Characteristics and Response of Tourists in Central Java (Case Study of Flower Garden Development Plans in Semarang)

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Abstract. Semarang has a topography ranges from 500-2,000 above sea level and is surrounded by mountains with a relatively cold climate in several locations. This background is to attract for investors to develop nature-based tourism objects, one of which is a flower garden. It was necessary to conduct a preliminary study of the characteristics and responses of tourists in tourist attractions in Central Java. The research was conducted in 2018 in 3 tourist locations in Central Java, namely Borobudur, Kyai Langgeng Park, and Umbul Sidomukti. The respondents in this study were 100 people. The results showed that majority tourist (56%) wished to tour in groups with a total of 3-16 people in one group and chose to design their trip without the assistance of a travel agency (81%). The ability of tourists to pay for ticket-passes is Rp 36,345 - Rp 99,851 for a trip and tickets for the unit are Rp 9,880 - Rp. 63,052. Tourists also can pay for food prices from the range of IDR 16,240 - IDR 46,200 and IDR 7,520 - IDR 18,100. The results are relevant as one of the references for investors and the government in managing tourism objects in Central Java.

1. Introduction
Tourism ministry data shows that the tourism sector is a supporting sector when the trade balance is a deficit. In 2018, the tourism sector was expected become the top five contributors to the country's foreign exchange after oil and gas, coal, and palm oil. In 2019, this sector is targeted to surpass others sectors [1]. In addition to contributing to foreign exchange, the tourism sector also contributes to the Gross Domestic Product (GDP) as job creation as well as social role beside the role as preservation of natural and cultural resources. The Ministry of Tourism's strategic plan states that the tourism sector is expected to become the leading sector and core business of national development [2]. In the 2015-2019 Rencana Pembangunan Jangka Menengah Nasional (RPJMN), it was determined that several sectors would be the focus of development programs, such as tourism, infrastructure, maritime, energy, and food sectors. Wonderful Indonesia is Indonesian Country Branding, it ranks 47th, beating Malaysia and Thailand. There are three aspects that must be built to create sustainable tourism. These aspects are the social (community), environmental, and economic pillar [3]. The environmental component is the basis of this study because to create a sustainable tourism ecosystem, the attractions offered must be environmentally friendly. Indonesia's topographical conditions that vary, from the lowlands in the form of beaches to mountains have a variety of tourist destination variants as well. In order to meet the targets of the tourism sector as the most significant contributor to foreign exchange, the increasing of local and international tourist travel must be achieved. Central Java is one area that can attract tourists, both domestic and foreign. In Rencana Induk Pembangunan Kepariwisataan Nasional (RIPPARNAS), Central Java has fours national tourist attractions, namely Borobudur Temple, Semarang-Karimunjawa Destination, Solo-Sangiran Destination, and Nusakambangan Destination. The fourth national destination was...
dominated by cultural and natural tourism. Ten mainstay tourist domestic destinations are cultural tourism (temples), nature tourism (parks and gardens), and religious tourism (tombs) [4]. It need some ways to increase the number of domestic tourist through developing new attractions and identifying the purchasing power and expectations of domestic tourists.

The Regional Investments Forum in 2018 shows that the two sectors that were attracted by both local and foreign investors are the lifestyle and tourism sectors. The rising economic condition of society from the lower class to the middle class is one of the reasons for increasing tourism sector. Moreover, there is a shifting of consumption patterns from the consumption to entertainment patterns. Based on World Bank data, 52 million Indonesians belong to the middle class and contribute to 43% of total GDP, and Indonesia's tourism is the fastest-growing sector [5]. The contribution of tourism activities in Central Java Province is quite significant to the regional income and community welfare. The tourism sector in Central Java Province is very instrumental in encouraging social welfare and economic growth. The impact of tourism activities on the economy of Central Java is related with macroeconomic variables such as expenditure of foreign tourists and domestic tourists [6]. Meanwhile, Indonesian tourism potential is supported by the possibility of natural and cultural resources. The problem faced by Indonesia in managing the tourism sector is related to the condition of infrastructure and human resources to manage the impact of society and tourist activities on the leading natural, environment, and cultural resources. This weakness has influenced the 2010 World Economic Forum (WEF) Travel and Tourism Competitiveness Index. Indonesia's main weaknesses are in (i) policies and regulations, (ii) sustainable tourism, (iii) security and safety, (iv) health, and (v) information and communication technology [7]. The aim of the research was to conduct a preliminary study on the characteristics and responses of visitors in tourist attractions in Central Java.

2. Materials and Methods

Data was presented in the form of descriptive tables and it was analysed qualitatively. Respondents in this study were 100. Data was taken in 2017 at three tourist sites, namely Borobudur Temple, Kyai Langgeng Park, and Umbul Sidomukti. The locations of Gedongsongo Temple and Celosia Park were chosen as presurvey locations. All of this location are natural and cultural-based tourism objects that are visited by many local and foreign tourists. Borobudur Temple was chosen as a survey location object because it is a national tourist destination. The subjects in this study were visitors in various age ranges and it was chosen by accidental method. Data were collected by interview using a questionnaire that was previously tested in the pre-survey to verify the validity and reliability.

3. Results and Discussion

3.1 Tourist Characteristics

The respondents had an age range of 13-65 years, with an average of 28 years. The lowest education was in elementary school while the highest education was a master degree. The furthest respondents in the study came from Pangkal Pinang, Riau Islands. While the closest respondents came from around Semarang and Magelang, for example, Demak, Pati, and Kudus.

Table 1. Characteristics of Respondents

| Characteristics of Respondents | Max | Min | Average |
|-------------------------------|-----|-----|---------|
| Age (years)                   | 65  | 13  | 28      |
| Education (level)             | S1  | Elementary school |
| Domicile                      | Pangkal Pinang | - |

Characteristics and motivation are essential things because like goods, services must also meet the needs of consumers. The motivation of a tourist's trip is influenced by internal factors of the tourists themselves and external factor Internally, motivation is formed because of the needs and desires of humans themselves. The need is under Maslow's hierarchy of needs theory. These needs start from
physiological needs, security needs, social needs, prestige needs, and the need for self-actualization [8]. The characteristics of tourists in this study were seen from the indicators: allocation of funds for tourism, number of allowances, preference to go with the group and go using the services of a travel agency. Based on Table 2, the majority of respondents allocated a portion of their income to travel. Some respondents who did not plan their income for traveling told that traveling was not a basic need in their life.

### Table 2. Characteristics of tourists

| Characteristics                                      | Percentage (%) |
|------------------------------------------------------|----------------|
| Respondents who allocate income for tourism          | 76             |
| Maximum 10% travel budgeting                         | 66             |
| Specialization for traveling with close friends      | 56             |
| Specialization goes by using the travel agency facilities | 19             |

The general public will allocate the income for tourism and travel activities. Both domestic and foreign tourists, they will spend by 9% -13% of the total income they have [9] so this research use 10% for as the median of travel allocation budgeting. This study notes that the majority of respondents (66%) budgeted a maximum of 10% of their income for tourism activities. The remaining is budgeted more than 10%, no one of the respondents allocated under 10%. Most of the respondents were under 30 years old (58%) and they planned to allocate their income to travel. Allocation of tourist expenditure was used to pay for transportation, food, drinks, and overnight expenses. According to Nuryantí (1999), Fandeli (2002) cit Nurhidayati (2011), several expenses was spent by tourists in Bali namely accommodation (7%), local flights (13%), local transportation (5%), food and drink (12%), entertainment (7%), sightseeing (5%), souvenirs (11%), packages (6%), beauty and health (4%), guides (4%) and others (6%) [10] [11] [12]. Menawhile, foreign tourists and domestic tourists have different needs [12].

A research by Nurhidayati (2011) told that half of the Indonesian people tend to travel in groups (mass travellers) [12]. As many as 38% of respondents informed that they would instead go to tourist sites with a nuclear family, while the rest choose to become a solo traveller. Two reasons for tourists who like to go in a groups were gender and age. Women feel more secure when going together with accompany person than going alone. Moreover, people with old age would prefer to go in a groups. in addition, tourists prefer to travel in a groups to overcome language limitations. Nevertheless, some people assumed that travelling in a group, tourists will find it difficult to get along with local residents [13]. Some of the respondents were also informed they preferred to use travel agencies to organize their trips. The results of the study showed that Indonesian tourists preferred to travel in a group without the services from travel agency. They found it easier to manage their travel destinations if they wanted to change the plan incidentally.
Table 3. Ability to Pay for Attraction Facilities

| Characteristics of Activities Related to Tourism | Maximum | Minimum | Average |
|-------------------------------------------------|---------|---------|---------|
| Number of family members / friends invited to tour (people) | 16 | 3 | 9 |
| Ticket prices for unit ticket (Rp) | 63,052 | 9,880 | 36,420 |
| Entrance ticket price for ticket-pass scheme (Rp) | 99,851 | 36,345 | 67,938 |
| One night lodging price (Rp) | 126,162 | 329,687 | 227,92 |
| Length of stay in one tour period (night) | 7 | 0 | 3 |
| Price for one portion of food (Rp / portion) | 46,200 | 16,240 | 31,220 |
| Price of one drink (Rp/ portion) | 18,100 | 7,520 | 12,810 |

Table 3. shows that tourists tend to travel in groups, both with their own families or with close friends. It shows that the average number of relatives in a group was 9. Supported by Lee and Wilkins (2017) research, tourists tend to travel in groups because of safety and protection reasons [14]. Tourists tend to think about who will help when they are in trouble, primarily if the tourist destination is located far from home. Moreover, some tourists were comfortable interacting in groups without involving the local community. Tourists with the same background will have the same food preferences or those that have been adapted to the group [12]. Concerning the type of ticket of interest, the respondent stated that there were two types of ticket, namely unit tickets and ticket-pass. In unit tickets type, tourist should buy the ticket for more than one time for several attractions they want at the same tourism object but for ticket-pass, tourist only need to buy a ticket which can be used for all of the attractions site. In unit ticket scheme, tourist choose the attraction that they want to visit and pay the tickets. Ticket-pass scheme insists tourist to pay various attraction site although they are not interested in, because the attraction tickets are sold in a package. For unit tickets, respondents informed that a price range of IDR 9,880-IDR 63,052 for each site of attraction while the ticket-pass range were IDR 36,345-IDR 99,851. Sulistyana et al. (2015) stated that price is one of the factors that determine consumer satisfaction [15]. Therefore, learning the price of a ticket under consumer willingness becomes essential. Moreover, some of the tourists informed that they preferred did not stay at accommodation or hotel outside the tourism destination. Respondents stated that tourists were able to pay IDR 227,924 per day. Concerning the length of stay, the respondent noted that the average length of stay was three nights. Respondents who did not stay were usually coming from nearby. Respondents told the reasons they stayed overnight was the presence of family members who were toddlers. In general, the majority of respondents have stayed at tourist destinations (65%). Different results were shown by the research of Koranti et al. (2017) in Kopeng. Respondents stated that when traveling in Kopeng, the majority of tourists did not stay overnight (75.78%) due to the fact that respondents came from Yogyakarta and Magelang [16].

Moreover, respondents stated that the food price was one of consideration for the tourist. The food price was Rp16,240-Rp46,200 while for one portion of drinks Rp7,520-Rp18,100. However, some respondents did not buy food and drinks because they brought this stuff from home. Questions about visitor reason to visit flower garden are shown in Figure 3.1. Based on the response given by visitors, it found that the price was the main reason to visit a destination followed by accessibility, facilities, and services.
Respondents suggested that road sign is important to avoid the scalper guides, such a kind of unofficial guides. The majority of tourists thought that developing an integrated tour package from Yogyakarta-Magelang-Semarang was needed. Expected amenities in the flower garden destination are proper worship facilities, cleanness tourist sites, and shelter when it rains. Meanwhile, photo spots was the next priority that was chosen by tourists. Moreover, the results of this study can be used as recommendation for investors, managers, or local governments in making managerial decisions to increase many tourists. Consumer satisfaction is the main reason for a tourist to come back in the future.

4. Conclusion
Based on the results of the preliminary study, it found that most of tourists preferred to travel in a group as well as to arrange their trips without travel agency facilities. The price was the main consideration for a tourist to visit a destination followed by accessibility, facilities, and services. It needs to take more study, especially the study of willingness to pay for a tourism object.

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