs, natural and cultural products.

Based on the results of the ISM analysis shows that there are home stay activities and souvenir sales activities, natural and cultural products are activities that are quite dependent but low as a driver of other activities. Agro-tourism activities, local cultural and artistic attractions, ecotourism, and natural recreation are activities that are very powerful drivers but are activities that also have enough dependency (Figure 8).



where :
 I : autonomous barrier; II : dependent barrier;
 III : linkage barrier; IV : independent (driver) barrier

Figure 8. Graph of the driving factors and dependency factors of each activity in the development of the Salak Mountain II Resort Area, HSNP

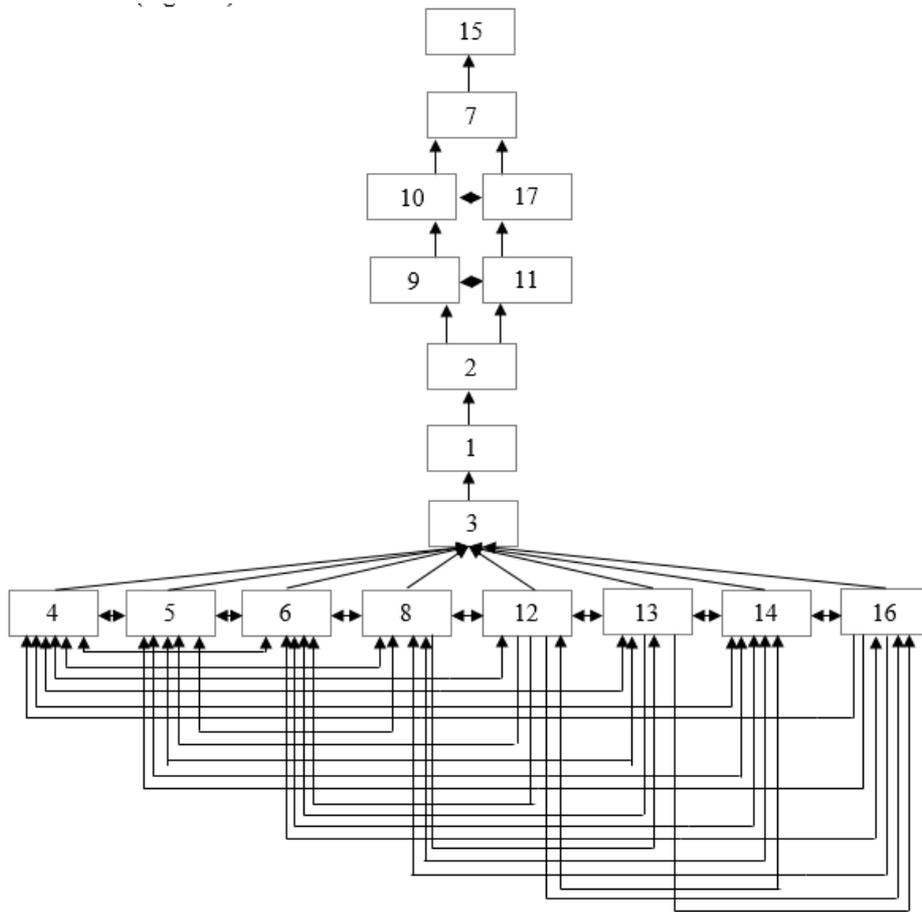
The Actors in the Management of Ecotourism Areas

Based on the results obtained through the FGD, there are some activities that can be done in managing this ecotourism area. Activities in developing ecotourism in the Salak Mountain II Resort Area, HSNP are: (1) Regional Planning, Development, and Research Agency of Bogor Regency Regional Government; (2) Tourism and Culture Office of Bogor Regency Regional Government; (3) Environmental Office of Bogor Regency Regional Government; (4) Regional Asset and Financial Institutions; (5) Salak Mountain II Resort Office,

HSNP; (6) Khalifah Cooperative Agency; (7) Higher Education Institutions; (8) Village-Owned Enterprises (BUMDES); (9) Ministry of Environment and Forestry; (10) Ministry of Energy and Mineral Resources; (11) Regional Leadership Consultative Forum and District Leadership Consultative Forum; (12) Community Leaders; (13) Non-Governmental Organizations (NGOs); (14) Youth Organization; (15) Ex-Volunteer; (16) Investors; and (17) Halimun Salak National Park Office (BTNGHS). Between one activity and another activity has a contextual relationship that one actor needs to get the support of other actors and the actors who support one another. On the other hand there are actors one with other actors who do not support each other (Figure 9).

Based on the ISM analysis conducted shows that the development of ecotourism in the Salak Mountain II Resort Area, HSNP has actors in developing activities at the highest level, namely ex-volunteers. At the lowest level, they have actors in developing activities, namely the Regional Asset and Financial Institutions, Salak Mountain II Resort

Office, HSNP, Khalifah Cooperation Agency, Village-Owned Enterprises (BUMDES), community leaders, Non-Governmental Organizations (NGOs), youth organizations, and investors . At the middle level, they have actors in developing activities namely Higher Education Institutions, Ministry of Energy and Mineral Resources, Halimun Salak National Park Office (HSNPO), Ministry of Environment and Forestry, Regional Leadership Consultative Forum and District Leadership Consultative Forum, Tourism and Culture Office of Bogor Regency Regional Government, Regional Planning, Development, and Research Agency of Bogor Regency Regional Government, and Environmental Office of Bogor Regency Regional Government. Four actors at the same level, namely the Ministry of Energy and Mineral Resources, and the Halimun Salak National Park Office (HSNPO)) and the Ministry of Environment and Forestry, Regional Leadership Consultative Forum and District Leadership Consultative Forum.



where :

1 : Regional Planning, Development, and Research Agency of Bogor Regency Regional Government; 2 : Tourism and Culture Office of Bogor Regency Regional Government; 3 : Environmental Office of Bogor Regency Regional Government; 4 : Regional Asset and Financial Institutions; 5 : Salak Mountain II Resort Office, HSNP; 6 : Khalifah Cooperative Agency; 7 : Higher Education Institutions; 8 : Village-Owned Enterprises (BUMDES); 9 : Ministry of Environment and Forestry; 10 : Ministry of Energy and Mineral Resources; 11 : Regional Leadership Consultative Forum and District Leadership Consultative Forum; 12 : Community Leaders; 13 : Non-Governmental Organizations (NGOs); 14 : Youth Organization; 15 : Ex-Volunteer; 16 : Investors; and 17 : Halimun Salak National Park Office (HSNPO).

Figure 9. Structure of the hierarchy of actors in the development of the Salak Mountain II Resort Area, HSNP

There are 8 ecotourism management actors who must support each other based on expert perceptions, namely the Regional Asset and Financial Institutions, Salak Mountain II Resort Office, HSNP, Khalifah Cooperation Agency, Village-Owned Enterprises (BUMDES), community leaders, Non-Governmental Organizations (NGOs),

youth organizations and investors . The eight actors received support from the Environmental Office of Bogor Regency Regional Government, where this service needs to be supported by the Regional Planning, Development, and Research Agency of Bogor Regency Regional Government and Tourism and Culture Office of Bogor Regency Regional

Government. The abovementioned actors need to get support from the Ministry of Environment and Forestry and Regional Leadership Consultative Forum and District Leadership Consultative Forum, where the two actors support each other in managing the ecotourism area. The Halimun Salak National Park Office (HSNPO) and the Ministry of Energy and Mineral Resources support each of the above mentioned actors. Higher Education Institutions are institutions that have the ability in the fields of education, research and community service to provide support to the above actors as an effort to run good management in the protection of natural resources as well as ecotourism. Ex-volunteers as freelancers in ecotourism management coordinated by the Salak Mountain II Resort Office, HSNP have a role in supporting all actors involved in managing ecotourism (Figure 9).

The actors from community leaders, community institutions, youth organizations, and investors are low-dependency actors to other actors. Actors of Higher Education Institutions, Ministry of Energy and Mineral Resources have a very high dependence on other actors. HSNPO has a medium dependency on other actors. The actors of Regional Finance and Asset Agencies, Salak Mountain II Resort Offices, HSNP, Khalifah Cooperative Agency and

Village-Owned Enterprises (BUMDES) have driving forces for ecotourism management but have sufficient interest in other actors. The actors of the Ministry of Environment and Regional Leadership Consultative Forum and District Leadership Consultative Forum have dependence on other actors who are quite strong. Regional Planning, Development, and Research Agency of Bogor Regency Regional Government actors, Tourism and Culture Office of Bogor Regency Regional Government and the Environmental Office of Bogor Regency Regional Government are actors who have sufficient driving forces who also have sufficient dependence on other actors (Figure 10).

The Model of Salak Mountain II Resort Ecotourism Management, HSNP

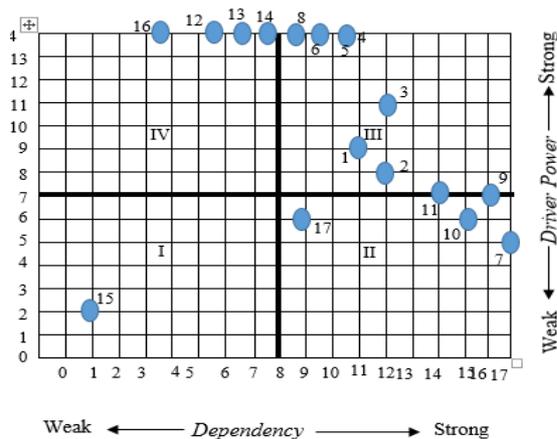
Management of the Salak Mountain II Resort Area, HSNP towards co-tourism management in an effort to support the sustainability of the area as a conservation area for natural resources and its ecosystem. The seventeen actors as stated above have contributions that are in accordance with their respective objectives with the principle of sustainable protection and development of the Salak Mountain II Resort Ecotourism Area, HSNP. There are several needs that

are felt important for the implementation of the development of this region as a sustainable ecotourism area. Each actor in collaborating together in meeting needs and overcoming obstacles. The Co-Tourism Management as proposed does not take over the role of the Salak Mountain II Resort Office, HSNP, HSNPO and the Ministry of Environment and Forestry in managing the area. Co-Tourism Management in question is a joint management effort in carrying out an activity program in the area, efforts to protect the area and efforts to manage the area so that the area can be characterized, sustainable, safe and comfortable in the utilization of limited activities.

In managing the area there are 5 (five) dependents who are strong enough to be very strong. The five actors are The Higher Education Institutions, The Ministry of Environment and Forestry, the Ministry of Energy and Mineral Resources, Regional Leadership Consultative Forum and District Leadership Consultative Forum, and HSNPO. Based on Figure 9, higher education institutions support the other four actors above.

Four actors who have the power as a driver that has a low dependence on other actors, namely investors, community leaders, non-governmental organizations, and youth organizations. To develop ecotourism activities, community leaders and non-governmental organizations need support from investors. On the other hand, there is mutual support between community leaders and non-governmental organizations, between non-governmental organizations and youth organizations, between youth organizations and investors, and between community leaders and youth organizations.

Regional Planning, Development, and Research Agency of Bogor Regency Regional Government, Tourism and Culture Office of Bogor Regency Regional Government, and Environmental Office of Bogor Regency Regional Government have strong enough driving



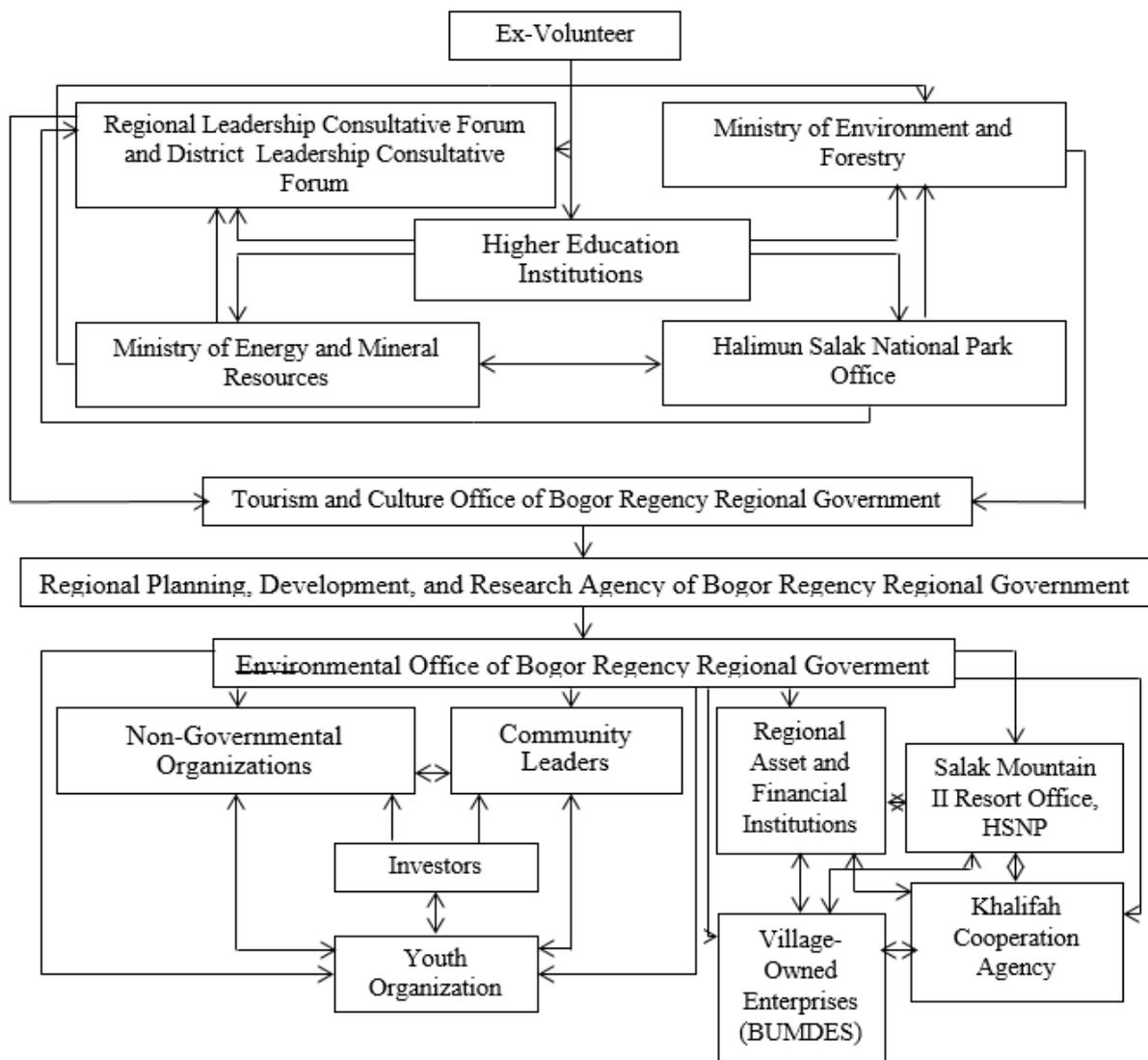
where :

- I : autonomous barrier;
- II : dependent barrier;
- III : linkage barrier;
- IV : independent (driver) barrier

Figure 10. Graph of the driving factors and dependency factors of each actor in the development of the Salak Mountain II Resort Area, HSNP

factors and are a liaison between actors who lack dependency with other actors and actors who are highly dependent on other actors. There are 4 actors who have very strong driving factors, namely the Regional Financial and Asset Institutions, Salak Mountain II Resort Office, HSNP, Khalifah Cooperative Agency, and Village-Owned Enterprises. The four

actors are the liaison between actors who lack dependency with other actors and actors who are highly dependent on other actors. In general, the hierarchy structure model of Salak Mountain II Resort Office Ecotourism Management Organization, HSNP can be seen in Figure 11.



where :
 → : Providing support
 ↔ : Mutual support

Figure 11. Model of Salak Mountain II Resort Office Ecotourism Management, HSNP

Based on the diagram in Figure 11, providing support and mutual support among the actors is an effort to achieve the objectives of developing and managing the Gunung Salak Mountain II Ecotourism Area, HSNP as stated in Figure 1. In addition, the actors also provide mutual support in an effort to meet the needs that needed for managing ecotourism. To run the activities program in this area which is managed based on togetherness, several constraints are solved jointly to realize a sustainable ecotourism area.

Higher education institutions have a role in supporting institutions at the central level (HNSPO, The Ministry of Environment and Forestry, the Ministry of Energy and Mineral Resources) and regional leaders' deliberations in providing policies, directives and legislation in the management of ecotourism areas that will be used by institutions in the region : Tourism and Culture Office of Bogor Regency Regional Government, Regional Planning, Development, and Research Agency of Bogor Regency Regional Government, and Environmental Office of Bogor Regency Regional Government. Higher Education Institutions have the role of providing support in the fields of education, research, and community service that can be used by institutions in

the region to provide direction and policies to local institutions in the region, namely the Salak Mountain II Resort Office, HSNP and the Kalifah Cooperative Agency. The directives and policies based on studies of education, research and community service are also needed by community groups. The Khalifah Cooperative Agency which was formed as an institution that can collaborate with the Salak Mountain II Resort Office, HSNP supports community leaders and non-governmental organizations in carrying out joint activities to realize the sustainable Salak Mountain II Resort Ecotourism Area, HSNP. In addition, the Khalifah Cooperative Agency can work together (support each other) with youth Youth Organization and investors.

CONCLUSION

The Salak Mountain II Resort Ecotourism Area, HSNP is an area that has very interesting ecotourism objects. This condition requires good management towards a sustainable ecotourism area. The results of the focus group discussion (fgd) show that there are goals, constraints, needs and program activities in the development and management of the ecotourism area. In addition to providing

good management, cooperation between actors is needed in the form of Co-Tourism Management.

The main goal in the development and management of the Salak Mountain II Resort Ecotourism Area, HSNP is the conservation of biological natural resources and their ecosystems and providing education to the public about environmental management. These two goals are the drivers of other very strong goals. The objectives to be achieved are also aimed at reducing the number of unlicensed area management communities.

Based on the results of fgd, the legality of ecotourism areas and cultural attractions is needed. Cultural attractions are activities that are rarely carried out in this region. Both of these needs are strong drivers for other needs. Other needs namely improving accessibility to ecotourism areas; improving human resource skills and capacity for ecotourism management; and facilities and infrastructures are needs that are also powerful enough drivers for other needs.

Based on the results of the fgd, there are several constraints as a strong driver for other constraints, namely the limited human resources that have the knowledge, skills and professionals in managing ecotourism as well as changing the status from utilization zone to the ecotourism zone. Marketing activities are

obstacles that are very dependent on other constraints.

Based on the results of fgd, there is an activity program that can be developed and managed in this ecotourism area, namely agro-tourism; local cultural and artistic attractions; ecotourism; nature recreation. These four activities are very powerful drivers and have links between one activity and other activities. Home stay lodging and souvenir sales, natural and cultural products are highly dependent on other activities

Based on the results of the fgd, there are actors of community leaders, non-governmental organizations, youth organizations, and investors who have very strong and not dependent motivating factors on other actors. The three actors who have a strong motivating factor and are the liaison between actors who do not depend on other actors with actors who depend on other actors namely Regional Planning, Development, and Research Agency of Bogor Regency Regional Government, Tourism and Culture Office of Bogor Regency Regional Government, and Environmental Office of Bogor Regency Regional Government. There are four actors who have very strong dependence on other actors namely the Higher Education Institution, the Ministry of Environment and Forestry, the Ministry of Energy and Mineral Resources, and the

Regional Leadership Consultative Forum and District Leadership Consultative Forum.

In this ecotourism management model, Higher Education Institutions have a role in supporting institutions at the central level (HSNPO, the Ministry of Environment and Forestry, the Ministry of Energy and Mineral Resources) and regional leaders' deliberations in providing policies, directives and legislation in the management of ecotourism areas that will be used by institutions in the region namely Tourism and Culture Office of Bogor Regency Regional Government, Regional Planning, Development, and Research Agency of Bogor Regency Regional Government, and the Environmental Office of Bogor Regency Regional Government. Higher Education Institutions have the role of providing support in the fields of education, research, and community service that can be used by institutions in the region to provide direction and policies to local institutions in the region, namely the Salak Mountain II Resort Office, GHSNP and the Khalifah Cooperative Agency.

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The Influence of Tourists' Motivation on Intention to Revisit at The Traditional Village of Prai Ijing, Waikabubak, West Sumba, East Nusa Tenggara

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ABSTRACT

Push and pull factor as motivation for travelling are the components that influence tourist perception about tourist attraction related to the level of tourist satisfaction. Motivation also able to encourage tourist to revisit. Prai Ijing Traditional Village is one of the tourist attractions and cultural sites which is located in Waikabubak, West Sumba, NTT. It has unique culture, strategic location, therefore visited by many visitors. The purpose of this study is to determine the effect between motivation, tourist satisfaction and intention to revisit the village. The research method, the population of this research are domestic and foreign tourists visiting the Prai Ijing Traditional Village. The samples of this research is 100 visitors as the respondent, by using accidental sampling. The data were analyzed by Structural Equation Modeling (SEM) using SmartPLS software version 3.0 and qualitative descriptive analysis to describe the characteristics of respondents, interpretate the results of SEM analysis, and reveal the result of research hypothesis test. The results showed that push and pull factors had significant effect on tourist satisfaction. Tourist satisfaction had significant effect on the intention to revisit. The push and pull factors did not had significant effect on the intention to revisit. Pull factors had significant effect than push factors on tourist satisfaction. Therefore, the pull factors need to be maintained and improved in order to be able to provide optimal satisfaction. The management and local communities are expected to increase the diversity of attraction and tourist activities, provide unique and innovative cultural tourism products, and maintain local wisdom and cultural assets as the main attention for tourists to visit the Prai Ijing Traditional Village

Keywords: tourist motivation, satisfaction, revisit intention, SEM

INTRODUCTION

Background

Tourism in many countries is developing rapidly from time to time. Nowadays people travel not only to gain experience; that is, not only to travel to spare time. Traveling is now a vital need that must be met. The motivation for traveling in this case is the push factor and the pull factor which is one of the components that can shape the tourist opinion about tourist attraction which leads to the assessment of tourists regarding the level of satisfaction after traveling, and it shapes the behavior of tourists to revisit.

The Traditional Village of Prai Ijing is located in the Prai Ijing Hamlet of Tebara Village, Kota Waikabubak Sub-District, West Sumba Regency, East Nusa Tenggara. Traditional Village of Prai Ijing is one of the potential tourist destinations with megalithic tombs and traditional houses and has a unique culture, strategic location, and is visited by many tourists. This traditional village is one of the cultural sites in West Sumba Regency, and has been designated by the Tebara Village Government as a tourist attraction based on the Authority for Indigenous Rights and Village-Scale Local Authority (Tebara Village Regulation No.2 of 2018) and has been professionally managed by

the village-owned enterprises of Iyya Tekki in the Village of Tebara.

The increasing number of tourist visits each year does not guarantee the number of visits will always be consistent in the future without the innovation of tourism products, competitive advantage and quality services. In addition, the existence of similar traditional or traditional villages in West Sumba can be a challenge for destination managers in reaching the market to be able to maintain the number of tourist visits. Based on this rationale, it is important to analyze of the influence of tourist motivation on satisfaction and revisit intention to Prai Ijing Traditional Village. Therefore, by knowing the relationship and the influence of motivation, tourist satisfaction and revisit intention, it is expected to be a material consideration for managers to determine the target market in terms of a more effective promotion strategy, the provision of innovative, targeted and sustainable cultural tourism products in accordance with the local wisdom of the Prai Ijing Traditional Village.

Research Objectives

Objectives of the research are:

1. To analyze the influence of tourist motivation on satisfaction

2. To analyze the influence of tourist satisfaction on intention to revisit to Prai Ijing Traditional Village.

LITERATURE REVIEW

Previous research

The research findings of Wiranatha, et.al (2016) show that intrinsic motivation significantly influences tourists' trust in diving activities, extrinsic motivation significantly affects satisfaction, and tourist satisfaction in carrying out diving activities positively influences loyalty in conducting the next activities.

Suryawardani, et.al (2017) suggest that intrinsic and extrinsic motivation significantly influence the loyalty of foreign tourists visiting nature-based tourism which is mediated by tourist satisfaction. Khuong, et.al (2014) found push and pull variables to have a significant influence on tourists' satisfaction and revisit intention to Vietnam.

Pratminingsih, et.al. (2014) shows that motivation and destination image influence the assessment of tourists so that it has implications for tourists' revisit intention to Bandung. Abiyasa (2018) in his article shows that external motivation does not significantly influence tourist loyalty.

Kencana, et.al (2017) shows that tourist perceptions about the tourist destinations of Uluwatu Temple and Taman Ayun Temple are significantly influenced by their internal motivation and external motivation, in which the influence of internal motivation is more dominant than the influence of external motivation. The level of tourist satisfaction is significantly influenced by the perceptions of the two tourist destinations and their external motivation.

Tourist Motivation

Mc. Donald and Yuan (1990) classify a person's motivation for tourism activities namely the push and pull factors. The push factor of traveling motivation consists of five categories, i.e:

- a. Novelty and Knowledge Seeking, curiosity about an experience not previously obtained.
- b. Rest and Relaxation, the desire to refresh and relax from a boring atmosphere due to routine activities.
- c. Fulfilling the Dream, the desire to make a trip to realize the dream that had been planned in advance.
- d. Adventure and Exploration, the desire to travel and seek adventure and explore things that are not yet known.

- e. Prestige, the desire to travel is only to increase prestige by visiting tourist destinations to improve social status.

The attracting or pull factors of tourists doing tourist activities, consisting of:

- a. Safety, Cleanliness, and Variety of Attraction relating to the safety, cleanliness and diversity of attractions offered by a tourist attraction.
- b. Events and Activities, namely factors related to activities where the role of tourists is directly involved when the activity takes place.
- c. Affordable Price, which is a factor related to the affordability of prices for tourists charged by managers of tourism activities when they participate in these activities.
- d. Travel Arrangement, which is a factor in which there is travel or hotel involvement in packaging and promoting a tourist activity to tourists.

Tourist Satisfaction

According to Kotler (2002) tourist satisfaction is a person's feelings that arise after comparing expectations with reality experienced. Consumers will feel satisfied

if their expectations are in accordance with reality. Meanwhile, if the expectations are not in accordance with reality, consumers will feel dissatisfied.

Intention to Revisit

Sonmez and Graeffe (1998) suggest that travel activities that have been carried out previously at a destination will encourage the intention of tourists to come and carry out tourism activities at the destination. Umar, 2003 (in Purbawisesa, 2014) suggests that the intention to re-visit a destination is considered a form of response in deciding a travel plan for the same tourist destination. The decision to buy the same tourism product is influenced by how much the tourists are satisfied or not with the services given during the trip, thus the behavior of tourists also influences the revisit intention.

RESEARCH METHOD

This research was conducted in the Traditional Village of Prai Ijing, Kota Waikabubak Sub-District, West Sumba Regency, East Nusa Tenggara. The population in this study were tourists visiting the Prai Ijing Traditional Village. Determination of the number of samples using the recommended sample range of Structural Equation Modeling (SEM)

based on variants or Partial Least Square (PLS) ranges from 30 to 100 samples. This study used 100 respondents. Determination of the sample using accidental sampling technique, i.e. tourists who incidentally were found during the study period who met the criteria as respondents. Methods of data collection by distributing questionnaires, interviews, library research and documentation. The indicators used were 18 indicators divided into four variables. Exogenous latent variables consist of push and pull factors. Endogenous latent variables consist of tourist satisfaction variables and revisit intention variables. Table 1 research variables and indicators.

Table 1. Research Variables and Indicators

Variables	Indicators	Code	Number of Indicators
Push Factors (PUSH)	1. Looking for something new & interesting	PUS1	5
	2. Breaking away from routine	PUS3	
	3. Visiting a destination that has never been visited	PUS4 PUS5	
	4. Understanding different cultures		
	5. Raising prestige through documentation		
Pull Factors (PULL)	1. Diversity of attractions and tourist activities	PUL1 PUL2	4
	2. Visit historical sites	PUL3 PUL4	
	3. Affordable custom clothing for rent		
	4. Attractive tour		

package variations			
Tourist Satisfaction (SAT)	1. Satisfied with the experience of seeing the architecture of a traditional houses and a stone tombs	SAT1 SAT2 SAT3	5
	2. Satisfied with the experience of seeing unique customs and traditions	SAT4 SAT5	
	3. Satisfied with attractions and tourist activities in the Prai Ijing Traditional Village		
	4. Satisfied with the hospitality of the local community		
	5. Satisfied with the choice of visiting the Prai Ijing Traditional Village		
Revisit Intention (REV)	1. Traditional Village of Prai Ijing has a unique tourist attraction	REV1 REV2	4
	2. The desire to visit the Prai Ijing ITraditional Village	REV3	
	3. Share experiences after their visits to colleagues, friends and family	REV4	
	4. Recommend it to colleagues, friends and family		
Number of Indicators			18

Source: Yuan, et al (1990); Kotler (2002); Gieze, et al (2000); Sonmez (1998) and Umar (2003)

The data analysis used structural equation modeling (SEM) analysis by using Software of SmartPLS version 3.0 and descriptive qualitative analysis to describe the characteristics of respondents, interpret the results of SEM analysis, and test results of research hypotheses.

RESULTS

Characteristics of Respondents

Characteristics of foreign tourists by country of origin are mostly from France (22%), characteristics of domestic tourists based on city of origin are mostly from Jakarta (24%), female respondents (52%) are the most dominant by sex, and by age group, respondents aged 25-39 years old (56%) were the most dominant. Based on their level of education, Bachelor graduate respondents (50%) were the most, based on occupation, most respondents are private employees (38%), based on income, most respondents have an income of more than Rp. 3,500,000 (60%), based on how to obtain information about the Prai Ijing Traditional Village, most respondents obtained information from social media (33%), and based on travel organizing, most tourists used the services of a travel agent to arrange their trips (41%).

Validity and Reliability

Convergent validity test can be measured through two criteria, namely outer loading and Average Variance Extracted (AVE). A reflexive indicator is high if it correlates > 0.70 with the measured variable (Ghozali, 2014). According to Sarwono (2015) outer loading with a value of 0.69 is considered sufficient. AVE value > 0.5 indicates adequate convergent validity (Sarwono, 2015). In the sub-model analysis there are five indicators which have a value < 0.69 so that they are eliminated and the measurement analysis is repeated. Table 2 shows the convergent validity test.

Table 2. Convergent Validity Test

AVE		PUL	PUS	SAT	REV
0,762	PUL1	0,888			
	PUL2	0,858			
0,579	PUS1		0.691		
	PUS2		0.759		
	PUS3		0.826		
0,745	REV1				0.848
	REV3				0.889
	REV4				0.853
0,696	SAT1			0.822	
	SAT2			0.883	
	SAT3			0.773	
	SAT4			0.835	
	SAT5			0.854	

Discriminant validity according to Fornel and Larcker, 1981 (in Ghozali, 2014) can be seen in the value of cross

loading measurements with constructs. If the correlation of variables with measurement items is greater than the size of other variables, this indicates that the latent variable has good discriminant validity. Table 3 of discriminant validity test shows that all variables have good or valid discriminant validity values.

Table 3. Discriminant Validity Test

	PUL	PUS	SAT	REV
PUL1	0.888	0.539	0.396	0.432
PUL2	0.858	0.463	0.327	0.412
PUS2	0.362	0.691	0.275	0.216
PUS3	0.515	0.759	0,253	0.369
PUS4	0.435	0.826	0.336	0.418
REV1	0.425	0.440	0.564	0.848
REV2	0.339	0.422	0.501	0.889
REV4	0.478	0,409	0,560	0,853
SAT1	0.329	0,399	0,822	0,508
SAT2	0.324	0,361	0,883	0,570
SAT3	0.305	0,281	0,773	0,463
SAT4	0.362	0,270	0,835	0,486
SAT5	0.410	0,272	0,854	0,586

Reliability test can be seen through the composite reliability value. Chin, 1998 (in Ghazali, 2014) suggests that the recommended threshold value is > 0.60 . Table 4 shows the composite reliability value > 0.60 and has fulfilled good variable reliability.

Table 4. Composite Reliability

Variables	CR
Push Factors (PUS)	0.804
Pull Factors (PUL)	0.865
Tourist Satisfaction	0,919
Revisit Intention (REV)	0,898

Analysis of Structural Equation Model

Results of Measurement Analysis (Outer Model)

The measurement model (outer model) shows the role of indicators in reflecting the variables formed or showing the relationship between variables with their constituent indicators (Suryawardani, 2018). The highest outer loading value on each variable can be interpreted as the indicator that best represents its constituent variables. The significance of this relationship was obtained through bootstrapping of 500 sub-samples and 5% of significance.

Measurement Model Test Results (outer model) on Tourist Motivation Variable

The output of the measurement model on the variable of push factor is reflected by five indicators and the pull factor variable is reflected by four indicators as described in Table 5 and Table 6.

Table 5. Output Model Measurement of Push Factors

Code	Indicators	Outer Loading	Standard Deviation	T Statistics	Significancy
PUS1	Looking for something new and interesting	0.651	0.158	4.133	Significant
PUS2	Break away from routine	0.694	0.088	7.860	Significant
PUS3	Visiting destinations that have never been visited	0.731	0.086	8.506	Significant
PUS4	Understand different cultures	0.793	0.054	14.716	Significant
PUS5	Raise prestige through documentation	0.479	0.149	3.210	Significant

Table 6. Output Model Measurement of Pull Factor

Code	Indicators	Outer Loading	Standard Deviation	T Statistics	Significancy
PUL1	Diversity of attractions and tourist activities	0.776	0.057	13.586	Significant
PUL2	Visit historical sites	0.841	0.056	15.135	Significant
PUL3	Affordable custom clothing rental	0.668	0.105	6.366	Significant
PUL4	An interesting variety of tour packages	0.636	0.131	4.844	Significant

As can be seen in the Table 5 and Tale 6, the indicators of understanding different cultures (PUS4) with a value of 0.793, which is the indicator that best represents the push factor variable. Table 6 shows the indicator of visiting historic sites (PUL2) with a value of 0.841, which is the indicator that best represents the pull factor variable. Therefore, the management of tourist destinations together with the local community is expected to always maintain the preservation, uniqueness, and cultural authenticity which are the main assets and attractions for tourists visiting the Prai Ijing Traditional Village.

Results of Measurement Model (Outer Model) on the Tourist Satisfaction Variable

The output of the measurement model on the tourist satisfaction variable is described in Table 7. The indicator of being satisfied with the experience of seeing unique customs and traditions (SAT2) with a value of 0.882 is the most representative indicator of tourist satisfaction. The indicator of being satisfied with attractions and tourist activities in the Prai Ijing Traditional Village (SAT3) must be considered by the manager of the Prai Ijing Traditional Village because it has the smallest outer loading on the tourist satisfaction

variables. The manager of the tourist destination is expected to increase the diversity of attractions and tourist activities as well as offer unique and innovative cultural tourism products to increase the satisfaction of tourists visiting the Prai Ijing Traditional Village.

Table 7. Output Measurement Model of Tourist Satisfaction

Code	Indicators	Outer Load- ing	Stan- dard Devi- ation	T Sta- tistics	Signifi- cancy
SAT1	Satisfied with the experience of seeing the architecture of a traditional house and a stone tomb.	0.819	0.049	16.7 53	Signi- ficant
SAT2	Satisfied with the experience of seeing unique customs and traditions	0.882	0.029	30.3 72	Signi- ficant
SAT3	Satisfied with attractions and tourist activities	0.773	0.052	14.8 18	Signi- ficant
SAT4	Satisfied with the experience of unique attraction	0.836	0.037	22.3 61	Signi- ficant

SAT5	Satisfied with the choice of visiting the Prai Ijing Traditional Village	0.856	0.025	34.893	Significant
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REV4	Recommended the traditional village to colleagues, friends & family	0,831	0,039	21,185	Significant
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Results of Measurement Model (Outer Model) on the Revisit Intention Variable

The output of the measurement model on the variable of intention to revisit is reflected by four indicators. Table 8 shows that the indicator of respondents going to the Prai Ijing Traditional Village (REV2) is the indicator that best represents the variable of intention to revisit.

Table 8. Output Model Measurement of Revisit Intention

Code	Indicators	Outer Loading	Standard Deviation	T Statistics	Significance
REV1	Prai Ijing Traditional Village has unique tourist attractions	0,848	0,034	24,707	Significant
REV2	The desire to visit Prai Ijing Traditional Village	0,865	0,044	19,825	Significant
REV3	Share experiences after visiting the traditional village to colleagues,	0,653	0,102	6,405	Significant

Results of Structural Model (Inner Model)

Output of the structural model (inner Model) figure after bootstrapping 500 times can be seen in Figure 1.

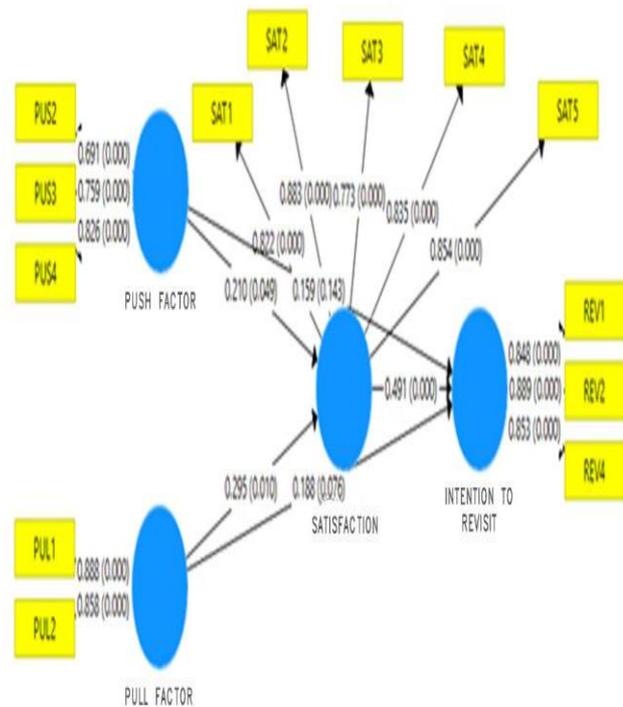


Figure 1. Output Results of Structural Equation Model of the Research

Analysis of the structural model (inner model) shows the correlation between one variable with another

variable. Ghozali (2014) suggests that the structural model is evaluated by looking at R^2 for endogenous latent variables and path coefficient estimation.

The R^2 is 0.67; 0.33; and 0.19 respectively are said to be good, moderate and weak. In the structural model there are two R^2 values, namely the endogenous variable satisfaction (SAT) and the endogenous variable intention to revisit (REV). R^2 value of satisfaction variable of 0.243 means that satisfaction variable can be explained by variable of tourists' motivation factor by 24.3% while 75.7% is explained by other variables not examined in this study. R^2 value of revisit intention variable of 0.482 means the revisit intention variable can be explained by the tourist satisfaction variable of 48.2%. The estimated value of the relationship between variables in the structural model is shown through direct effect and indirect effect with the criterion of a significance level of 5% .

Direct Effect of Exogenous Variables on Endogenous Variables

The direct effect is the influence of exogenous variables to endogenous variables, which are correlated directly without the mediating variables.

Table 9. Direct Effect

Hipo-thesis	Direct Effect	Original Samp (O)	Standard of Devi-ation	T Statistics ((O/STDEV))	P Values
H1	PUS--> SAT	0.210	0.107	1.969	0.049
H2	PUL--> SAT	0.295	0.115	2.569	0.010
H3	SAT--> REV	0.491	0.103	4.786	0.000
H4	PUS--> REV	0.159	0.108	1.468	0.143
H5	PUL--> REV	0.188	0.106	1.779	0.076

Based on direct effect, there are two variables that are at a significance level of > 5%, namely the effect of push factor variables on the intention to revisit variable with p values of 0.143 and the pull factor variable on the intention to revisit with p values of 0.076. This shows that hypotheses four and five, namely the push factor and the pull factor do not significantly effect on the revisit intention of tourists to the Prai Ijing Traditional Village.

Indirect effect of exogenous variables on endogenous variables

Indirect effect is the influence of exogenous variables to endogenous variables which are correlated through mediating variables.

Table 10. Indirect Effect

Indirect Effect	Original Samp (O)	STDEV	T Statistics (O/STDEV)	P Values
PUS-> SAT->REV	0.103	0.064	1.619	0.106
PUL-> SAT->REV	0.145	0.059	2.442	0.015

Table 10 shows the push factor variables did not significantly influence the variable of revisit intention through mediation of tourist satisfaction with a significance level of > 5%. The pull factor variables significantly influence the revisit intention through mediation of tourist satisfaction, with a significance level of <5%.

Structural Model Feasibility Analysis Results

Before interpreting the results of the structural equation model analysis of this study, several researchers (Chin, 1998; Hair et al, 2012; Henseler et al, 2009 in Suryawardani, 2018) recommend that the feasibility of the model should be examined. Table 11 shows the measures commonly used to assess the feasibility of structural models, analyzed by SEM Smart PLS models.

Table 11. Statistical Values for Assessing Model Feasibility

Variables	Variable Type	Number of Indicators	AVE	R ²
Push Factors (PUS)	Exogenous	3	0.579	NA ^a
Pull Factors (PUL)	Exogenous	2	0.762	NA ^a
Tourist Satisfaction (SAT)	Exogenous/ Endogenous	5	0.696	0.243
Revisit Intention (REV)	Endogenous	3	0.745	0.482
Average	-	-	0.695 ^b	0.363 ^a

Explanation:

- ^a : Value is not available because latency is an exogenous type
- ^b : The weighted average is the number of indicators

Based on Table 11, it was obtained the value of \overline{AVE} 0.695 and the value of $\overline{R^2}$ 0.363. To assess the feasibility of the structural equation model as a whole, the Goodness of Fit (GOF) value of the model by referring to the formula introduced by (Tanenhaus et.al 2005, in Suryawardani 2018) is as follows:

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

In the equation above, \overline{AVE} is the weighted average value with the weight obtained from the number of indicators for each variable. Using this formula, the GOF value of the model is 0.503, a measure that exceeds the 0.50 value indicates that the model can be accepted and interpreted.

DISCUSSION

Push factors significantly influence tourist satisfaction. The push factor for visiting Prai Ijing Traditional Village is in line with tourists' expectations. The results of the analysis of the Structural Equation Model (SEM), the indicator of understanding different cultures has the highest reflexive value of the push factor variables, outer loading of 0.826.

Based on the characteristics of tourists visiting the Prai Ijing Traditional Village, most of them are from Jakarta and work as private employees. The fatigue of their daily activities made them so bored that they wanted to break away from their routine for a moment, who then planned a vacation to a destination or a tourist attraction they had never visited before. Likewise with foreign tourists, tourists who mostly visiting the Prai Ijing

Traditional Village come from France, which in this case is European tourists based on the typology of tourists belonging to the type of allocentric tourists namely tourists who are adventurous and are motivated to discover new things and unique that is not found in their home country. The majority of tourists visiting the Prai Ijing Traditional Village are 25 to 39 years old, who have a high curiosity in understanding and learning the culture of the destinations visited, which of course are unknown and different from their culture of origin.

Push factor has a significant effect on tourist satisfaction, as expressed by a tourist from Jakarta:

“The purpose of my trip to the Prai Ijing Traditional Village is to visit a tourist attraction that I have never visited. I see on Instagram many tourists visit here. In addition, I also want to refresh briefly from the routine of working in Jakarta. I take a week off from work to take a vacation”(an interview, March 2018).

Schiffman and Kanuk (in Nitisusastro, 2013) suggest that consumer behavior is a step taken by someone in order to meet their needs and desires which include, need recognition, pre purchase search, evaluation of alternatives, purchase (trial and repeat purchase), and post purchase evaluation. This shows that the push factor is at the

stage of need recognition, looking for information before buying (pre purchase search), namely finding information about the Prai Ijing Traditional Village, and evaluating several options (evaluations of alternatives) before deciding to visit the Prai Ijing Traditional Village.

This finding is relevant to previous findings by Khuong, et.al (2014) which shows the push factors had a significant influence on the satisfaction of tourists visiting Vietnam. In addition, it is also supported by previous research conducted by Wong, et.al (2017) that the push factor had a significant effect on the satisfaction of retired tourists who took part in the "Malaysia My Second Home" tourism program..

The pull factors have a significant effect on tourist satisfaction. This means that the pull factor in the form of attributes of the Prai Ijing Traditional Village tourist attraction is in accordance with tourist expectations. In the Structural Equation Model (SEM) analysis, the indicator of diversity of attractions and tourist activities has the highest reflexive value on the pull factors, with an outer loading of 0.888.

The pull factors of the Prai Ijing Traditional Village include a variety of attractions and tourist activities, as well as historical relics in the form of megalithic graves and traditional houses. The tourist

attractions and activities offered to tourists include taking photos in the photo spots that have been provided, photos wearing traditional West Sumba traditional clothes, seeing megalithic graves, obtaining an explanation from a tour guide about the history and philosophy of traditional house architecture and stone graves, seeing firsthand and practice of the process of making ikat woven cloth typical of West Sumba. Prai Ijing traditional village also offers a number of attractions and optional activities to tourists, including watching traditional dance performances and Pasola attractions. For tourists who want to feel the traditional atmosphere and closer interaction with the villagers, the management also provides tour packages to stay at people's homes.

Solomon (in Priansa, 2013) argues that consumer behavior is a stage that occurs when consumers choose, buy, use products or services, evaluate and spend the products and services they expect to be able to satisfy their needs. This shows that there is a connection or relationship between the process of formation of external motivation (pull factors) to the post-purchase evaluation.

The results of the study are relevant to the research of Kencana, et.al (2017) that the external motivation of foreign tourists influences the level of

tourist satisfaction in Badung Regency. Wiranatha, et al (2017) suggest that extrinsic motivation has a significant effect on the satisfaction of foreign tourists in diving activities in Bali.

Pull factors have a more significant influence on tourist satisfaction than push factors, which means that external motivation in the form of tourist attraction attributes in the Prai Ijing Traditional Village is considered more important than tourist motivation in increasing satisfaction, in other words, perceived satisfaction depends greatly on how well the tourist attractions meet their expectations. Tourist satisfaction has a significant effect on revisit intention. This means that the higher the satisfaction of tourists, the higher the revisit intention to the Prai Ijing Traditional Village. Analysis of Structural Equation Model (SEM) shows that the indicator of tourist satisfaction over the experience of seeing the uniqueness of customs and traditions has the highest reflexive value to the variable of tourist satisfaction, with outer loading of 0.883.

The results of the study support the statement of Umar (in Purbawisesa, 2014), revisit intention is a behavior that appears as a response to an object that indicates the customer's desire to make a repeat visit. The decision process of revisit is formed after the post-visit stage.

The level of tourist satisfaction or dissatisfaction that will affect the decision. If tourists feel satisfied because of tourism products and good service quality, they will show the opportunity to make a return visit. And tourists who are satisfied will also tend to say good things about the destinations or tourist attractions that they have visited.

The results of the study support the opinion that tourists' decision to visit a destination is a complex process. Referring to Kotler and Armstrong (in Pariansa, 2013) a person decides to buy a service or a product determined by several stages including problem recognition, information search, alternative evaluation, purchase decision and post-purchase evaluation. The level of tourist satisfaction perceived as having occurred after visiting the Prai Ijing Traditional Village is interpreted as the post-purchase evaluation stage, which is to decide to travel back to the same place. Previous research supporting this research was conducted by Andajani (2017) who suggests that satisfaction is an important factor in encouraging the revisit intention of foreign tourists to Indonesia. Pratminingsih (2014) shows that satisfaction influences the revisit intention of foreign tourists to Bandung.

Push factors do not significantly influence revisit intention. This means that

the revisit intention to the Prai Ijing Traditional Village is not significantly influenced by push factors within tourists, such as breaking away from routine, visiting destinations that have never been visited, and understanding different cultures. Based on empirical findings, tourists who mostly come from outside the island of Sumba can be one of the factors that cause the push factor to have a significant effect on revisit intention. To be able to take a vacation to Sumba, especially to reach the Prai Ijing Traditional Village, they have to prepare a lot of free time and money. For example, to buy plane tickets from their area of origin to Sumba, accommodation, food and drink, and other travel costs. All of that must be prepared and planned carefully.

This finding is supported by the results of a previous study by Baniya, et.al (2017), regarding the influence of tourist motivation on the revisit intention of tourists to Nepal, suggesting that the push factor does not significantly influence the revisit intention of tourists to Nepal. The push factors indicators used in Baniya's research include relaxation and recreation, adding relationships, expanding social and cross-cultural relationships, fulfilling prestige and getting out of daily routines. The pull factor does not significantly influence revisit intention. This means that

the revisit intention to the Prai Ijing Traditional Village is not significantly influenced by the pull factor of the attributes of the Prai Ijing Traditional Village tourist attraction, namely the diversity of attractions and tourist activities and visiting historic sites. The results of the analysis show that the remaining reflexive indicators are not able to represent the pull factor variables, so it is necessary to add a variety of indicators that are in accordance with the conditions of tourist attraction, such as the hospitality of the local people, safety and comfort.

Empirical findings indicate that there are other factors that respondents consider more important in influencing revisit intentions that are not examined in this study, such as service quality, marketing mix, and destination image. This finding is supported by the results of previous research by Abiyasa, et.al (2018) which states that the external motivation variable in the form of Banyuwangi tourist destination attributes does not significantly influence tourist loyalty. Yap, et.al (2017) in his research on Intention to Revisit Penang: A Study of Push and Pull Factors in which the results show that the pull factor in the form of historical, cultural and natural landscape does not significantly influence revisit intention of tourists to Penang.

CONCLUSION

Based on the results and discussion described above, the following conclusions can be drawn: (i) the push factor has a significant effect on tourist satisfaction; (ii) the pull factor significantly influence tourist satisfaction; (iii) tourist satisfaction has a significant effect on revisit intention; (iv) push factors do not significantly influence revisit intention; (v) pull factors do not significantly influence revisit intention.

Managers are expected to explore the diversity of motivation of tourists visiting the Prai Ijing Traditional Village in order to increase the intention of tourists to revisit which can be obtained through interaction between local communities and tourists and also through guest comments given by tourists after visiting the Prai Ijing Traditional Village. Improving service quality, diversity of attractions and tourist activities in the Prai Ijing Traditional Village and offering unique and innovative cultural tourism handicraft products, and always maintaining local wisdom and cultural assets which are the main attraction of Prai Ijing Traditional Village so that tourists are expected to be more satisfied with the visiting experience to the Prai Ijing Traditional Village and in the end are able to increase the desire of tourists to

revisit. The limitation of the study is that there are five indicators declared invalid and reliable so that they are excluded from the structural model. This can be a recommendation for future researchers to conduct research by increasing the number of indicators on each variable of push factors, pull factors, tourist satisfaction and revisit intention. In addition, it is recommended to conduct research on broader destinations with varying attractiveness, so the results are expected to provide a deeper analysis of the structural models of tourist motivation in influencing satisfaction and revisit intention. The results of this research model obtained a Godness of Fit (GOF) value of 0.503 which means it is in the middle category, further research can add destination image variables and service quality so that it is expected to obtain strong structural model results.

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The Influence of Services' Quality on Intention to Revisit through Mediation of Satisfaction of Visitors at Sasak Sade Village, Central Lombok, West Nusa Tenggara

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ABSTRACT

The Sasak Sade Village is inhabited by a people from generation to generation. As a place that has been known and visited by many tourists, the management of the Sasak Sade Village offers traditional building house and daily activities of local people as tourist attractions. It is very important to have good quality services to increase revisit intention in the future. The purposes of this research were to determine service quality that influences tourist satisfactions and revisit intention in Sasak Sade Village. This study used 85 respondents of domestic tourists and a purposive sampling technique. The analysis used in this study was a structural equation modeling (SEM) by using Smart Partial Least Square (PLS) 3.0. This study tested two models namely outer model to predict the relationship between indicator and variable, and inner model to predict between two variables. The results of this research were: 1) the service quality significantly influenced the tourist satisfaction at the Sasak Sade Village; 2) the tourist satisfaction significantly influenced their revisit intention at the Sasak Sade Village; and 3) the service quality significantly influenced their revisit intention at the Sasak Sade Village.

Keywords: Service Quality, Tourist Satisfaction, Revisit Intention

INTRODUCTION

Background

The tourism attraction of Sasak Sade Village is an unspoiled place in which the order of people's lives is still simple or traditional. Local people in carrying out activities of daily life still

uphold the traditions that originate from their ancestors such as the marriage system, social system, and government system. One of the main attractions in the Sasak Sade Village Tourism Destination Region is the building of houses occupied by local people as well as unique tourist attractions. Sasak Sade Village Tourism

Destination has an area of about 30,000 m², and is inhabited by 162 families or around 700 people. The livelihoods of local people are currently farming, raising cattle and buffalo, as local tour guides, weavers, and souvenir sellers.

An interesting thing that is unique to Sasak Sade Village is the tradition of cleaning the floor of the house using buffalo dung. According to public belief, cleaning the floor of a house with buffalo dung is to keep the floor clean. Another unique tradition that applies in the community is the marriage system within the family (consanguineous marriage) and is still in the Sasak Sade Village environment. The uniqueness mentioned above that causes many tourists to visit the Sasak Sade Village.

The problem experienced by tourists is unsatisfactory services. Tourists who are dissatisfied with the services usually complain to management through the local tour guides. Services that often cause tourists to feel disappointed include local tour guide services during the peak tourist season; they often do not do their job as well as possible, such as incomplete information, they often do not use loudspeakers for tourists who come in groups, and seeming to rush in delivering information. The problems that occur with souvenir sellers are that differences in prices with the same brand and quality of

goods and goods sold are found elsewhere. The problem of tourist attractions that are not shown every day, causing tourists often disappointed and not in accordance with the information obtained before visiting. Public facilities such as limited toilets, inadequate parking areas when compared to the number of tourist vehicles, and environmental cleanliness at the Sasak Sade Village tourist destination is still not satisfactory.

This research is important so that the management of the Sasak Sade Village tourist destination understands the real needs of visitors, especially the quality of the services prepared. The management of the Sasak Sade Village tourist destination must also understand the expectations of tourists so that tourists intend to come back. This research will be used as a standard of service to tourists and then to be applied to people who are involved directly or indirectly in serving visitors such as local tour guides, local communities, and souvenir traders. The excellent and poor quality of services depends on the ability of service providers to meet customer expectations consistently. The perceived value of the customers is the difference between the prospective customers' valuation of all the benefits and costs of an offer on the alternative, Kotler and Keller (2009: 136). The ultimate goal of a business is to create

satisfaction for its customers. In general, satisfaction is someone's feeling of pleasure or disappointment arising from comparing the perceived performance of the product with the expectations. Kotler and Keller (2009: 138-139). After the customer's expectations are met, the thing the business owner has been waiting for the most is the customer's desire to come back. According to Heiler in Margee (2008), repurchase intention is defined as individual assessments of repurchase services and the decision to engage in future activities with service providers and the forms taken. According to Zeithaml and Bitner (2006), the dimensions representing evaluative criteria of customers for assessing service quality consist of tangibility, reliability, responsiveness, assurance, and empathy. This study wants to analyze how tourists' assessment of the service dimensions available at the Sasak Sade Village tourist destination which is an indicator to find out what service quality is like, then it will be analyzed how it affects the direct satisfaction of tourists and tourists' revisit intentions.

Research Objectives

The objectives of this research are:

- i) Analyzing the effect of service quality on the satisfaction of tourists

visiting the Sasak Sade Village, Central Lombok, West Nusa Tenggara,

- ii) Analyzing the effect of satisfaction on tourist revisit intention at the Sasak Sade Village, Central Lombok, West Nusa Tenggara,
- iii) Analyzing the effect of service quality on tourist revisit intentions at the Sasak Sade Village, Central Lombok, West Nusa Tenggara.

LITERATURE REVIEW

Definition of Quality of Service

Zeithaml and Bitner (2006: 116-119; Suryawardani, et. al., 2017; Suryawardani, et. al., 2018 and Yoga, et al., 2016) put forward the dimensions of service quality into five (5) as follows:

1. Tangibility is the ability to demonstrate its existence to external parties, this includes physical facilities and infrastructure.
2. Reliability is the ability to provide services in accordance with what has been previously promised accurately and reliably. Performance rating should be in line with expectations as punctuality, reducing errors, and sympathetic attitude.

3. Responsiveness is a willingness to help and provide fast and appropriate services to tourists with clear information.
4. Guarantee and assurance includes knowledge, courtesy, and the ability to foster trust in the services being sold. This includes communication, credibility, security, manners.
5. Empathy is giving sincere individual attention to tourists by understanding tourists' desires.

Tourist Satisfaction

Oliver in Supranto (2006) argues that satisfaction is the level of one's feelings after comparing the performance or results felt with expectations, According to Kotler (2005) satisfaction is the number of attributes of a product or service. According to Engel in Tjiptono (2004) that customer satisfaction is a post-purchase evaluation in which the alternative chosen at least gives the same or higher than expected results. Dissatisfaction occurs when the results are lower than expectations (Suryawardani, et. al., 2017, Suryawardani, et. al., 2018 and Yoga, et al., 2016).

Revisit Intention

Before discussing revisit intention, it is necessary to first understand the

definition of purchase intention. According to Mowen (2002: 55) purchase intention is a determinant of the buyer to take an action such as buying a product or service. According to Fullerton, Taylor in Jasfar (2002) that repurchase intentions are as purchase intentions, namely a strong desire to repurchase. Revisit intention as the customer's desire to make repeated visitation in the future (Suryawardani, et. al., 2017, Suryawardani, et. al., 2018 and Yoga, et al., 2016).

RESEARCH METHOD

Research Location and Time

This research was conducted in the Tourism Attraction of Sasak Sade Village (traditional house), Rembitan Village, Central Lombok Regency, West Nusa Tenggara. The study was conducted from December 2018 to February 2019, the implementation lasted for three (3) months starting from data collection, questionnaire distribution, data processing, data analysis, and concluding it.

Determination of Research Samples

According to Sugiyono, (2008: 116), the sample is a portion of the number and characteristics possessed by the population. In this study the sample is

the archipelago tourists visiting the Sasak Sade Village tourist destination, the intended tourists are those who come directly to the tourist destination using the Travel Agency or Travel Agent. The sample size recommended by Partial Least Square (PLS) ranges from 30 to 100 samples, Gozali (2011). Determining the sample size in general can be done by the number of indicators multiplied by 5 or 10, according to Hair et.al. (2010) the number of samples is at least 5 times the number of indicators. There are 17 indicators in this study and to get a representative number of samples the total indicator number is multiplied by the minimum number of samples (5 times) and the result is the sample size ($17 \times 5 = 85$). So the number of samples determined in this study was 85 respondents. The reason for determining the sample size by the total indicator multiplied by 5 is to gain the ideal number between 30 to 100 respondents and maximum analysis results.

Based on these criteria to get the maximum analysis results the questionnaire is distributed by means of purposive sampling that is determining the sample with certain considerations. According to Sugiyono (2015) Purposive Sampling is a sampling technique with certain considerations. Tourists with certain considerations are tourists who

come to the Sasak Sade Village tourist destination using the services of a Travel Bureau (BPW) or Travel Agent.

Data Collection

There are several stages in the data collection process as follows:

1. Observation is a technique of visiting a place that is used as the object of research in this case the Sasak Sade Village tourist destination, the aim is to directly observe the activities of the community and tourists, the environment, attractions, and a general description of the research location.
2. Questionnaire distribution is data collection by distributing questionnaires to tourists who have finished visiting the Sasak Sade Village tourist destination. The aim is to find out how tourists think about tourist destinations, management, society, environment, tourists in the Sasak Sade Village tourist destination. Data obtained from the results of the questionnaire will be processed into ordinal data, and the level of assessment uses a Likert scale: a scale of 5 (1; dissatisfied, 2: less satisfied, 3: quite satisfied, 4: satisfied, 5: very satisfied).

3. Interview technique is to do data collection by question and answer with the management of tourist destinations and related people. This technique is carried out to clarify the purpose of the items being assessed in a questionnaire and to find out more about the services available at the Sasak Sade Village tourist destination.
4. Documentation study is a data collection technique in the form of destination monograph documents, community activities, and service activities for tourists in the Sasak Sade Village tourist destination, and then documentation data is used as evidence to complement the things that are lacking in this study.

Variables and Indicators

This research generally has two variables as follows:

1. Exogenous latent variables are variables that affect other latent variables. In this research, exogenous variables are taken based on the theory of Parasuraman (1990) in Tjiptono (2005) which classifies service quality into five dimensions: tangible, reliability, responsiveness, assurance, and

empathy. Research variables and indicators are determined based on theory and adjusted to the conditions of the research location in the Sasak Sade Village tourist destination. The exogenous variable in this study is the quality of service marked with (X).

2. Endogenous latent variables are variables that are influenced by other latent variables. In this study endogenous latent variables are tourist satisfaction and revisit intention. There are two types of endogenous latent variables in this study as follows:
 - a. The revisit intention variable is given a sign or symbol (Y1).
 - b. Endogenous latent variables are intervening variables which also influence when exogenous variables affect endogenous variables. In this research endogenous intervening variables are tourist satisfaction given a sign or symbol (Y2).

Data analysis method

The method used to analyze this research data is the Smart PLS version 3.0 program. Outputs were analyzed using

quantitative and qualitative descriptive approaches. Some stages in analyzing data consist of (three) stages as follows:

1. Outer model test (measurement model test) which is a model for analyzing the ability of indicators to reflect variables.
2. Inner model test (structural model test) which is a test to analyze the effect of one variable with another variable.
3. Model fit test (model feasibility test) which is a test to analyze the appropriateness of the designed model.

RESULTS AND DISCUSSION

Characteristics of Respondents

Characteristics of respondents in this study were classified into several criteria including: Character of tourists based on sex divided into two: male and female. The character of tourists based on age is divided into five criteria namely <20 years, 21-30 years, 31-40 years, 41-50 years, and > 50. The character of tourists based on the region of origin in the group based on the origin of the province, the character of tourists based on occupation is divided into five criteria, namely students, company employees, entrepreneurs, retirees, and others. The

character of tourists based on the purpose of the visit is divided into three: vacation, business, other. The character of tourists is based on the frequency of visits to Lombok, and the frequency of visits to the Sasak Sade Village tourist destination.

Convergent Validity Test

The results of the analysis show that the loading factor has fulfilled the requirements > 0.7 as can be seen in Table 1.

Table 1. The Loading Factor Value for each Indicator

Indicator	X	Y1	Y2
LYN3	0.837		
LYN4	0.823		
LYN5	0.754		
LYN6	0.820		
LYN7	0.884		
KEP1		0.846	
KEP3		0.726	
KEP4		0.762	
KEP5		0.771	
NKU1			0.837
NKU3			0.870

The latent variable is different from the other latent variables, by looking at the cross loading value > 0.7 and the Average Variance Extracted (AVE) value of each latent variable has a value > 0.5 Gozali (2014). The results of the research validity test can be seen in Table 2.

Table 2. Results of Discriminant Validity Analysis

Variables	AVE	Cross Loading		
		X	Y1	Y2
Revisit intention	0.728	0.853		
Satisfaction	0.604	0.741	0.777	
Quality of Service	0.680	0.717	0.757	0.825

Source: Respondent Data Analysis, 2019

Based on Table 2, it can be seen that each variable has a cross loading value > 0, 70 and an Average Variance Extracted (AVE) value > 0.5. This shows that all variables used in this study were classified as good or valid.

Reliability of Construct (Composite Reliability) and Cronbach Alpha

Construct reliability can be measured by the first two criteria with composite reliability, the second with Cronbach alpha from indicators that reflect the construct (Latent Variable). The construct can be categorized as reliable if the composite reliability value and Cronbach alpha > 0.70. The results of the construct reliability test can be seen in Table 3.

Table 3. Results of Construct Reliability Test Analysis

Latent Variables	Cronbach Alpha	Composite Reliability
Quality of Service	0.883	0.914
Satisfaction	0.781	0.859
Revisit intention	0.712	0.843

Table 3 shows that the Cronbach alpha value > 0.7 and composite reliability value > 0.7. The results of the analysis can be concluded that all constructs of latent variables are good and reliable.

Output of Structural Equation Model of the Research

Based on the model framework and hypotheses built in this study, the results of the analysis output model can be seen in Figure 1.

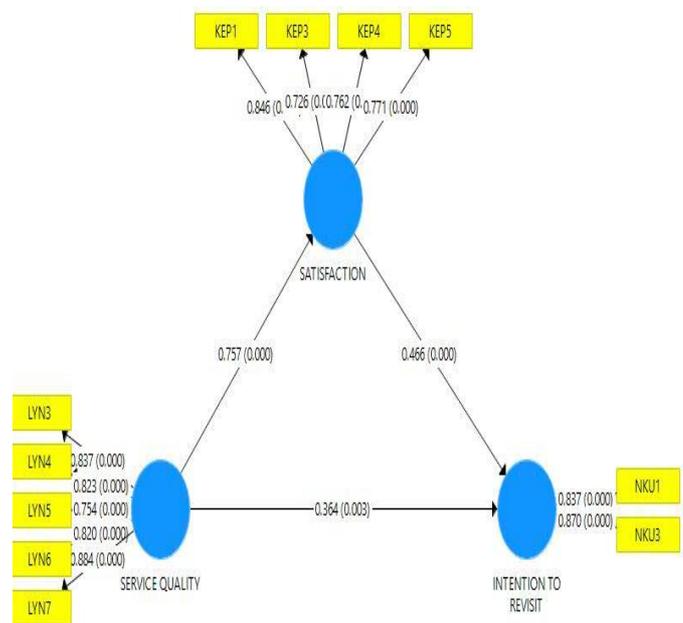


Figure 1. Output of Structural Equation Model of the Research

Measurement Model Analysis (Outer Model)

Analysis of the measurement model shows the role of the indicators in reflecting the variables formed or showing the relationship between the variables with their constituent indicators, Suryawardani (2018). In this study, the bootstrapping process was carried out twice with 500 iterations. The output of the analysis results of each latent variable are as follows:

1. Measurement Model Analysis (Outer Model) on Latent Variable of Quality of Service

The output of the measurement model analysis, which is also called the outer model analysis, shows the ability of indicators to reflect variables. The results of the measurement model output on service quality variables can be seen in Table 4.

Table 4. Results of Measurement Model Analysis on Service Quality Variables

Code	Statement	Outer loading	Standard of error	T-Statistics	Significance
LYN3	Ability to provide services	0,837	0,028	29,398	Significant
LYN4	Response in providing services	0,823	0,040	20,601	Significant
LYN5	security assurance to tourists	0,754	0,061	12,446	Significant

LYN6	Manners/courtesy	0,820	0,058	14,256	Significant
LYN7	Ease of communication	0,884	0,029	30,292	Significant

The results of this study indicate that all indicators reflect significant service quality variables. Based on Table 4, it can be seen that the LYN7 indicator (ease of communication) has the highest outer loading value (0.884), meaning that the communication ability of the local community is very good for visitors. Then followed by LYN3 indicator (ability to provide services) with loading factor (0.837), LYN4 indicator (response in providing services) with loading factor (0.823), LYN6 indicator (manners/courtesy) with loading factor (0.820) and, LYN5 indicator (security assurance to tourists) with a loading factor (0.754). In this study, the indicator of security assurance to tourists has the smallest loading factor of 0.754, meaning that the safety factor is still a concern of visitors because it is felt that it has not maximally satisfied visitors. Because there needs to be an improvement in the visitor's security system, especially when traveling around Sasak Sade Village.

2. Analysis of Measurement Model (Outer Model) on Latent Variable of Satisfaction

Results of Measurement Model (Outer Model) on satisfaction variables can be seen in Table 5.

Table 5. Results of Analysis of Measurement Models on Satisfaction Variables

Code	Statement	Outer Loading	Standard of Deviation	T-Statistics	Significance
KEP1	Feel happy during a visit	0.846	0.044	19.217	Significant
KEP3	DSS is the right choice	0.726	0.050	14.615	Significant
KEP4	Enjoyable experience when visiting	0.762	0.079	9.704	Significant
KEP5	Overall satisfied with the service	0.771	0.062	12.527	Significant

Source: Processed Primary Data, 2019

The results of this study indicate that all indicators can significantly reflect satisfaction variables. Based on Table 5 it can be seen that the KEP1 indicator (Feeling happy when visiting) has the highest outer loading value (0.846), meaning that tourists when they visit get what was expected before. This is followed by KEP5 indicator (Overall satisfied with the services) with loading

factor (0.771), KEP4 indicator (pleasant experience visiting with loading factor (0.762) and, in this study KEP3 indicator (tourist destination of Sasak Sade Village is the right choice) has the smallest loading factor of 0.726. The results show that tourist satisfaction in choosing Sasak Sade Village as a visiting choice is appropriate even though this indicator has the smallest loading factor value among other indicators, because there needs to be an improvement in terms of promotion to match the true conditions in the field.

3. Analysis Results of the Measurement Model (Outer Model) on the Latent Variable of Revisit Intention

The results of the measurement model output (Measurement Model / Outer Model) on the variable intention intention can be seen in Table 6.

Table 6. Results of Analysis of Measurement Models on Variable of revisit intention

Code	Statement	Outer Loading	Standard of Deviation	T-Statistics	Significance
NKU1	Desire to be offered other attractions	0.837	0.062	13.461	Significant
NKU3	The desire to recommend to others	0.870	0.025	34.688	Significant

The results showed that all indicators significantly reflected the variable of intention to revisit. Based on Table 4.6, it can be seen that the NKU3 indicator (the desire to recommend to others) has the highest loading factor value (0.870), meaning that the experience of tourists visiting the Sasak Sade Village tourist destination wants to be shared with relatives and others. Followed by the NKU1 indicator (desires offered with other attractions) with a loading factor value (0.837). The results showed that variations in attractions needed to be increased to increase visitor activity and length of stay. Diverse tourist attractions and traditionally packaged according to local culture are expected to increase the intention of tourists visiting the tourist attraction of Sasak Sade.

4. Structural Model Analysis Results (Inner Model)

Analysis of the inner model shows the relationship between one variable with another variable. The path coefficient values of the relationships between variables in the structural equation model show the effect of one variable with another variable. There are several forms of influence that can be seen in the structural equation model (SEM), namely: direct effects, indirect effects, and total effects. The following describes each of these effects:

Direct Effect of Exogenous Variables on Endogenous Variables

The direct effects between one variable with other variables in this study is:

- a. The effect of service quality on satisfaction indicates a moderate structural model with a value of R^2 (0.573).
- b. The effect of satisfaction on the intention to revisit indicates a moderate structural model with a value of R^2 (0.606).
- c. The effect of service quality on the intention to revisit indicates a moderate structural model with a value of R^2 (0.606).

Direct and indirect effects between exogenous variables and endogenous variables can be seen in Table 7. significant effect on revisit intention (Y2).

Table 7. Direct and Indirect Effects of Exogenous Variables to Endogenous Variables

Hip.	Exogenous Variables	Endogenous Variables	Outer Loading	Standard of error	T-Statistic	p-Value
	Quality of service					
H1	service	→ Satisfaction	0.757	0.042	18.137	0.000
H2	Satisfaction	→ Revisit Intention	0.466	0.124	3.676	0.000
	Quality of Service					
H3	Service	→ Revisit Intention	0.364	0.127	2.938	0.003
	Indirect effect	LYN>KEP>NKU	0.353	0.103	3.423	0.001

Based on Table 7, it can be seen that there are three direct effects supported significantly by the results of the analysis of the measured structural models. The results of the analysis of the direct effect of exogenous variables on endogenous variables are accepted if (t-statistic) > 1.96 and significance level < 0.05 (5%) Gozali (2014). The results of the analysis of the direct effect of each variable in this study obtained three (3) hypotheses as follows:

- The value of effect between constructs shows that service quality (X) has positive and significant effect on tourist satisfaction (Y1).
- The value of the effect between constructs shows that tourist satisfaction (Y1) has a positive and

- The value of the effect between constructs shows that service quality (X) has a positive and significant effect on revisit intention (Y2).

The indirect effect of exogenous variables on endogenous variables

Based on Table 7, it was obtained the value of the effect of service quality (X) on tourist revisit intention (Y2) by mediating tourist satisfaction (Y1) with a coefficient value (0.353) and significance level of < 0.05 (5%). It can be concluded that the latent variable of satisfaction can mediate the effect of service quality on tourist revisit intention to the Sasak Sade Village tourist destination.

Total Effect of Exogenous Latent on Endogenous Latent

The combination of direct and indirect effects forms the total effect of an exogenous latent variable on an endogenous latent variable with a significance level of <0.05 . The effect of total exogenous latent on endogenous latent can be seen in Table 8.

Table 8. Total Effects of Exogenous Latent on Endogenous Latent

Exogenous Variables	Endogenous Variables	Outer Loading	Standard of error	T-Statistic	p-value
LYN	--> KEP	0.757	0.042	18.137	0.000
KEP	--> NKU	0.466	0.127	3.676	0.000
LYN	--> NKU	0.717	0.061	11.682	0.000

Table 8 shows the results of an analysis of the effect of total exogenous latent on endogenous, as follows:

- Total service quality has a positive and significant effect on tourist satisfaction with a p-value of $0,000 < 0.05$.
- Total tourist satisfaction has a positive and significant effect on tourist revisit intention with a p-value of $0,000 < 0.05$.
- Total service quality has a positive and significant effect on tourist revisit intention with a p-value of $0,000 < 0.05$.

Results of Feasibility Model

Prior to the interpretation of the results of the structural equation model analysis in this study, several previous studies such as Fornel & Larcker, (198); Chin et al. (2003); Hair et al. (2012); Henseler et al. (2009), Suryawardani, (2018) recommend the feasibility of the model for checking. Common measures are used to assess the feasibility of structural equation models that are analyzed with SEM models based on Smart PLS 3.0 as can be seen in Table 9.

Table 9. Statistical Values for Assessing the Feasibility of Variables

Variables	Variable type	Number of indicators	AVE	R ²
Quality of Service	Exogen	5	0.680	NA ^a
Satisfaction	Endogenous Intervening	4	0.604	0.573
Revisit intention	Endogen	2	0.728	0.606
Nilai Rata-rata			0.641 ^b	0.589 ^b

According to Chin (2003), in Suryawardani (2018), endogenous latent variables with R² values range from 1.19 to 0.33, indicating that the structural model is weak, if it is in the range of 0.33 to 0.67, the structural model is moderate and , if it is above 0.67 it is indicated that the structural model is strong. In this study, the feasibility test of the model is

done by looking at the value of R^2 as follows:

- a. R^2 value of visitor satisfaction variable Y1 is 0.573, the structural model shows latent visitor satisfaction has predictive power with moderate category. It can be concluded that the model of 57.3% variants of latent variables of visitor satisfaction can be explained by all latent variables, namely dimensions of service quality.
- b. R^2 value of revisit intention Y2 variable is 0.606, structural model shows latent visitor satisfaction has predictive power with moderate category. It can be concluded that the model of 60.6% variant of the latent variable revisit intention can be explained by all latent variables of tourist satisfaction.

The feasibility test of the Goodness of Fit model (GoF) can be measured based on the value of the Standardized Root Mean Residual (SRMR) and Normed Fit Index (NFI). GoF is said to be fit if the SRMR value <0.10 and the NFI value <0.9 . The results of the Goodness of Fit structural equation model can be seen in Table 10.

Table 10. Goodness of Fit model test results

	Saturated Model	Estimated Model
SRMR	0.084	0.084
NFI	0.767	0.767

Based on Table 4.10, it can be seen that the value of Standardized Root Mean Residual (SRMR) is 0.084 and the Normed Fit Index (NFI) value is 0.767 so that the research model is feasible.

DISCUSSION

The results of this study indicate that there is an influence of service quality on tourist satisfaction in the Sasak Sade Village tourist destination. The results of this study are in accordance with the theory put forward by Zeithmal and Bitner (2003) that satisfaction is also influenced by service quality, ie consumers feel satisfied if they get good service or as expected. Based on some of these theories strengthen the belief that tourist satisfaction is strongly influenced by the quality of services offered at the Sasak Sade Village tourist destination.

The results of this study support some of the results of previous studies such as Chien (2010) who concluded that service quality can affect satisfaction. Akama (2003) also mentioned that more than 70% of tourists were satisfied with

the quality of service in a tourist destination. Yuda (2018) concluded that service quality has a positive and significant effect on tourist satisfaction.

The results of the analysis use Structural Equation Modeling (SEM) that service quality indicators have different perception values on the service quality variables. Overall, tourists' perceptions of service quality are on average satisfactory with a value of 3,999. Referring to Table 4.4, it can be seen that the Indicator of ease of communication with tourists has the highest reflexive value of 0.884 on the service quality variable in the Sasak Sade Village tourist destination. It can be said that the quality of public communication directly involved in serving visitors has a good level of communication. Meanwhile, indicator of ability to provide good services also has a high perception value. Indicator of manners or courtesy of the local community in serving visitors is also perceived very well. While, the indicator of the response of the local community in providing services at the Sasak Sade Village tourist destination is well perceived and lastly, indicator of security and safety guarantees to tourists have the lowest perception of 0.754 among all indicators, even though it is still in a significant level.

Guaranteed tourist safety and security is one of the responsibilities of

the management of the Sasak Sade Village tourist destination. Tourist perceptions related to the security and safety are low, although still in a significant level. Some reasons for the perception of security and safety of tourists have a low reflexive value are: i) there is no guarantee of safety and safety of tourists in writing, ii) there is no smoking ban, even though the roof of the building uses flammable thatched roof, iii) there is no CCTV to monitor the safety of visitors, iv) the sanitary or cleanliness conditions of the Sasak Sade Village tourist destination are still not optimal, there are still many household wastes that are not taken care of.

The results of the study of satisfaction affect the revisit intention to the Sasak Sade Village tourist destination with a coefficient value of 0.466. This means that tourist satisfaction can affect revisit intention by 46.6% in the Sasak Sade Village tourist destination, while the other 53.4% revisit intention is influenced by other factors. Therefore, greater tourist revisit intention is influenced by other factors beyond satisfaction, it can be interpreted that tourist satisfaction can affect a small portion of tourists revisit intention to Sasak Sade Village tourist destination.

The results of this study support the results of previous studies such as Elisa (2007) who reported that there is an

influence of service quality and satisfaction on behavioral intentions in the tourism industry. According to Suryawardani (2016) that consumer satisfaction has a positive relationship with loyalty. Affirmed by Suryawardani (2018) that the intention to visit is significantly affected by attitude towards behavior and perceived behavioral control. This means that the more happy tourists are when they visit and the more attractions tourists enjoy at attractions, the more likely they are to revisit in the future. According to Wiranatha (2015) that overall the level of customer satisfaction has not been reached because of performance.

Descriptive analysis results show that the satisfaction factor is one of the perceived by respondents for the assessment of tourist revisit intention in the Sasak Sade Village tourist destination. The results of the analysis using Structural Equation Modeling (SEM) show that the indicators forming visitor satisfaction have different perception values on the satisfaction variable. Overall, tourists' perceptions of satisfaction in the Sasak Sade Village tourist destination averaged 3.972. Referring to Table 4.5, it can be seen that the indicator feels happy when visiting has the highest reflexive value of 0.846 on the visitor satisfaction variable. Indicators of visitors are satisfied with the

services available at the Sasak Sade Village tourist destination and indicator of pleasant experiences while visiting the destination also affect visitor satisfaction, as well as the indicator of Sasak Sade Village tourist destination is the right choice have the smallest reflexive value of 0.726 but still in a significant level.

The perception of tourists about the Sasak Sade Village tourist destination has not been the right choice to visit. Seeing the reality in the field the reasons that the Sasak Sade Village tourist destination has not become an appropriate tourist destination are: i) limited tourist attractions available, ii) to get local cultural performance services must go through the booking process before tourists visit, iii) short tourist visiting times because lack of available tourist attractions, iv) there are similar tourist attractions in close proximity.

Revisit intention of tourists appear when during their visit they get many satisfying pleasures, many attractions are enjoyed and followed by tourists during the visit. Getting a good and satisfying experience is also very influential on tourist satisfaction so there will be an intention to re-visit to look for new experiences in the future to these attractions. Tourists who come want their expectations fulfilled, then the desire to come again will not consider everything

that makes disappointed. It can also be said that returning tourists positively support the relationship between tourist satisfaction with the intention of returning to the Sasak Sade Village in the future. Customer satisfaction can provide several benefits, such as the relationship between the management of the tourist destination Sasak Sade Village and tourists who visit to be good, provide a good basis for revisit intention and the creation of a good story about the condition of the tourist destination, and form a word of mouth recommendation which is beneficial for the Sasak Sade Village tourist destination. The results of this study indicate that service quality influences visitor satisfaction at the Sasak Sade Village tourist destination with a coefficient value of 0.364. This means that service quality can affect revisit intention by 36.4% Sasak Sade Village tourist destination, while the other 63.6% revisit intention is influenced by other factors. Because revisit intention is influenced more by other factors than service quality, it can be interpreted that in this study only a small portion of tourist revisit intention can be influenced by service quality at Sasak Sade Village tourist destination.

The results of this study are in accordance with the opinion of Tjiptono (2008) that there are several factors that make tourists have the intention to come

back, namely facilities and products. The results of this study also support the research of Yuda (2018) that service quality has a positive and significant effect on loyalty. Reinforced by Suryawardani (2017) that intrinsic and extrinsic motivation significantly influence the loyalty of foreign tourists visiting nature tourism with media satisfaction.

In the results of descriptive analysis, the service quality factor is one of the perceived by respondents for the assessment of tourist revisit intention in the Sasak Sade Village tourist destination. The results of the analysis using Structural Equation Modeling (SEM), the indicators forming the quality of service have different perceptual values of the intention to revisit variables. Overall tourist perceptions of revisit intention on average agree with the value of 4.087. Referring to Table 4.6, it can be seen that the perception of the Indicator of the desire to add tourist attractions in the Sasak Sade Village tourist destination is high by 0.837. The addition of tourist attractions can give a new impression for tourists, so there is an intention to revisit in the future. Based on the facts in the field that it is necessary to add tourist attractions to increase the intention of tourists visiting again, besides that it can also prolong the time of visiting the Sasak Sade Village

tourist destination. Quality of service has little influence on the revisit intention of tourists in the tourist destination of Sasak Sade Village. The revisit intention is more influenced by other factors. Based on the reality in the field, other factors that are suspected to influence the revisit intention are facilities and products. From this fact it is very important to sell quality products and add public facilities according to the needs of tourists.

CONCLUSION

Based on the results of the discussion of this study, some conclusions can be drawn as follows:

1. Quality of service has a positive and significant effect on tourist satisfaction at the Sasak Sade Village tourist destination. Each of the indicators forming latent variables of service quality also has a strong and significant reflexive average. The relationship between service quality and tourist satisfaction at the Sasak Sade Village tourist destination has a strong connection. This means that overall service quality indicators can satisfy tourists in the Sasak Sade Village tourist destination, although there are less than optimal indicators such as security and safety guarantees have the smallest reflexive but still at a significant level.
2. Tourist satisfaction has a positive and significant influence on revisit intention to the Sasak Sade Village tourist destination. Each of the indicators forming latent variables of satisfaction also has a strong and significant reflexive average. The relationship between satisfaction variables with tourist revisit intention in the Sasak Sade Village tourist destination has a less strong connection. Tourist revisit intention is largely influenced by factors beyond satisfaction. This means that overall satisfaction can directly influence the revisit intention of tourists in the Sasak Sade Village tourist destination with a less strong influence value.
3. Quality of service has a positive and significant effect on tourist revisit intentions in the Sasak Sade Village tourist destination. Each of the indicators forming latent variables of service quality also has a strong and significant reflexive average. The relationship between service quality variables with tourist revisit intention in the Sasak Sade Village tourist destination has little effect. Revisit intention of tourists is largely influenced by factors outside the quality of service.

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The Use of Online Travel Agent (OTA) By Non-Star Hotels in Sanur Bali

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ABSTRACT

Non-star hotels as a tourism business are nowadays using online travel agents (OTA) to market their rooms. The research on using OTA is interesting to be conducted, considering that research involving hotel management in accepting technology using the Technology Acceptance Model (TAM) is has not widely found. This study aims to analyze the influence of non-star hotel management's acceptance in using OTA by TAM, namely Perceived Usefulness, Perceived Ease of Use, Attitude Toward Using, and Behavioral Intention to Use. The study involved 59 non-star hotel managements in Sanur as the respondents. The questionnaire included 17 indicators on TAM and interviews were conducted to support the statistical analysis. Structural Equation Modeling (SEM) analysis was carried out by using the SmartPLS 3 program. The results shows that: 1) Perceived Usefulness is significantly influenced on Attitude Toward Using, 2) Perceived Ease of Use is significantly influenced on Attitude Toward Using, 3) Perceived Usefulness is significantly influenced on Perceived Usefulness, 4) Attitude Toward Using is significantly influenced on Behavioral Intention to Use, and 5) Perceived Usefulness is not significantly influenced on Behavioral Intention to Use in hotel management of non-star hotels in Sanur Bali in using OTA. Overall, the non-star hotel management accepts OTA well to be used in their hotels.

Keywords: Technology Acceptance Model, Online Travel Agent, Non-star Hotels Management, Bali.

INTRODUCTION

Background

Online Travel Agent (OTA) as a form of digital marketing communication is most widely used to market hotel products. The benefits of using OTA

include increasing hotel occupancy, increasing revenue, fixing prices according to the season, as a medium for promotion and sales that are efficient and wide-reaching, and tourists have the opportunity to become repeater guests (Khomah, 2016). The disadvantages of

using OTA include reducing net sales, overbooking, negative comments from tourists (Astuti, 2015), and commission payments are quite high, which ranges from 10% to 25% according to the type and location of each property made by tourists. The hotel manager chose to keep using OTA even though the commission paid was quite high. The use of OTA is becoming a popular thing used by managers of non-star hotels in Sanur. This is indicated by as many as 59 units from 80 hotel units in Sanur using OTA. The most popular OTAs used by budget hotels in Sanur are Booking.com, Agoda, and Traveloka. Booking.com is one of the most widely used OTA by budget hotels in Sanur.

Research related to the use of technology offered by OTA using hotel managers' perceptions is still very limited (Varol and Tarcan, 2009; Ko and Yu, 2015; Iacianci, 2015; Masa'deh et al, 2018). The use of OTA in several journals uses motivational theory (Astuti, 2015), digital marketing framework (Nirmala, 2017; Jannah, 2017) and recognizes the advantages and disadvantages of using OTA (Khomah, 2016; Tooke-Marchant, 2016; Tirtayasa and Paturusi, 2016). However, it is still difficult to find research involving hotel managers using technology acceptance models in OTA. Models that have been used to see the use

of technology in the field of tourism, such as evaluating the Indonesian Ministry of Tourism website by using the theory of Information, Communication, Transaction, Relationship, and Technical-Merit (ICTRT) (Mecha et al, 2019) and do the gap analysis of smart travel implementation in airport by using the theory of UTAUT II (Unified Theory of Acceptance and Use of Technology II) (Laluyan et al, 2018). TAM (Technology Acceptance Model) can be used to assess a person's perception of technology acceptance (Davis, 1985). TAM includes four important variables that influence each other, namely Perceived Usefulness, Perceived Ease of Use, Attitude Toward Using, and Behavioral Intention to Use (Davis, 1989). Research using this model is found in measuring tourist behavior and satisfaction (Latona, 2016; Kim and Qu, 2014; Yerby, 2012).

This research is important to look at the use of OTA by non-star hotel managers in Sanur in hotel operations. This study also aims to see (i) perceived usefulness influences attitude Toward using, (ii) perceived ease of use affects attitude Toward using, (iii) perceived ease of use influences perceived usefulness, (iv) attitude Toward using influences on behavioral intention to use, and (v) perceived usefulness influences behavioral intention to use.

LITERATURE REVIEW

Previous research studies have shown that there is a significant influence between perceived usefulness, perceived ease of use, attitude toward using, and behavioral intention to use in the TAM model (Varol and Tarcan, 2009; Kim and Qu, 2014; Yerby, 2012). However, research conducted by Latona (2016) results that perceived usefulness and perceived ease of use produce insignificant effects on behavioral intention to use. Shroff (2011) describes several indicators used in the attitude towards using variables and behavioral intention to use. The indicators of attitude toward using are trust, enjoyment, comfort and interest in ideas. Indicators of behavioral intention to use include self-motivation and long-term use. Harriyanti et al (2018) add indicators to motivate other users and save on bookmarks on behavioral intention to use.

Technology Acceptance Model (TAM)

TAM was developed as a theory for understanding acceptance in using information systems (Davis, 1989). TAM is also a model that implements Theory Planned Behavior (Ajzen and Fishbein, 1980). Variables in TAM include four important variables that influence each other, namely perceived usefulness, <http://ojs.unud.ac.id/index.php/eot>

perceived ease of use, attitude toward using, and behavioral intention to use (Davis, 1985; Davis, 1989).

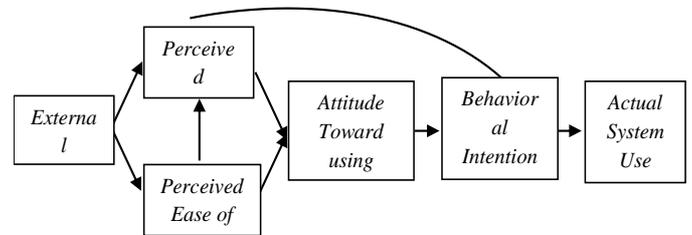


Figure 1. The Original Technology Acceptance Model (TAM), (Davis et al., 1989)

Perceived usefulness includes four indicators, namely productivity, effectiveness, importance for task division, and performance. Perceived ease of use contains five indicators, namely the complexity of use, ease of achieving goals, easy to understand, flexible, and providing guidance. Attitude toward using consists of four indicators, namely trust, enjoyment, comfort, and interest in ideas. Behavioral intention to use consists of four indicators, namely self-motivation, desire to motivate other users, long-term use, and saving on bookmarks.

Room Marketing Communication

Marketing is defined as the activities of producers to move goods or services to consumers, as well as after sales service activities after products are

sold to provide guarantees and satisfaction to consumers (Yoeti, 2013). Effective marketing communication requires a combination of several different methods (Middleton et al, 2009). Some forms of promotion mix include personal selling, sales promotion, public relations, direct marketing, online marketing (e-marketing), and advertising (Hasan, 2013).

Online Travel Agent (OTA)

Online marketing is a form of marketing that uses information and communication technology. OTA entered into the category of affiliate marketing and strategic partnership marketing, namely by collaborating with other organizations and websites to promote products and services (Ryan and Jones, 2009). OTA is divided into three types, namely online booking, review, and online aggregator. Online booking functions for booking accommodation services. Reviews function as providers of reviews or experiences of tourists who have used the services offered in the media. An online aggregator functions as an online booking and review, which makes it easier for tourists to find accommodation options, compare prices and can book directly.

Budget Hotel Industry

The hotel is a tourism business which is engaged in providing services to guests who aim to gain profit (Budi, 2013). Hotels can be divided according to hotel class or called star hotels, which consists of five-star hotels, four-star hotels, three-star hotels, two-star hotels, and jasmine or non-star hotels (Soenarno, 2006). Jasmine hotels are small scale hotels usually managed by hotel owners and are provided with supporting facilities in each room (Sutisna, 2008).

RESEARCH METHODS

The study was conducted in three traditional villages in Sanur, namely Sanur Village, Sanur Kauh Village, and Sanur Kaja Village starting from February to May 2019. The study used a quantitative approach supported by qualitative data. The research respondents were managers of budget hotels in Sanur, as many as 59 people. The questionnaire included 17 indicators written in the form of statements. Interviews were conducted on respondents of the study. Table 1 contains the indicators used in this study.

Table 1. Research Variables and Indicators

Variable	Indicator	Code	Number of Indicators
<i>Perceived usefulness</i> (PUS)	1. Productivities	PUS1	4
	2. Effectiveness	PUS2	
	3. Importance of task sharing	PUS3	
	4. Performance	PUS4	
<i>Perceived ease of use</i> (PEU)	1. Complicated	PEU1	5
	2. Ease of achieving goals	PEU2	
	3. Easy to understand	PEU3	
	4. Flexible	PEU4	
	5. Providing instructions	PEU5	
<i>Attitude Toward Using</i> (ATU)	1. Trust	ATU1	4
	2. Enjoyment	ATU2	
	3. Comfort	ATU3	
	4. Interest in ideas	ATU4	
<i>Behavioral intention to use</i> (BIU)	1. Self motivation	BIU1	4
	2. Motivating other users	BIU2	
	3. Long-term use	BIU3	
	4. Saving on bookmark	BIU4	
Number of Indicators			17

The TAM model is applied in this study, where exogenous variables include perceived usefulness and perceived ease of use, while endogenous variables include attitude Toward using and behavioral intention to use. Figure 2 shows the structural equation model in this study.

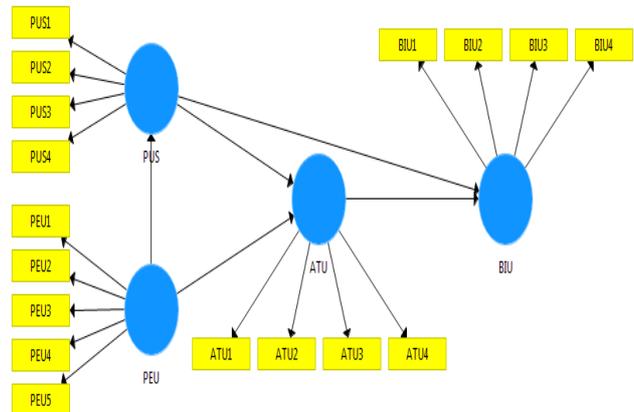


Figure 2. Structural Equation Model of the Use of OTA by Melati Hotels in Sanur

The data were analyzed using SEM analysis based on Partial Least Square (SEM-PLS) using the SmartPLS Version 3 program. Respondent characteristics were calculated using descriptive statistical analysis.

RESULTS AND DISCUSSION

Online Travel Agent at Non-Star Hotels in Sanur

The popularity of using online travel agents (OTA) in Sanur can be seen from the fact that many jasmine hotels use OTA to introduce and market hotel products. The convenience provided by OTA is also felt by tourists, where they can book a room without having to wait long or without coming directly to the hotel to ask for room availability. The OTA's names used by budget hotels in Sanur can be seen in Figure 3.

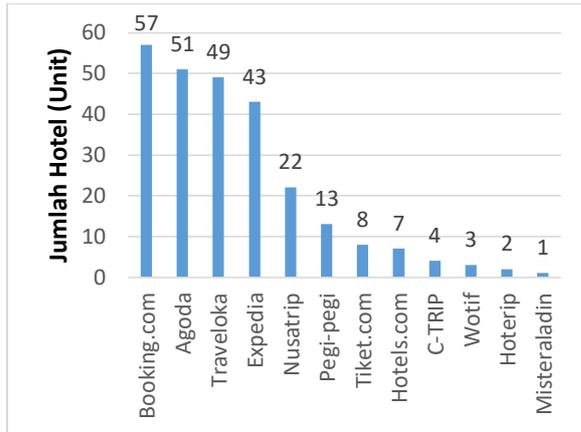


Figure 3. OTA at Non-Star Hotels in Sanur for May 2019

Non-star hotels in Sanur that use OTA are 59 units from 80 hotel units in total. The most used OTAs by this budget hotel are Booking.com (96.61%), Agoda (86.44%), Traveloka (83.05%), Expedia (72.88%) and Nusatrip (37.29%). Booking.com's popularity as an OTA with the highest percentage of usage is due to a wider range of tourists in various countries, sites that can be accessed in 43 languages and representative offices throughout the world, including in Bali, which can facilitate communication between hotel managers and parties of OTA.



Figure 4. Taman Agung Hotel and Bali Senia Hotel (I Gusti Agung Mirah Sanjiwani)

Characteristics of Respondents

Characteristics of research respondents include gender, age, last education, and position. Respondents were dominated by women (50.85%) and followed by men (49.15%). Respondents with an age range of 26-35 years were 42.37% were more in number than those with other age ranges, the age range of other respondents ranging from 36-45 years (20.34%), less than 25 years (18.64%), 46-55 years (11.86%), and 56-65 years (6.78%). The most recent education held by respondents was at the Diploma IV / undergraduate level (40.68%), followed by the education level of High Schools / Vocational Schools (35.59%), Diploma III and postgraduates (respectively 8.47%) and Diploma I (6.78%). Front Office Department staff became the positions that used the most

OTA system in hotel operations, amounting to 38.98%, followed by the Sales and Marketing Department Managers (23.73%), Sales and Marketing Staff (16.95%), and Front Office Department Managers (3.39%). Other positions (16.95%) who also use the OTA system more often are the owner, owner representative, operational manager, assistant manager, and front office department supervisor.

Test Validity and Reliability

The questionnaire was tested first on 30 respondents outside the study site with the consideration that the respondents had the same characteristics as those at the study site and understood the use of OTA. The test results produced two indicators that were invalidly discriminatory, namely the save indicator on bookmarks (BIU4) and ease of achieving the goal (PEU2) which had a cross loading value that did not meet the criteria, so that both indicators were removed from the model. The reliability test used the criterion that the indicator has good reliability if the value is > 0.60 (Chin, 1998 in Suryawardani, 2018). Indicators tested produce values > 0.60 which means reliable. Test on 30 respondents produced 15 valid and reliable indicators.

The suggested convergent validity test is having a value > 0.70 considering the indicators on the model are reflective (Ghozali, 2014). Tests on 59 respondents at the study site produced two indicators that were not convergently valid, namely the trust indicator (ATU1) and the complexity of use (PEU1) with values of 0.606 and 0.567, respectively. Table 2 presents the results of the second stage of the test after omitting the two indicators.

Table 2.Outer Loading Value and Average Variance Extracted (AVE) Indicator (Second Stage Test)

Indicator	AVE	Variable			
		PUS	PEU	BIU	ATU
PUS1	0.699	0.828			
PUS2		0.829			
PUS3		0.872			
PUS4		0.815			
PEU3			0.830		
PEU4	0.722		0.875		
PEU5			0.844		
BIU1				0.915	
BIU2	0.731			0.835	
BIU3				0.864	
ATU2					0.841
ATU3	0.760				0.835
ATU4					0.888

The outer loading value in Table 2 shows that the value of each indicator > 0.70 which means that 13 indicators are convergently valid. Validity test can also

be seen on the AVE value with the provisions of value > 0.50 (Ghozali, 2014). AVE value on each variable meets the criteria, where the greatest AVE value is owned by Attitude Toward Using, which is 0.760. The average value of AVE is 0.728, which means that all constructs have a "good" category.

Table 3. Cross Loading Value (Second Stage Test)

Indicator	Variable			
	ATU	BIU	PEU	PUS
ATU2	0.841	0.644	0.545	0.674
ATU3	0.835	0.606	0.546	0.643
ATU4	0.888	0.718	0.706	0.851
BIU1	0.759	0.915	0.622	0.757
BIU2	0.602	0.835	0.451	0.604
BIU3	0.641	0.864	0.514	0.581
PEU3	0.581	0.585	0.830	0.654
PEU4	0.637	0.557	0.875	0.613
PEU5	0.584	0.414	0.844	0.565
PUS1	0.765	0.634	0.514	0.828
PUS2	0.642	0.613	0.610	0.829
PUS3	0.760	0.659	0.678	0.872
PUS4	0.684	0.598	0.599	0.815

Discriminant validity can be assessed by looking at the value of loading each indicator, where the value is expected to have a higher value when compared to indicators for other latent variables. Table 3 shows that the indicator value on each latent variable has a better value than the other variables. The indicators in Table 3 have met the criteria

so that the indicators have been discriminatory valid. Valid indicators are also tested for reliability. The reliability test results show a value > 0.60 , where Perceived Usefulness (PUS) has a value of 0.903, Perceived Ease of Use (PEU) has a value of 0.886, Attitude Toward Using (ATU) has a value of 0.891, and Behavioral Intention to Use has a value of 0.905. The value of each variable is > 0.60 so that the indicator has good reliability.

SEM Analysis of Online Travel Agent (OTA) usage by Non-Star Hotels in Sanur

Evaluation of the Measurement Model (Outer Model)

Evaluation of the measurement model is done to see the relationship between variables and their constituent indicators. The significance value of the indicator and its variables can be seen by performing the bootstrapping procedure. The outer model results on the Perceived Usefulness and Perceived Ease of Use variables can be seen in Table 4 and Table 5.

Table 4. Outer Model Results in Perceived Usefulness Variables

Code	Indicator	Outer Loading	T Statistics	P Values
PUS1	Productivity	0.828	11.091	0.000
PUS2	Effectiveness	0.829	10.038	0.000
PUS3	Importance of task sharing	0.872	17.284	0.000
PUS4	Performance	0.815	9.546	0.000

Table 5. Outer Model Results from the Perceived Ease of Use Variable

Code	Indicator	Outer Loading	T Statistics	P Values
PEU1	Complicated	0.567	3.334	0.001
PEU3	Easy to understand	0.835	16.065	0.000
PEU4	Flexible	0.851	17.819	0.000
PEU5	Providing instructions	0.819	19.947	0.000

The highest outer loading value on each variable can be interpreted as the indicator that best represents its constituent variables. The indicator "importance for the task division" can represent the variable Perceived Usefulness (PUS) because it has the greatest value (0.872). The indicator "flexible" can represent the variable Perceived Ease of Use with a value of 0.851. All indicators on the variable Perceived Usefulness and Perceived Ease of Use can reflect the latent variable

significantly, which has a significance level below 5%.

Table 6. Outer Model Results from the Variable Attitude Toward Using

Code	Indicator	Outer Loading	T Statistics	P Values
ATU1	Trust	0,606	5.839	0.000
ATU2	Enjoying	0,835	13.092	0.000
ATU3	Comfort	0,797	9.836	0.000
ATU4	Interest in the idea	0,874	27.851	0.000

Table 7. Outer Model Results from the Variable Behavioral Intention to Use

Code	Indicator	Outer Loading	T Statistics	P Values
BIU1	Self-motivation	0.915	44.022	0.000
BIU2	Desire of motivating other users	0.835	11.538	0.000
BIU3	Long-term use	0.864	18.018	0.000

The indicators that make up the Attitude Toward Using and Behavioral Intention to Use variables in Table 6 and Table 7 can reflect the latent variables significantly, which are at a significance level of less than 5%. The indicator "interest in ideas" can represent the Attitude Toward Using variable with the

highest value compared to other indicators, which is equal to 0.874. The indicator "self motivation" can represent the Behavioral Intention to Use variable by having a loading value of 0.915.

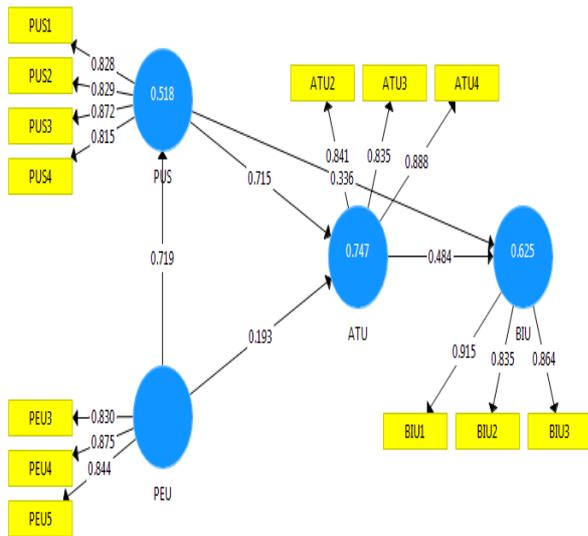


Figure 5. Structural Model Results in the Outer Model

Evaluation of Structural Model (Inner Model)

The relationship between latent variables structurally is done by evaluating the inner model. Evaluation of this model is done by looking at the direct effect and indirect effect on each variable. The significance test was carried out using a significance level of 5%.

Table 8. Value of Direct Effect

Hypothesis	Exogenous Variable	Endogenous Variable	Original Sample	T Statistics	P Values
H1	PUS	⇒ ATU	0.715	7.710	0.000
H2	PEU	⇒ ATU	0.193	1.965	0.050
H3	PEU	⇒ PUS	0.719	10.520	0.000
H4	ATU	⇒ BIU	0.484	3.145	0.002
H5	PUS	⇒ BIU	0.336	1.935	0.054

The hypothesis to be tested can be seen in the effect of each exogenous variable. All influences show positive values. Four hypotheses show a significant effect, which has a p-value <0.05. The insignificant effect on the fifth hypothesis is caused by a significance level that exceeds 5%.

Table 9. Value of Indirect Effects

Exogenous Variables	Mediation Variables	Endogenous Variables	Sample Mean	T Statistics	P Values
PUS	⇒ ATU	⇒ BIU	0.352	2.630	0.009
PEU	⇒ PUS	⇒ BIU	0.233	1.848	0.065
PEU	⇒ PUS	⇒ ATU	0.506	5.669	0.000
PEU	⇒ PUS	⇒ ATU ⇒ BIU	0.252	2.459	0.014
PEU	⇒ ATU	⇒ BIU	0.094	1.660	0.098

The value of indirect effects produces three significant effects and two non-significant influences. Perceived Usefulness has a significant influence on

Behavioral Intention to Use if mediated by Attitude Toward Using, while the direct effect indicates the influence of the two variables is not significant.

Structural equation models can also be evaluated by looking at the R² value, where the range of values exceeds 0.67 indicating the "strong" model, the range of values 0.67-0.33 indicates the "moderate" model and 0.33-0.19 indicates that the model "Weak", "moderate" and "weak" (Ghozali, 2014). Perceived Usefulness (PUS) and Behavioral Intention to Use (BIU) values are 0.518 and 0.625, respectively, which are in the "moderate" category. Attitude Toward Using (ATU) has a value of 0.747 which means the "strong" model. The average value of R² is 0.630.

Model Feasibility

The structural equation model using 13 indicators is then calculated to see the feasibility of the model designed through the Goodness-of-Fit value. The model is said to be good if the GoF value > 0.50 (Tenenhaus et al, 2015). The feasibility of the model with GoF can be calculated using the following formula:

$$GOF = \sqrt{\text{communality} \times \overline{R^2}}$$

Source: Tenenhaus, et al (2005: 173)

The average value of communality is obtained from the average value of AVE. The average root AVE multiplied by the average R² yields a value of 0.607. This value indicates that the GoF value > 0.50, which means the model is categorized as good and can be used to test hypotheses.

DISCUSSION

Perceived Usefulness influences Attitude Toward Using OTA on Melati Hotel Managers in Sanur

Perceived Usefulness significantly influences Attitude Toward Using, this hypothesis is supported by previous studies (Varol and Tarcan, 2009; Kim and Qu, 2014; Yerbi, 2012). The manager of a non-star hotel in Sanur feels that OTA is beneficial, so that the manager shows a positive attitude to use OTA. Managers of non-star hotels in Sanur believe that using OTA can increase their productivity, effectiveness and performance in hotel operations. Result of an interview with Laraswati, Sales and Marketing A Department Staff at Puri Sading Hotel was as follow:.

"OTA provides benefits to find out which market is the current trend, such as providing newsletters and following campaigns. OTA is also useful for marketing hotel products directly to guests without having to spend a lot of money, unlike conventional forms of marketing in general and OTA really helps increase room sales "

Based on data on room sales for the period of 2016-2018 and the results of interviews with hotel managers, 74.58% or 44 hotels had more rooms sold from bookings made through OTA, while 25.42% or 15 hotels were sourced from direct booking. The decision to adjust the price and availability of the right room with consideration of market trends and seasons will be able to assist managers in increasing room production. The perceived increase in work productivity can lead to a high sense of trust in OTA considering that room marketing through OTA is more significant when compared to other room booking sources.

Perceived Ease of Use influences Attitude Toward Using OTA on Melati Hotel Managers in Sanur

Perceived Ease of Use significantly influences Attitude Toward Using, this hypothesis is supported by <http://ojs.unud.ac.id/index.php/eot>

previous studies (Varol and Tarcan, 2009; Kim and Qu, 2014; Yerbi, 2012). The use of OTA for managers of non-star hotels in Sanur generally provides convenience, both in terms of access and ease of study, so managers choose to use OTA. Interview with Gusti Ayu Putu Sarini, Operations Manager at Taman Agung Hotel, was as follow:

"OTA provides ease of payment for tourists wanting to stay at a hotel, for example, last minute booking, they can book and pay directly at the hotel. They can come directly to see the rooms and if they are not pleased because they want a beachside hotel, they can immediately leave because the hotel does not charge a cancellation fee for last minute booking. However, there are also tourists who book a room one night, after they come and see the room is good, they can for one week stay here. The price is a benchmark for guests, if given a published rate sometimes guests ask why OTA prices can be cheaper, so hotels are difficult to compete in price. We try to provide good service so that guests feel satisfied and can provide positive reviews on the OTA website.

Attitude can also be influenced by beliefs (Latona, 2016), where beliefs cover two important things, namely

perceived ease of use and perceive usefulness. The perceived ease makes the hotel manager to be positive and willing to accept OTA to be used to market rooms.

Perceived Ease of Use affects the Perceived Usefulness of OTA Use in Managers of Melati Hotels in Sanur

Perceived Ease of Use has a significant effect on Perceived Usefulness, this hypothesis is supported by previous research (Varol and Tarcan, 2009; Kim and Qu, 2014; Yerbi, 2012). The manager of a non-star hotel in Sanur feels that OTA is very easy to use, so that positive benefits can be felt in using OTA. Result of an interview with I Wayan Suliana, Manager of the Front Office Department at Puri Mango Hotel was as follow:

"If a guest complains, the complaint is immediately followed up. Negative guest reviews will also be reported during the briefing, so that other things that need to be improved so that later we will get a good impression and also many tourists stay here".

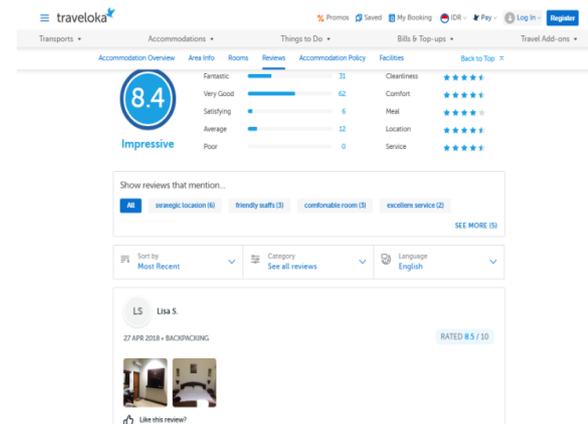


Figure 6. Traveler Reviews on the Sanur Indah Hotel on Traveloka

Reviews on an internet site are also believed to influence the desire to book a hotel and can be used to improve services on these accommodations (Bhaskara, 2018). The form of room marketing using OTA will provide an opportunity for non-star hotel managers in Sanur to be able to improve the operational performance of the hotel, namely through the guest review feature that can be accessed on the extranet. The availability of tourist review features that are easily accessible can help improve the operational performance of budget hotels, so that the hotel can provide the best service to tourists.

Attitude Toward Using influences Behavioral Intention to Use OTA in Melati Hotel Managers in Sanur

Attitude Toward Using significantly influences Behavioral Intention to Use, this hypothesis is

supported by previous studies (Varol and Tarcan, 2009; Kim and Qu, 2014; Yerbi, 2012). The manager of a jasmine hotel in Sanur positively accepted the use of OTA, so that the intention to use OTA became even higher. Hotel managers who had the opportunity to be interviewed by 52 people stated that OTA facilitates the manager in marketing hotel rooms. The positive attitude shown by non-star hotel managers in the use of OTA has an impact on increasing the intention to use the system. OTA acceptance which has a positive impact on increasing sales of hotel rooms makes the manager choose to use the system in marketing and accepting room bookings.

Perceived Usefulness influences Behavioral Intention to Use OTA in Melati Hotel Managers in Sanur

Perceived Usefulness does not significantly influence Behavioral Intention to Use, this hypothesis is supported by previous studies (Latona, 2016). Managers of jasmine hotels in Sanur feel a positive benefit in the use of OTA, but there is no significant effect for managers to increase the intensity of the use of OTA in hotel operations. Interview with I Nyoman Artha Yasa, Staff Front Office Department at Hotel Jati, was as follow:

"If you only rely on OTA, staff income is low because a high commission must be paid by 15%, even though tax and service are included in the price but still the income received is small."

Some hotel managers feel that OTA is very helpful to increase room sales, but the high competition with other hotels makes managers compete to provide promotions or low prices, so that it has an impact on reducing the net sales received from room sales.

CONCLUSIONS AND SUGGESTIONS

The perception of managers of non-star hotels in Sanur generally shows that managers agree to use OTA in operational activities. Some things that can be concluded related to manager's perception are (i) Perceived Usefulness significantly influences Attitude Toward Using, (ii) Perceived Ease of Use significantly influences Attitude Toward Using, (iii) Perceived Ease of Use significantly influences Perceived Usefulness, (iv) Attitude Toward Using significantly influences Behavioral Intention to Use, and (v) Perceived Usefulness does not significantly influence Behavioral Intention to Use.

Interest in using OTA in the long run can be balanced by designing the right room marketing strategy to avoid losses or get a small profit. Specifications for the use of OTA and other types of hotels can be recommendations for further research to see the acceptance of a particular OTA in the manager of certain types of hotels, such as perceptions of hotel managers in using OTA Booking.com. In addition, the basic model in TAM used in this study is still relatively weak, so it is recommended to add the Perceived Behavioral Control variable since TAM is an implementation of the Theory Planned Behavior to be applied in further research in looking at the development of OTA.

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