

FACTORS TO CONSIDER TOURISTS IN VISITING RECREATIONAL FOREST TOURISM AT PERUM PERHUTANI EAST JAVA

Abstract

The objective of this research was to understand some factors considered by the visitors of ecotourism recreational forest at Perum Perhutani East Java before deciding visiting the places and to obtain the descriptions of the visitors characteristics. This research was conducted in Coban Rondo recreational forest in Malang East Java, with the respondent number of 200 persons. Reliability and Validity was 0,79 and 0,7, so it was concluded that the sample was sufficiently valid and reliable. The result showed that the visitors generally consist of teenagers and young families which have 2 until 3 children. The most favourite activities of the visitors were commonly ecotourism and sport outdoor. So, they generally knew about recreational forest and made the recreational forest as the main destination. Some of them knew about the recreational forest from internet, their friends from social media, and from their family. They were impressed by the beauty of the forest and willing to come back in the future with their friends and families again. Most of them spent their money and their holidays to visits this areas to get some peace, and to get healing from forests and etc.

Families and friends were their partners in visiting the area of the tourism at recreational forest. The decision to visit was made together and they ride their cars to got to the areas.

There were 16 factors (chosen from 20 factors variabels) which were combined as the new 6 factors influencing the visits of recreational forest. The factors which considered by the visitors to visit the recreational forest were : qualities of the site, services factors, facility factors, information and acces factors, promotions factors, and price factors. Nevertheless, quality factors were the dominant factors considered by the visitors with eigen value 4,476 and total variables explained of 12,827 %.

Keywords : recreational forest, visit, and influencing factors

I. INTRODUCTION

1.1 Backgrounds

The tourism industry in the 21st century is said to be one of the mainstays for obtaining foreign exchange and its development is expected to spur Indonesia's economic growth. According to John Naisbitt in the book *The Global Paradox*, tourism will become the Globalization of the world's largest industry in the 21st century. Why not, in 2030 tourist visits will be dominated by millennial tourists, where the number of millennial tourist visits will continue to grow and become the main market.

It is projected that in 2030, the Asian tourism market will be dominated by millennial tourists aged 15-34 years reaching up to 57%. In China, millennials will reach 333 million, Philippines 42 million, Vietnam 26 million, Thailand 19 million, while Indonesia 82 million. Based on data from the United Nations World Tourism Organization (UNWTO), it is estimated that by 2030, it is predicted that the number of passing tourists will increase to 1.8 billion people, with a growth rate of visits growing above 3.3 percent per year. Likewise, the

tourism industry is also estimated to contribute as much as 7.6 billion US dollars to the global economy. This amount is equivalent to 10.2 percent of global gross domestic product (GDP) and creates 292 million jobs.

Thus the development of the tourism industry is expected to involve all elements of Pentahelix tourism, namely academia, industry, community, government and media, such as tourism industry players, tourism colleges, all elements of officials and staff at the Ministry of Tourism, and journalists. Meanwhile, according to John Naisbitt, tourism will contribute 10.22% to the world economy, tax revenues of US \$ 655 billion, all of this is due to the development of tourism which is 23% faster than world economic growth. All of these provide opportunities for the growth of Indonesian tourism in the 21st century. Besides that, the tourism sector is a complex industrial sector, in which there are also other industries such as household industry, hotels, food, handicrafts, and other industries. This provides an illustration that this sector must be developed bearing in mind that there are so many tourist objects in Indonesia.

Based on data from the East Java Province Tourism and Culture Office, in 2022 tourist destinations (DTW) in East Java will reach 1,316. Increased from 2021 which amounted to 969 DTW. Of the 1,361 DTWs, 449 of them are based on nature. A total of 513 other artificial DTW. In addition, 354 DTW are culture-based. The number of DTWs in East Java is supported by 3,364 hotel units, 7,889 restaurants/restaurants, 1,743 homestays and 1,792 travel agent businesses. This was also supported by an increase in foreign tourist arrivals, where according to the records of the Central Statistics Agency (BPS), the number of foreign tourists coming to East Java through Juanda Airport in the period January - September 2022 recorded 34,470 visits. In contrast to last year, which only recorded 652 foreign tourist visits, an increase of 5,186.81%.

Meanwhile, based on district/city data, the movement of foreign tourists in tourist destinations (DTW) in January-September 2022 reached 35,427 visits, an increase of 433.14% compared to the same period in the previous year, which was 6,645 visits. While the movement of domestic tourists (wisnus), in January-September 2022 there were 47,725,334 or an increase of 134.90% compared to the previous year in the same period of 20,441,579 (BPS, 2022).

Nature tourism is one of the most popular tourist objects for tourists. This tourism product is the utilization of forest areas and types of outdoor recreation which at this time

may become a trend of life for people who are already saturated with the hustle and bustle of urban life, in addition to nature tourism as a picnic vehicle that educates as well as attracts income for its managers. As a tropical country rich in tourist destinations, Indonesia is rich in natural beauty and rich in situ flora and fauna. Within the forest area which covers 144 million hectares, of course there will be a lot of potential for nature tourism (Fandeli, 2001). Currently, many nature tourism has been developed in forest areas, especially on the island of Java, either by Perum Perhutani as the manager or other managers. As is known from data sources at Perum Perhutani, the number of Perum Perhutani's natural tourism objects in recent years has increased quite rapidly. In 2020, Perhutani manages 652 tourist sites spread across Central Java, East Java and West Java & Banten.

The increasing demand for natural forest recreation is the result of many factors. The population continues to grow, education and people's incomes are getting better, there are technological advances that have an impact on increasing free time, smooth transportation and information flows and a decrease in environmental quality, especially in urban areas, are some of these factors (Gregory, 1972). So that it can be said that the prospects for the mini-style tourism business are very promising to be developed, bearing in mind that the desire of tourists to return to nature is increasing day by day along with the upward movement of these factors.

Gregory (1972) also added that participation in natural forest tourism is essentially a production process, namely to produce welfare with the main raw material being forest recreation services. In accordance with the supply-demand law, participation in forest recreation will be more expensive or greater sacrifices will be required if the supply of forest recreation services is greater. In this regard, the economic potential of natural tourism resources is a service product that is market oriented, but at the same time is also geographically bound to a location (in-situ), so that the distance, time and transportation costs that separate sources and markets (consumers) become factors whose influence is very prominent (Soemitro, 2000).

The economic crisis situation due to the pandemic in Indonesia has caused business dynamics to run abnormally, as has happened in the management of Nature Tourism. Currently, there are also many new managers emerging in the management of nature tourism or other types of tourism, and on the other hand the purchasing power of the people due to the economic crisis as a result of a prolonged pandemic has also caused a considerable decline,

so that if it is not properly anticipated it will cause problem for revenue generation from the natural tourism sector in Perum Perhutani. Therefore, Perum Perhutani as the manager of Nature Tourism on Java Island, especially in East Java, must be able to increase efficiency and manage its business strategy so that the natural tourism objects it manages can compete in getting tourist visits.

The preparation of a visitor-oriented tourism marketing strategy requires a lot of information. Information about behavior or perceptions can provide input for the development of appropriate strategies in the future. By knowing the expectations and perceptions of visitors, the management can develop plans or facilities as well as an effective marketing mix. For this reason, the author considers it necessary to identify the factors that are considered by tourists in making visits to ecotourism in Perum Perhutani, the East Java regional division, so that they can be used as a basis for future policy makers.

Based on the background above, the problem is what factors are considered by tourists in making a visit to a tourism area managed by Perum Perhutani, the East Java regional division. The purpose of this writing is to find out the factors that are considered by tourists in making a visit to ecotourism managed by Perum Perhutani Regional Division of East Java, so that it can be used as a material for developing a marketing strategy for ecotourism managed by Perum Perhutani.

II. METHODOLOGY

The research method used in this study is a qualitative research method with a descriptive approach. The research was carried out directly in the field (field research), namely at the location of ecotourism. Research is also focused on aspects of tourist behavior with priority on responses to the marketing mix at ecotourism locations. Researchers use data collection techniques to facilitate researchers in collecting data in the field. Data collection technique is a method used to obtain the required information, which is then collected as research material. Data collection in this study used three methods, namely (1) observation, (2) interviews, and (3) documentation.

To limit the scope of the research, the factors used as variables in this research model are:

1. Tickets, including: Ticket prices, and the ease of getting tickets
2. Products (tourism quality) include layout, beauty, cleanliness, coolness, and image
3. Promotion, including billboards, pamphlets, knowledge and persuasive information

4. Service system, including: friendliness, dexterity, parking lot security, complaint handling system and opening schedule
5. Facilities, including worship facilities and toilets, access, and completeness of road signs.

This study uses factor analysis, namely: a multivariate statistical technique used to analyze and conclude data. The purpose of doing this factor analysis is to ensure that the indicators used can represent a variable in the research model. By using the factor analysis method, the author can ensure that the data used is valid and reliable. In factor analysis it is possible to discard indicators that have no relationship with variables (Malhotra et al., 2017).

III. RESULTS AND DISCUSSION

3.1 Tourist Portraits

3.1.1 Visitor overview

Visitors are dominated by 63% men, this may be due to the activity of seeing tourist objects in ecotourism (such as seeing waterfalls) requires strong physical and stamina, and most women tend to wait in vehicles or at rest areas (parking lots or Haven). From the age of visitors to ecotourism, they are dominated by productive age, namely around 20 years to 50 years (, 98%). This shows that natural tourism is very popular for those who are in the productive age category and are already married, so that tourism objects in ecotourism have the potential to be developed in accordance with world tourism trends, namely as objects that can restore physical freshness after working hard for a week and also as a means of strengthening family ties.

As for the origin of domestic tourists in East Java, they are dominated by big cities such as Surabaya and Malang (70%). This shows that an area that has the right factors of wealth, time and geographical conditions, the population is potential tourists and the area is a tourism market. The area is a tourist area. The importance of an area as a source of tourists can be seen from the number "rate of tourist activity". The percentage of the population traveling (rate of departure) indicates that in the area concerned, people/residents have free time and have a lot of money. This means that in these areas the per capita income is quite high and exceeds the minimum subsistence needs and the wealth is fairly evenly distributed, so that many can enjoy leisure time from the money they have. Meanwhile, when viewed from work,

tourists who visit ecotourism at East Java Perum Perhutani are dominated by private employees (60%), this indicates a greater shift in ability in the private sector in the current era.

3.1.2 Behavior in Travel

Judging from the hobbies of ecotourism visitors, those who like nature tourism (trekking and hiking) are as much as 42% and those who enjoy sports are around 30%. This shows that there is a link between the need for tourism in ecotourism and excellent body stamina, so that if tourism objects are developed, jogging, hiking and adventurous activities will be very popular with visitors.

As for visiting time, it turns out that many use school vacation time as the right time to visit ecotourism (37%). Likewise, quite a large proportion said they did not schedule a specific time to visit ecotourism (55%). The decision to make a tourist visit to a ecotourism area is the result of a joint decision (57%), whether it is the decision of family members or group members who go together. To travel to ecotourism, the majority of tourists use 4-wheeled vehicles, both rented and privately owned (82%), and they use funds from setting aside their salaries. This shows that there is a strong desire from tourists to make visits to ecotourism.

3.1.3 Tourist Perceptions about the existence of Ecotourism

From the interviews it is known that most tourists know about ecotourism locations as unique natural attractions and which have their own characteristics (78%). This shows that tourists' knowledge of the potential of ecotourism is quite good and this is a very good basic capital for developing promotions related to ecotourism. The motivation of tourists in traveling to ecotourism is to eliminate daily boredom (80%). This shows that in accordance with the opinion of Mc Intosh in Soekardjo (2000) which states that the motives of people to travel are physical motives, which means motives related to bodily needs, such as exercise, rest, health, and so on.

3.2 Factors to be considered by tourists.

3.2.1 Quality of tourism objects

The quality factor contributed the most with a total variance explained of 12.827 % with an eigen value of 4.476. This means that tourists who visit ecotourism are more concerned with the quality of ecotourism. Tourists already have an awareness of what to enjoy before making a decision to visit. This awareness directs visitor preferences to the characteristics or benefits they will get when they are at a ecotourism location. Coolness, beauty and other characteristics of ecotourism will be a driving factor for tourists to come. This quality factor is composed of 4 variables, namely: opening schedule, with a loading variable of 0.769; coolness of 0.739; beauty 0.637 and the last image with variable loading 0.550.

3.2.2 Services

The service factor gives the second contribution with a total explained variable of 12.814% with an Eigenvalue of 1.969. This shows that tourists are very concerned about service factors, where service is a form of personal contact, because visitors are faced with aspects of the behavior of officers at ecotourism locations. In terms of visitors, service is one of the systems of the tourism service industry that must be accepted when buying tickets. Therefore, quality service is highly expected by visitors, but when viewed from the staff's point of view, sometimes excellent service is not paid attention to. This is due to various reasons, including the low salary/wages compensation received by officers and the training provided to them, especially training related to excellent service methods that are oriented towards visitor satisfaction.

The service factor consists of 4 variables, namely Friendliness with a variable loading of 0.657; resting place with a loading of 0.657; billboards that can only be accepted by people with a loading of 0.657 and the last one is dexterity with a variable loading of 0.627.

3.2.3 Ecotourism Facilities

The facility factor is the third factor with a total explained variable of 10.037% and an Eigenvalue of 1.756. This shows that facilities are things that really determine tourist satisfaction. Facilities are one of the completeness in every ecotourism, where the expected facilities are the facilities needed to support the comfort and satisfaction of visitors. The facility factor consists of 3 variables, namely worship facilities and toilets with a variable loading of 0.709, a complaint handling system with a variable loading of 0.689 and cleanliness with a variable loading of 0.630.

3.2.4 Knowledge and Access

The results showed that knowledge and access had an eigen value of 1,300 with an explained variance of 8.762%. This shows that knowledge of the existence of ecotourism is a psychological factor that influences visitor behavior and decision-making processes. Access is one of the service marketing mix. Access functions as a dimension of distance, the better access to a location, the easier it will be for people to visit.

3.2.5 Promotion

The results showed that promotions had an eigen value of 1,178 with a % variance of 7,850%. Promotion is a systematic effort to create awareness to encourage action or decision to visit. Stimulus in the form of information, facts conveyed by Perum Perhutani or other parties, can influence the decision to visit. The success or failure of tourism promotion can be measured by the amount of information requested and the volume of tourist arrivals.

3.2.6 Prices

The results showed that the price has an eigen value of 0.824 with a % variance of 6.693%. Price is a consideration for visitors to visit. Rationally, visitors prefer to visit tourist attractions that are cheap. However, the interesting thing is that visitors are willing to pay higher when balanced with complete facilities and comfort during their visit. This can be explained that what is meant by the price of a tourism product is the total price of its constituent components.

IV. CONCLUSION

- a. In general, tourists consist of teenagers and young families which reach 70%. Tourists in this group tend to prefer tourism activities that are recreational and dynamic, such as camping, climbing and sports. Visitors to ecotourism are dominated by those with low incomes (more than 70%), so they generally only take advantage of relatively cheap facilities such as forest views, waterfalls and animals that roam the tourist areas.
- b. Nature tourism activities which are the guests' favorite are nature-loving activities (80%) so they hope to be able to enjoy the uniqueness and uniqueness of ecotourism locations.

- c. Most of the respondents use their vacation time to visit ecotourism locations, and they usually go in groups with friends and relatives (70%). The vehicles used are 4-wheeled vehicles, whether rented or privately owned.
- d. The results of the factor analysis show that the marketing mix factors are considered by tourists in making tourist visits with a total variance of 58%. This shows that the research is able to explain the factors that are considered by tourists when visiting ecotourism managed by Perum Perhutani, East Java regional division.
- e. The factors that are considered by tourists in visiting ecotourism are: quality, service, facilities, knowledge and access, promotions and price factors.

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