Typology of Tourist Bromo Tengger Semeru National Park as a Basic Planning Integrated Tourism Design

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Abstract. Bromo Tengger Semeru National Park (TNBTS) is one of the National Strategic Tourism Area in East Java. Its development is planned to begin in 2017 and gradually to improve the quality of service to tourists. Malang Raya area which includes Malang City, Malang Regency, and Batu City is an area directly related to this tourist destination. With the number of tourist arrivals reaching 3.5 million by 2015 there needs to be identification of tourist typology as the basis of planning facilities and services provided for tourists. Tourist identification is done by descriptive approach of quantitative survey method. The data analysis used is a single tabulation to find out how the typology of tourists coming to TNBTS includes: (1) tourist origin, (2) information on TNBTS, (3) lodging location, (4) means of transportation used, and (5) power Drag the attraction. The result is there needs to be the development of interest-based travel packages to facilitate the natural and culinary traveller typologies Young travellers, and Taste and Try, Single and cultural interest-based package to facilitate traveller typologies Cocoon travellers, Retirement, Honeymooners, and field study.

1. Introduction
Tourism is one of the revenue sources of the country/region and one of the 11 potential employment [1], [2], [3]. From the report of the tourism office of Malang Regency for the year 2015 the number of tourists increased to more than 3.5 million [4]. This fact shows that Malang Regency has big capital tourist attraction to develop this sector.

The development and development of tourism is directed to be enhanced with the aim of stating business opportunities and employment, improving the welfare of the community, maintaining cultural values and preserving environmental functions and quality [5]. Tourism development also aims to introduce and market superior products that become the potential of a region either as the main sector or supporting sectors. Thus, it is expected that tourism development can accelerate the growth of other sectors such as agriculture, community culture, crafts and local arts until the culinary sector which all are able to provide increased income and prosperity of Malang Regency.

Basically the development of tourism is carried out through two steps (1) main program, namely: (a) tourism marketing program and (b) tourism product development program; As well as five (2) supporting programs, namely: (a) environmental pollution control programs; (b) tourism education, training and education programs; (c) tourism research and development programs; (d) tourism infrastructure development programs; (e) program of development and development of culture and art. The development of tourism will be a strategic sector associated with the relevant regional autonomy
framework. The development of the tourism sector should also take into account local, regional and national interests, as follows:

a. The local interest, namely that tourism development planning should reflect regional autonomy by optimizing the use of the region as well as its resources. Not apart from that, the development of regional tourism should also pay attention to the preservation of nature and its environment.

b. Regional interests, namely that in the effort of inter-regional tourism development should be directed to the interrelationship of mutual support and complement between regions, resulting in healthy competition and reduce friction that may arise due to differences in tourism potential of the region.

c. The national interest, namely that in the framework of regional development and national tourism development directed to achieve the optimization and responding to the tastes of world and domestic tourism market supported by professional and integrated international promotion [5].

Malang Regency has great tourism potential, diverse, unique, and spread in its territory. One of the 10 National Tourist Destination Areas is also located in this area, Bromo Tengger Semeru National Park. However, the support of facilities and infrastructures has not been fully optimized, especially related to the contribution of this tourism sector to the regional economy, whereas in the explanation of the Head of Deputy of Tourism Destination and Investment [6] is the 4th place in Indonesia after Palm Oil.

Target Bromo Tengger Semeru National Park in 2019 is to become the International Geo-Ecoculture Park. Related to this matter and Medium Term Development Plan of stipulating that Malang Regency is designated as tourism development area of East Java province mainstay. So it is very relevant if the identification of tourist characteristics as the basis of planning facilities and services provided for tourists, or can be called a tourist product [6].

Tourism product itself is a number of facilities and services provided for tourists consisting of three components, namely the resources contained in the Tourist Destination, facilities, and transportation [8]. According to Kotler and Kevin, [9] products are everything that can be offered to a market to fulfil wants and needs, including physical goods, service experiences, events, people, places, properties, organizations and ideas. While Inskeep [10] explains that the components that make up a tourism product include:

a. Appeal / Attractions, namely the overall construct of nature, culture, special things, and activities associated with it in an area that attracts tourists to visit. In Bromo Tengger Semeru National Park which became the main attraction is its natural beauty and exotica Tengger tribe.

b. Amenitas, is everything that a facility that supports traveller’s convenience in conducting activities in the region / area / attractions. The main Amanitas Bromo Tengger Semeru National
Park located in Malang within +30 km to the west with a travel time +60 minutes using 4 WD vehicles.
c. Accessibility, ie, all of the components that support the tourist movement in the form mode of transport, type of transport (land, sea, air), the road to the attraction and directional signs. Access to the area can Bromo Tengger Semeru National Park by land and air, air lines are Abd service. Rachman Saleh and land routes can be by train or other land vehicle. After arriving in the city of Malang trip should be continued using special vehicles (Jeep/Hardtop) that has been provided by the tour organizer. For those who bring a personal vehicle directions signs have been installed along the ma uta Malang and Malang.

In addition, tourist products must also be equipped with relevant prices, satisfactory service and promotion of the right target and honest advertising. According to the Passenger Exit Survey [11] which is annually held to see tourist travel patterns, determined by the number of visits, length of visits and expenses for at tourism destinations. All variables are formed from the perception of potential tourists. Perception is an individual process, and depends on internal factors such as beliefs, experiences, needs, mood, and expectations. Perception is shaped by a number of factors, namely external (economic, social, cultural, geography) and internal factors (demography, psychographic, and behavior).

The prospective traveller’s perception of a destination is formed based on the stimulus obtained by sensing objects, events related to the destination, either directly or indirectly [12]. Choice is influenced by perceptions built up in the minds of travellers that the chosen destination will be able to meet or satisfy their perceived needs.

On the basis of this rationale then the identification of tourist typology will be useful to know the needs and planning of tourism to select the most profitable groups to be targeted. The results of identification were then developed into tourism activities, access, support facilities, and efficient integrated marketing communications [13].

2. Methods
The approach used in this research is descriptive quantitative. This research seeks to identify the characteristics of tourists as the basis in planning the development of tour packages in the area of Bromo Tengger Semeru National Park through Malang Regency. Surveys are research techniques that attempt to explain social issues by using an observation sheet to obtain a reliable response or data [14]. The research location is in Poncokusumo District, Malang Regency. The data analysis used is a single tabulation to find out how the pattern of tourist characters coming to tourism destination includes: (1) tourist origin, (2) information about tourism destination, (3) lodging location, (4) means of transportation used, and (5) Attractions attraction. Data collection techniques used questionnaires distributed to tourists and interviews to the managers of tourist attractions.

3. Finding and discussion
Identification of the results of questionnaires to tourists and interviews to the tour manager obtained the following results:

| No | Psycography                                      | Typology                              |
|----|-------------------------------------------------|---------------------------------------|
| 1  | Interested in the form of culture that exists   | Cocoon Travellers, Retirement, Family |
| 2  | Interested in mountain scenery                   | Young travellers, Single              |
| 3  | Specific and accurate information                | Cocoon Travellers, Retirement         |
| 4  | Choose a short and moving trip                   | Taste and Try                         |
| 5  | Traveling in groups                              | Field study, Family, Retirement, Honeymooners |
| 6  | Likes photography                                | Young Travellers, Single              |
Table 1. Cont.

| No | Psychographic | Typology                      |
|----|---------------|-------------------------------|
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| 3  | Specific and accurate information             | Cocoon Travellers, Retirement  |
| 4  | Likes photography                            | Young Travellers, Single, Honeymooners |

Tourist typology explanation:
1. Cocoon travellers: Experienced explorers and sometimes some make it a professionally done job.
2. Retirement: Retirees who want to enjoy the tour with family or own.
3. Young travellers: Teenagers who are adventurous and have no job.
4. Taste and Try: Explorers who want to explore the entire region so that only a few stop in one location.
5. Honeymooners: New couples who want to enjoy the tour.
6. Field study: Individual or group of people who make observations, research about the area he is visiting.
7. Single: Individuals who have worked and fill time off with adventure.

Trend Foreign Tourist:
- Online travel booking service
- There is a special travel agency
- Interest in the natural beauty and culture of the community
- There is a promotion in the form of magazines, websites, or newspapers and complemented by a review of the tourist destination
- The demand for tourism needs is increasingly complex and time-oriented and experience-oriented

Trend Local Tourist:
- Online travel booking service
- There is a special travel agency
- Interest in the natural beauty and culture

Most tourists who come to Bromo Tengger Semeru National Park are those who are interested in the form of culture and natural beauty of the mountains. Those who have taste and try typology generally staying in Malang and get an offer from the manager of the inn to make a brief visit for a full day. This is remembered because in East Java Regional Development Plan Malang has a role as a liaison city [15]. So that tourists who want thematic tourist visits in the city of Batu, or beach tourism in South Malang district, or just want to continue the journey to the District of Blitar or Kediri.

In Gubugklakah Village, there is a Tourism Village Institution (LADESTA) that manages the tourism potential around it and is the main entrance to Bromo Tengger Semeru National Park. In LADESTA alone there were 49,251 visitors from local tourists and 3,848 visitors from foreign tourists in 2016 [16]. The peak tourist season of the archipelago most of the year. On average within a day there are between 3-10 visitors. The number of visits will increase during the weekend and school holiday season on. The peak of foreign tourists visits in the range of July-August. Local or foreign tourists who come by land from Jakarta by train complain about the lack of existing carriages for this route [16]. There are only two executive trains, (1) Bima and (2) Gajayana, three economic trains: (1) Jayabaya, (2) Majapahit, and (3) Matarmaja.
Facilities to get to or at tourist attractions are not the main factors that stimulate the arrival of tourists, but its absence can prevent tourists to enjoy tourist attractions [17]. Although the facility of connecting to Bromo Tengger Semeru National Park is still limited, LADESTA managers strive to provide the best experience for tourists in their visit. There are 32 guides who are able to use a foreign language and 64 home stay to improve the duration of tourist visits.

LADESTA also developed information through online media by the website address www.gubugklakah.com containing information on travel packages, duration of visits, the package price, and lodging facilities in homes as partner. Promotion from the film industry also increasingly increases the knowledge of potential tourists on Bromo Tengger Semeru National Park [18]. Malang as accommodation supporter’s region also has issued information about the location service lodging, travel agency, location of eating places recommended in Malang available on the play store.
Based on the typology of tourists and the available supporting facilities, it would be possible if there is an integrated tourism for Bromo Tengger Semeru National Park and surrounding areas. Meddleton [19] provides an understanding that the tour is a combination of three main components of attraction, facilities, and access. To make it integrated there needs to be an institutional role. Institutions are related to the organization that takes care of the destination [13].

LADESTA as a community institution that manages tourism in Gubugklakah Village has been trying to present an integrated tourism. Provided some tourist interest to accommodate the whole typology of tourists. On tourists with cultural interests LADESTA serving Topeng Malangan Dance Kelono. For tourists with natural interest there is agro tour of apple and milk dairy and rafting tours. All of the tourism destination is an alternative tourism supporting Bromo Tengger Semeru National Park.

![Topeng Malangan Dance Kelono](image1)
![Agro Tour of Apples and Dairy Milk of Nusa Pelangi](image2)

Figure 4. (left) Topeng Malangan Dance Kelono, (right) Agro Tour of Apples and Dairy Milk of Nusa Pelangi

Bromo Tengger Semeru National Park was made the highlight of the visit of this tour. The surrounding areas such as Poncokusumo District can be used as alternative tourism destination to support the diversity of existing tourism. To make as an alternative tourism destination then there needs to be some things that should be done by the relevant government, namely: (1) Preparation of Touris Information Center to manage regulation and the typology inventory tourists who enter so as to develop a mainstay tourism destination according to market segments. Required role of Public Works Service related to budgeting and physical development and management of the Government Tourism Service; (2) Widening and construction of road lighting facilities to Bromo Tengger Semeru National Park. Required role of Public Works Service related to budgeting and physical development; (3) The provision of clean toilets and public baths in the rest area Gubugklakah, which here takes the role of the department of public works; And (4) Provision of minimarkets and souvenir shops, where here needed the participation of the community and Koperasi Service managed by UMKM as the coordinator.

To support all the development that already exists here are plans from the central government related to the development of National Tourism Strategic Area in Malang Raya area in 2017:

Table 2. Government Strategic Plan for the Development of Bromo Tengger Semeru National Park in 2017 in Malang Raya Area

| No. | Activities                                      | Implementation                       | Target |
|-----|------------------------------------------------|--------------------------------------|--------|
| 1   | Widening of Purwodadi-Nongkojajar road (Malang) | Ministry of Public Works and Housing | 21km   |
| 2   | Implementation of Capacity Building of Abdurrahman Saleh Airport Malang | Ministry Links | 1 package |
| 3   | Juanda Airport Development                      | Ministry Links | 1 package |

Source: Tourism Development in Multilateral Meeting II April 18, 2016 Deputy for Economic Affairs at Bappenas [20]
4. Conclusion
Eight typologies of tourists visiting Bromo Tengger Semeru National Park have different characteristics and reasons for doing tourism. Young Travelers, Taste and Try, and Singles tourist are those who are more interested in nature and culinary tourism, hence the need to plan tour packages based on natural or culinary interests to facilitate the needs of these tourists. Cocoon travelers, Retirement, Family, Honey mooners, and Field study tourist are more interested in cultural tourism, natural beauty or culinary is a bonus in making the tour then it is necessary to have tour packages based on cultural interest to facilitate the needs of this tour.

Acknowledgments
Thanks to Mr. Ansori as chairman of LADESTA managers in Gubugklakah who are willing to provide data on tourist visits in bromo tengger semeru national park. And to Mr. Agung in Tourism Service Malang City that provides insight into the direction of tourism development in Malang Raya. To those who can not be mentioned one by one we also say many thanks for the contribution of thought to this article formed.

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