Perception Study about Visitors Related to Development of Rowo Bayu Attractions in Kecamatan Songgon Banyuwangi

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Abstract. The development of tourism was a process of sustainability, and it was not stand-alone activity because it must involve various sectors. Tourism planning must take into consideration the existing condition and supporting capacity because it should create a long-term mutual interaction in achieving goals such as increasing community welfare and ensuring the sustainability of environmental supporting capacity in the future. Rowo Bayu Tourist Object was greatly potential to be developed into historical and also natural objects of scenery. Some historical heritages of Tawangalun Palace were exposed beautifully by the marsh and this situation could be cultivated into water-based tourism. However, Rowo Bayu Tourist Object still lacked of supporting facilities such as security post, parking lot, cleaning service, prayer house, and others that led only to the inconvenience of the visitors. In this research, the perception of visitors on importance and satisfaction rates of tourist object-related variables was measured. These variables included attraction, accomodation, accessibility, facility, information, and utility, which were then subjected to the analysis technique of IPA. Result of analysis found 14 attributes that were important for tourist object development but in bad condition. These attributes were: the availability of security guard, the availability of food and beverage providers, the availability of transportation modes to the tourist object, the availability of parking lot, the availability of toilet, the availability of garbage can, the availability of information center, the availability of prayer house, the availability of ATM, the availability of fuel-station (SPBU), the availability of tourist object promotion tools, the availability of tour guide, the availability of electricity, and the signal strength of mobile phones. After IPA was finished, it was followed by AHP analysis.

1. Introduction
The development is a capability which is determined by what we can do with what we have in order to improve our quality of life [1]. The development area is a strategy in utilizing and combining with internal factors (strengths and weaknesses) and external factors (opportunities and challenges) as the potential and opportunities that can be exploited in improving income regions [2]. The development area is also called as an attempt to create an integrated use of resources, improvement of inter-regional harmony and integration between development sectors through a process of spatial planning [3]. The development area is one of the most appropriate way to improve the people welfare in it, one of which is to develop the tourism sector. Pendit [4] defines tourism is a journey that is done temporary from one place to another with the intention to not make a living in the visited places, but simply to enjoy the journey for recreation and leisure or to satisfy the desires from diverse variety. Tourism is process of
traveling from one or more people in heading somewhere else outside their homes. The purpose of traveling is due to a variety of interests, either because of economic, social, cultural, political, religious, health interests and other such as simply want to gain knowledge in order to the gain experience or to learn new things. The tourism development is a sustainable process and is an integrated process from many sectors. Tourism planning must be based on the conditions and the carrying capacity in order to create a long-term mutually beneficial between achieving goals, improving the local communities welfare, and the sustainability of environmental carrying capacity in the future [5]. Banyuwangi Regency was famous with an epithet Sunrise of Java. It had many potentials of tourism. One was Rowo Bayu Tourist Object in Bayu Village, Songgon District. This tourist object was located nearby the historical situs of Blambangan Kingdom. However, it was given to improper management, and the number of visitors was quite few. Rowo Bayu Tourist Object had a great potential to be developed into historical and natural objects of tourism. The presence of Tawangalun Palace in the area had been situated by the marsh, and this landscape could be managed into water-based tourism. At the existing condition as recently observed, this tourist object was not equipped with facilities such as security post, parking lot, cleaning service, prayer house, and others that might disturb the convenient visiting. By taking this overview into consideration, the objective of this research was to understand the strategy to develop Rowo Bayu Tourist Object in Songgon District, Banyuwangi Regency, through bottom-up approach, in order to improve community income based on the perception of the visitor and the expert to facilitate the determination of rating of the sub-variables needed to develop.

2. Methods
Method of research was a quantitative description. Focus was given on the perception of visitors at Rowo Bayu Tourist Object. Some variables that were used to assess the perception of importance and satisfaction rates from the visitors were including: attraction, accommodation, accessibility, facility, information, and utility. Sample was taken with purposeful sampling by which the subject in the sample was acquired because the subject was representative to the characteristic of population [6]. Number of sample was counted from the number of visitors using Slovin Formula at tolerance rate of 10% and accuracy rate of 90%. Final sample was 98 respondents, but it was then rounded into 100 respondents.

The analysis technique was IPA and it was done to understand visitors’ satisfaction rate based on the aspect of importance and of satisfaction. Before subjecting the data to the analysis, it derived from the result of questionnaire about community perception on the performance of a certain tourist object based on the predetermined indicators of assessment. Variable “X” was performance rate and variable “Y” was denoted for indicator importance rate. The conformity rate between performance and importance scores would determine the order of priority in how to increase factors influencing the satisfaction of visitors [7]. Result of analysis was set into graphic plot showing that the development of tourist object was set into Quadrant 4 (concentrate here). After IPA was finished, it was followed by AHP analysis. Result of AHP represented expert opinion. The expert in this analysis included community (village chief), academician (lecturer) and government (The Official of Tourism). AHP was an analytical technique used when the decision was made with systemic approach. The decision-making model arranged multi-factor and multi-criteria problems into a hierarchy.

3. Research Result
Tourism development plan in Banyuwangi Regency was focused on three tourism development regions (WPP; wilayah pengembangan wisata), respectively WPP I, WPP II and WPP III. Rowo Bayu Tourist Object belonged to WPP I with Ijen Crate as the leading view. In the last 5 years, Banyuwangi Regency had seen the quite dramatic development of tourism. Tourism potentials had successfully increased local genuine income and also promoted Banyuwangi Regency as one regency in East Java Province with great diversity of tourist objects. Many tourist objects were situated in Songgon District, including Songgon Pine Forest, Lider Waterfall, Selendang Arum Waterfall, and Badeng River Tourism. Songgon District had been known well by the community of Banyuwangi Regency and also the outsider. All tourist objects mentioned above had produced greater number of visitors if compared to Rowo Bayu
Tourist Object although this tourist object was the oldest site in Songgon District and containing the historical heritage of Tawangalun Palace. In the other hand, Rowo Bayu Tourist Object could not escape from the War History of Puputan Bayu occurring on 1771. The War of Puputan Bayu was a great clash between the people of Banyuwangi and the Dutch colonial government (VOC). In this war, the Dutch was defeated and suffering great losses. Rowo Bayu Tourist Object in Bayu Village, Songgon District, was quite attractive because besides providing historical tourism object, it was also providing natural scenery, at least through the presence of orchards. It was not suprising because this tourist object was a part of Songgon District Forestry Region under the responsibility of the Forestry Managing Unit of Rogojampi, West Banyuwangi. One potential in Rowo Bayu Tourist Object was a spread of marsh land part of Songgon District Forestry Region, at least through the presence of orchards. It was not suprising because this tourist object was a part of Songgon District Forestry Region under the responsibility of the Forestry Managing Unit of Rogojampi, West Banyuwangi. One potential in Rowo Bayu Tourist Object was a spread of marsh land at 8 meters depth. It resembled to a natural pool with genuine ecosystem. It would be regrettable if this potential was left unmanaged. The fact had showed that the number of visitors at this object was quite few, possibly due to the lacking of visitors’ facilities and even the absence of amenities usually existing in the tourist object. The perception of the visitors at Rowo Bayu Tourist Object was used to measure satiscation and importance rates of tourist object-related variables, including attraction, accomodation, accessibility, facility, information, and utility of tourist object. This perception was measured using IPA analysis. Initially, there were 29 attributes that must be assessed to recognize their rates of satisfaction and importance based on the perception of visitors at Rowo Bayu Tourist Object. The following was the average measured using IPA analysis. Initially, there were 29 attributes that must be assessed to recognize their satisfaction and importance rates based on the perception of visitors. The following was the average rates of satisfaction and importance of these attributes based on the perception of visitors at Rowo Bayu Tourist Object.

Figure 1. Quadrant IPA Analysis.

Table 1. Attributes Analysis in Quadrant IV.

| Variable        | Attribute                                | Analyze                                                                 |
|-----------------|------------------------------------------|-------------------------------------------------------------------------|
| Attraction      | The availability of security guard       | No security guard was available at Rowo Bayu Tourist Object, and it led visitors to feel inconvenient during night tour. |
| Accommodation   | The availability of food and beverage providers | Only one provider of food and beverage existed, and it was rarely standby on site when visitors needed meals and drinks at daylight. |
| Accessibility   | The availability of transportation modes to the tourist object | All visitors must still use personal vehicle due to the absence of public transport to the tourist object. |
| Facility        | The availability of parking lot          | Parking lot for visitors was not available, and visitors found difficulty to park their vehicles. |
| Variable                              | Attribute                                                                                                                                   | Analyze                                                                                                                                 |
|---------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| The availability of toilet            | Toilet was not reliable and also in limited numbers. It caused hardiness to the visitors.                                                   |                                                                                                                                         |
| The availability of garbage can       | Only few garbage cans were provided and often concentrated. Thus, trash was found everywhere due to the dispersal discard.                  |                                                                                                                                         |
| The availability of information center | There was no information center at Rowo Bayu Tourist Object. If any, it was only one and situated at the Office of Songgon District that was quite distant from tourist object. |                                                                                                                                         |
| (Tourism Center)                      |                                                                                                                                             |                                                                                                                                         |
| The availability of prayer house      | Prayer house was not available at tourist object, which forced visitors to go to nearby prayer house.                                      |                                                                                                                                         |
| The availability of ATM and Money Changer | ATM facility was absent at tourist object. This machine was only situated in the capital of Songgon District, and only two machines were available. |                                                                                                                                         |
| The availability of fuel-station (SPBU) | No fuel-station was found in Songgon District, and thus, visitors must buy fuel from retailer.                                               |                                                                                                                                         |
| Information                           | The promotion of Rowo Bayu Tourist Object was not optimum because there was no brochures and pamphlets available informing this tourist object. |                                                                                                                                         |
| The availability of tourist object promotion tools (brochures / pamphlets) |                                                                                                                                             |                                                                                                                                         |
| The availability of tour guide (travel agent) |                                                                                                                                             | Tour guide was absent. The only reliable informant was ticket seller.                                                                 |
| Utility                               | No electrical network at the tourist object which only induced sense of discomfort among visitors at night.                                      | The signal of mobile phones was weak. Often, it did not exist at all, which caused visitors facing trouble in communication.            |
| The availability of electrical network |                                                                                                                                             |                                                                                                                                         |
| The availability of communication network (signal strength) |                                                                                                                                             |                                                                                                                                         |

These 14 attributes from IPA were subjected to AHP (*Analytic Hierarchy Process*). This follow-up was useful to recognize the most influential sub-variable in the development of Rowo Bayu Tourist Object. AHP was also functional to determine the rating of variables based on the interview with expert to decide which sub-variables on the priority to develop. All sub-variables in AHP were derived from IPA analysis, and these remained at Quadrant IV, which in this case, consisting of important sub-variables but at less satisfying condition. During the development of Rowo Bayu Tourist Object, AHP was a *bottom-up* planning control. In such planning, the government acted as the controller in the determination of priority for development. The conduct of AHP used a Software “Expert Choice” using 3 respondents, respectively: Community (represented by Village Chief), Academician (represented by Lecturer), and the official of tourism.
Based on the average rates given by all respondents, few variables were considered as having the greatest importance rate. One was information variable, represented by the availability of tourist object promotion tools and the availability of tour guide. Other was few sub-variables of facility attribute, involving the availability of information center (tourism center) and the availability of transportation modes to the tourist object.

| Variables       | Attributes                                                                 | Community | Academician | Official of Tourism | Total | Average | Rating |
|-----------------|-----------------------------------------------------------------------------|-----------|-------------|--------------------|-------|---------|--------|
| Attraction      | The availability of security guard                                          | 0.011     | 0.057       | 0.065              | 0.133 | 0.0443  | 7      |
| Accommodation   | The availability of food and beverage providers                            | 0.046     | 0.077       | 0.010              | 0.133 | 0.0443  | 8      |
| Accessibility   | The availability of transportation modes to the tourist object              | 0.112     | 0.139       | 0.115              | 0.366 | 0.1220  | 4      |
| Facility        | The availability of parking lot                                            | 0.045     | 0.037       | 0.094              | 0.176 | 0.0587  | 5      |
| Facility        | The availability of toilet                                                 | 0.051     | 0.031       | 0.050              | 0.132 | 0.0440  | 9      |
| Facility        | The availability of garbage can                                            | 0.026     | 0.025       | 0.047              | 0.098 | 0.0327  | 12     |
| Facility        | The availability of information center (Tourism Center)                    | 0.122     | 0.157       | 0.132              | 0.411 | 0.1370  | 3      |
| Facility        | The availability of prayer house                                          | 0.042     | 0.028       | 0.078              | 0.148 | 0.0493  | 6      |
| Facility        | The availability of ATM and Money Changer                                  | 0.013     | 0.017       | 0.011              | 0.041 | 0.0137  | 14     |
| Facility        | The availability of fuel-station (SPBU)                                    | 0.015     | 0.021       | 0.013              | 0.049 | 0.0163  | 13     |
| Information     | The availability of tourist object promotion tools (brochures / pamphlets) | 0.232     | 0.191       | 0.146              | 0.569 | 0.1897  | 1      |
| Utility         | The availability of tour guide (travel agent)                              | 0.172     | 0.163       | 0.176              | 0.511 | 0.1703  | 2      |
| Utility         | The availability of electrical network                                      | 0.045     | 0.018       | 0.038              | 0.101 | 0.0337  | 11     |
| Utility         | The availability of communication network (signal strength)                | 0.067     | 0.039       | 0.024              | 0.13  | 0.0433  | 10     |

Table 2. Rating AHP Analysis
4. Conclusions

Pursuant to the result of analysis, conclusion could be inferred as following. Banyuwangi Regency had great potential tourism sector. It was proved by great number of visitors to tourist objects which in turn helped increasing local income. The development of tourism sector in Banyuwangi Regency might generate the effort to improve the feasibility of facilities at tourist objects, and consequently, would help promoting the existing tourist objects. However, the existing condition in Rowo Bayu Tourist Object was still needing for specific attention because as perceived by visitors, there were 14 important attributes at tourist object but those existed in bad condition (less satisfying state). Specific action must be taken to deal with problematic attributes. These attributes were: the availability of security guard, the availability of food and beverage providers, the availability of transportation modes to the tourist object, the availability of parking lot, the availability of toilet, the availability of garbage can, the availability of information center, the availability of prayer house, the availability of ATM, the availability of fuel station, the availability of tourist object promotion, the availability of tour guide, the availability of electricity, and the signal strength of mobile phones. In regard to result of AHP, the most important attributes for development were found in information variable, especially the availability of tourist object promotion tools and the availability of tour guide, and also in facility attribute, represented by the availability of information center (tourism center) and the availability of transportation modes to the tourist object. It was expected that the result of this research could be used as the base reference for the development of Rowo Bayu Tourist Object.

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