The International Conference of Science and Applied Geography  
IOP Conf. Series: Earth and Environmental Science 561 (2020) 012009  
doi:10.1088/1755-1315/561/1/012009

The pattern of visiting restaurants in Glagah Beach, Kulon Progo Regency, Yogyakarta

C Hudayanti, H Setiadi and N Rizqihandari  
Department of Geography, Faculty of Mathematics and Natural Science, Universitas Indonesia, Kampus UI Depok, Depok 16424  
E-mail: chaychayranihdynti@gmail.com

Abstract. Nowadays, culinary tourism is not just a transient phenomenon but also has become an attraction and the main destination for travelling. Therefore, restaurants are believed to be able to become the main element that functions as an adhesive in a tourist attraction. In this study, the restaurant is the focus of the research, namely Seafood restaurants located in Glagah Beach Tourism Object, Kulon Progo Regency, Yogyakarta. This study aims to analyze the attractiveness of restaurants and patterns of visiting seafood restaurants in Glagah Beach Tourism Objects. The variables used in this study include the uniqueness of restaurants, consumer characteristics, and tourist characteristics. The results showed that the attraction of seafood restaurants was more significant than the other of Glagah Beach attraction. The pattern of visiting restaurants formed at seafood restaurants is the result of weekday and weekend visits from local visitors, sub-regional visitors, and regional visitors.

1. Introduction

Glagah Beach is the most popular beach in Kulon Progo Regency [1]. Glagah Beach is located in Glagah Village, which also known as one of the tourist village that growing rapidly in Kulon Progo Regency [2]. It is about 40 km away from Yogyakarta City or about 15 km from the capital of Kulon Progo Regency. Glagah Beach is categorized as a beach attraction that offers complete beauty and attractiveness a beach. Ranging from beach lagoons, wave breakers, motocross arenas, fishing grounds, and swimming pools for rent. What makes Gelagah Beach popular, are also restaurants along the beach which serve various seafood menus and make Glagah Beach as an all in one tourist attraction.

Today’s restaurants are not just selling food or drinks, but a combination of unique tastes, environment, and even the scenery given by the restaurant. So that visitors feel interested in coming to a restaurant that has that attraction, however, each restaurant has its own level of attraction according to the uniqueness of the restaurant [3]. Therefore, restaurants are believed to be able to become the main element that functions as an adhesive in tourist attractions. As tourists engage in the destination choice, the restaurant plays a significant role in the development of perceptions and cognitions about a destination, especially for domestic tourism and short stays [4].

As a tourism object, Gelagah Beach has physical potential which generated by the accessibility and facilities of its beach and non-physical potential which generated by activities on the beach, for example, the presence of restaurants [5]. The research objects of this study are restaurants and their visitors, specifically in restaurants that serve seafood as their main course in Glagah Beach. The previous study has shown that food-related encounters function not only as a means of physiological sustenance but also as an enhancement of overall destination experiences for visitors [6]. To determine whether if Glagah Beach is categorized as culinary tourism object or not, the attraction of a restaurant should be greater than the attraction of Glagah Beach attraction. This study tried to analyse visitor experience and perspective about Glagah Beach Tourism Object. The existence of seafood restaurants is believed to be able to become an element the main one that functions as an adhesive in the Glagah Beach tourist attraction.
2. Methodology
2.1 Study Area
The research area of this study is Glagah Beach which is located in the Kulon Progo Regency with the Capital City of Wates. The uniqueness of Glagah Beach as tourist favourite spot came from the lagoon on the west and the iron sand mining area on the east of Serang river embouchure in Temon Sub-District, Kulon Progo District of Yogyakarta Province [7].

2.2 Data Collection
There are several data needed to identify the visiting pattern of Gelagah Beach visitors. The required data collection includes primary and secondary data. The opinion of visitors about the destination and its ability to satisfy their needs would be determined from those procedures [8,9]. Primary data consists of observation, in-depth interviews, and documentation with visitors in Gelagah Beach. The attractiveness of restaurants was determined from each site and situation. On the other hand, consumers characteristics and tourist attraction characteristics (site attraction and event attraction) to explain the reason why visiting pattern might have appeared different. The site attraction and event attraction are important to reflect not only the present but also the past tastes and preferences of tourists [10].

Secondary data consists of literature to build pre-understanding through a theoretical framework and establish the categorization of case studies as temporary guidelines. Then proceed with retrieving data on restaurants, the uniqueness of restaurants, and consumer characteristics in Glagah Beach, Yogyakarta. Furthermore, data processing was conducted to produce 1) The attraction of restaurants in Glagah Beach and 2) The pattern of visiting restaurants in Glagah Beach.

| No. | Variable                                | Source                        | Year  |
|-----|-----------------------------------------|-------------------------------|-------|
| 1.  | Administration Region of Yogyakarta     | Geospasial Information Agency (BIG) | 2018  |
| 2.  | Road Network                            | Geospasial Information Agency (BIG) | 2018  |
| 3.  | Landuse                                 | Geospasial Information Agency (BIG) | 2018  |
| 4.  | The Uniqueness of Restaurants           | Field Survey                  | 2019  |
| 5.  | Visitor Characteristics                  | Field Survey                  | 2019  |
| 6.  | Characteristics of Attractions in Glagah Beach | Field Survey                  | 2019  |
2.3 Data Analysis
Data analysis was performed by qualitative descriptive spatial analysis based on primary and secondary data. The sketch of the fieldwork is done by digitizing several restaurants, road networks, and other forms of landscapes which are data from BIG to become a fieldwork map, which will then answer the attractiveness of restaurants and patterns of visiting restaurants in Glagah Beach, Yogyakarta.

3. Result and Discussion
3.1 The Uniqueness of The Restaurants Based on Site and Situation
A restaurant has characteristics that appear to be its uniqueness which also attract visitors. The characteristics possessed by each restaurant can affect the course of activities or activities that are at the location of the restaurant. Places that function as restaurants also have a process of experience that shapes the identity and character of a typical place. Thus, a person can feel bound or dependent on a restaurant that has a function of how well they provide service and pour their uniqueness into a delicious meal that will be felt by visitors in seafood restaurants on Glagah Beach. In this study, the uniqueness of the restaurant is seen based on Situation and Site. The following is the uniqueness of the restaurant that is seen based on situation, that is accessibility, view, and facilities in each restaurant. While based on the site, age, profession, reasons for choosing restaurants, and the origin of visitors.

Table 2. The Uniqueness of The Restaurants Based on Site and Situation

| Restaurants | The Reasons for Choosing Restaurants | Conclusion     |
|-------------|-------------------------------------|----------------|
|             | **Situation**                      |                |
|             | Accessibility | View | Price | Food Menu | Food Quality |                |
| Restaurant 1| ✓                             |     |      |          |              | Unique to Accessibility |
| Restaurant 2|     | ✓                             |     |      |          |              | Unique to Food Menu    |
| Restaurant 3|     |     | ✓                             |     |      |          |              | Unique to Food Quality  |
| Restaurant 4|     |     |     | ✓                             |     |      |          |              | Unique to Price         |
| Restaurant 5|     |     |     |     | ✓                             |     |      |          |              | Unique to View           |
| Restaurant 6|     |     |     |     |     | ✓                             |     |      |          |              | Unique to View           |

Based on the Table 2, it can be seen the uniqueness of the restaurant when viewed based on site and situation contained in restaurant 1 to restaurant 6. This is supported by reasons from two different points of view, based on visitors and managers of restaurants, which concludes that the restaurant firstly unique in accessibility, restaurant 2 is unique in its food menu, restaurant 3 is unique in food quality, restaurant 4 is unique in food prices, restaurant 5 and restaurant 6 are unique in view.

3.2 Visitor Characteristics at Seafood Restaurants in Glagah Beach
The characteristics of consumer characteristics in this study included age, profession, reasons for choosing restaurants, as long as visits were seen from a distance, and the number of visits at seafood restaurants was included in the attractions of Glagah Beach.

3.3 The Attractiveness of Seafood Restaurants in Glagah Beach
The attraction that one restaurant has with other restaurants shows different results. The attraction of each restaurant can’t be separated from the reason visitors in choosing restaurants, and the uniqueness of restaurants, where the uniqueness of the restaurant in question consists of site and situation. The uniqueness of the restaurant is a special feature possessed by each restaurant that has a difference with other restaurants.
So that the uniqueness of the restaurant which consists of site and situation can form the attractiveness of each restaurant that has the driving force to attract visitors to come to the restaurant by the attraction they have.

Seafood restaurants play an important role in the development of Glagah Beach attractions. Based on the results of the analysis of consumer characteristics with the uniqueness of the restaurant which shows that the restaurants located on Glagah Beach have a special attraction that is very interesting to visit. The six restaurants provide a menu of seafood types with different special food menus so that there are unique things in each restaurant, both in the form of site and situation. This seafood restaurant offers a view of a lagoon that is right in front of six restaurants, so visitors can enjoy food while looking at the beauty of the lagoon. The unique uniqueness of each restaurant can be an attraction that is owned by the six restaurants. The following is a sketch of the attraction of a restaurant owned by each seafood restaurant in Glagah Beach.

The Attractiveness of Seafood Restaurants in Glagah Beach

The sketch above illustrates the attractiveness of restaurants owned by each restaurant. In this study, the attractiveness of seafood restaurants on Glagah Beach was formed by the site and situation obtained from the reasons stated by two different perspectives, namely from visitors and managers of restaurants. The appeal of each restaurant is distinguished by different colors, which can be seen based on the sketch above that restaurant 1 has an attraction in the form of accessibility, because this restaurant has a strategic location so that it is easily accessible by visitors.

Restaurant 2 has an appeal in the form of a food menu because this restaurant has a distinctive and varied food menu, not only food but also a mandatory drink typical of beachside dining houses, namely ice coconut. Restaurant 3 has an appeal in the form of food quality which is judged by the taste, size, presentation, and aroma of food. Restaurant 4 has an appeal in the form of food prices that visitors recognize according to their pockets. Restaurant 5 and Restaurant 6 have the same attraction in the form of a view because the two restaurants are located at the western end of the lagoon so not only the lagoon but the two restaurants also have a sunset spot which in the afternoon can attract many visitors to eat while looking at the sun sunset.
3.4 Characteristics of Attractions in Glagah Beach
Tourist attractions are one of the important components contained in each tourist attraction. The attraction is something that can attract attention or attraction. Attractions also mean shows or spectacles that have an attraction for visitors. By the presence of attractions, visitors or consumers will be more interested in visiting these tourist destinations [11]. Attractions can be classified into two types:

3.4.1 Site Attraction. Site attraction is this research is a permanent physical attraction with a fixed location. Site attraction can be said as a tourist attraction. The site attraction on Glagah Beach is a lagoon that is right in front of six restaurants, fishing which is to the right of the lagoon, a swimming pool right in front of Glagah Beach, and Glagah Beach itself which is located at the far end of the door access enter Glagah Beach.

![Site Attraction Diagram](image)

**Figure 3.** Site Attraction

3.5 The Pattern of Visiting Restaurants in Glagah Beach
In this study, the pattern of visiting referred the distribution of visits formed from the movement of visitors who have the purpose of coming to a seafood restaurant formed based on the attractiveness of restaurants and tourist characteristics, which are divided into two times, weekdays and weekends.

3.5.1 Based on Site and Situation (Weekdays). The pattern of visits that are formed based on the site and situation seen on weekdays results in a different distribution of visitors to each restaurant. This is influenced by the origin of the visitors. The site and situation in question are accessibility, food menu, food price, food quality, and view. The following is a sketch of the pattern of restaurant visits based on the site and situation on weekdays.
Based on the sketch above, it can be concluded that visitor movements that aim directly at restaurants during weekdays only come from sub-regional visitors with a distance of 25-50 km and regional visitors with a distance of >50 km, which means that visitors who come from a distance do indeed have the main goal to come to the restaurant, it can be seen based on the number of movements that directly lead to the restaurant compared to the movement that leads to attractions. so that on weekdays restaurants can be regarded as culinary tourism only for sub-regional visitors and regional visitors.

3.5.2 Based on Site and Situation (Weekend). The pattern of visiting based on the site and the situation seen on weekends have a different distribution of visitors to each restaurant produced by visitors who come. The following is a sketch of the pattern of home visits based on the site and the situation on weekend.
Based on the above sketch that distinguishes the pattern of visits on weekdays and weekends, there are changes in movement originating from local visitors who are non-students with a distance of <25 km who have the main destination directly to the restaurant, for sub-regional visitors with a distance of 25-50 km and regional visitors with a distance of > 50 km more come directly to the restaurant.

4. Conclusions
The attractiveness of seafood restaurants on Glagah Beach is made by the quality of food and the dominant food menu, who’ve made the site of a restaurant. A situation consisting of views refers to the attractiveness of a restaurant because based on the reason of the visitors there are 2 restaurants chosen by visitors with their main reason being a view in choosing a restaurant. See further by invited visitors > 25 years and work as a student. Enabling the attraction of seafood restaurants on Glagah Beach further by site factors that contain food quality and menus. Restaurants that are of good quality and have a varied menu are visited by invited visitors > 25 years with professions as non-students.
The pattern of visits that have the most visitor movements is in restaurants that have good food quality and attractive views. The movements of these visitors mostly come from the origin of medium and long-distance visits where the visitors are sub-regional and regional. They came with the main goal of enjoying culinary seafood restaurants on Glagah Beach, both on weekdays and weekends. So that restaurants can be regarded as culinary tourism by visitors who only come from regional and regional sub-regions.

5. Reference
[1] Setiawan Y 2018 Pembangunan Pantai Glagah Untuk Menghadapi Bandara Baru Di Kulon Progo Yogyakarta (Yogyakarta: Sekolah Tinggi Pariwisata Ambarrukmo).
[2] Vitasurya V R 2016 Local Wisdom for Sustainable Development of Rural Tourism, Case on Kalibiru and Lopati Village, Province of Daerah Istimewa Yogyakarta Procedia-Social and Behavioral Sciences 216 pp 97 – 108
[3] Au N and Law R 2002 Categorical Classification of Tourism Dining Annals of Tourism Research 29 (3) pp 819–833
[4] Sparks B, Wildman K and Bowen J 2002 Restaurant as a contributor to tourist destination attractiveness phase two: consumers interview Research Report

[5] Setyawati A 2017 Objek wisata Pantai Glagah di Kabupaten Kulon Progo, Yogyakarta sebagai sumber belajar IPS (Yogyakarta: UNY)

[6] Wijaya S, Nguyen T H and Morrison A 2013 International visitor dining experiences: A conceptual framework Journal of hospitality and tourism management 20 pp 34-42

[7] Haryanto E T 2013 Karakteristik Aliran Sungai Serang Bagian Hilir, Pantai Gelagah, Kecamatan Temon, Kabupaten Kulon Progo, DIY Bulletin of Scientific Contribution 11. (3) pp 119-132

[8] Mavondo F T and Reisinger Y 2005 Tourism Destination Attractiveness: Attraction, Facilities, and People as Prediction Tourism Analysis 14 pp 621–636

[9] Formica S 2002 Measuring destination attractiveness: A proposed framework Journal of American Academy of Business 1 (2) pp 350–355

[10] Weidenfeld A, Butler R W and Williams A 2016 Visitor Attractions and Events- Locations and Linkages (England: Routledge)

[11] Spillane J J 1994 Pariwisata Indonesia, Siasat Ekonomi dan Rekayasa Kebudayaan (Yogyakarta: Kanisius)

Acknowledgment
Thanks are due to Directorate of Research and Community Service (DPRM) UI which has supported and funded this research HIBAH PITTA UI No. NKB-0633/UN2.R3.1/HKP.05.00/2019.