



The 4th International Conference on Managing Service
**ENHANCING NATIONAL COMPETITIVE ADVANTAGE
THROUGH GREEN SERVICE MANAGEMENT**

PROCEEDINGS

Organized By
Faculty of Economics
Trisakti University

Co-Host
Prince of Songkla University
Karlstads University



FACULTY OF ECONOMICS
TRISAKTI UNIVERSITY



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University



Prince of Songkla University
Faculty of Hospitality and Tourism



KARLSTADS UNIVERSITY

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Karlstad University
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Faculty of Service
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THE ASSESSMENT DESTINATION IMAGE OF ECO-TOURISM IN EAST JAVA

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Abstract

The tourism industry is a sector which plays an important role in the economy of a country. Incessant environmental issues related to making the tourism sector experienced a shift towards environmental-based tourism.

Election attractions as tourism destination is affected tourism image itself (destination image). Services of tourism will contribute to the formation of destination image. Whenever the services of both the tourism destination image formed will also be good and vice versa. However, there are many factors that influence destination image formation.

This study will discuss the destination image at 4 attractions in East Java. Object selected tourist attractions which is environmental sustainability (eco-tourism). The measurement of destination image includes functional (Measurable physical) and psychological (abstract) related these attractions.

Keywords: destination image, eco-tourism, east java

Introduction

Tourism creates special benefits, both concerning the reconstruction of the national economy of many countries having a high touristic potential, and also due to the fact that according to the WTO evaluations, the touristic industry stands first in the world from the contribution to the workforce employment point of view (Gruescu, Nanu, & Pirvu, 2009).

The opinion was also in accordance with the statement Yoeti (1999) that in the 21st century is estimated that the world economy will be spearheaded by three leading service industry is information technology, telecommunications and tourism services. In the tourism industry unique opportunities to score more than 100 million new jobs in the world economy,

almost 2 million of them in Indonesia. WTTC states one vision of the millennium in 21st century set the tourism industry as a strategic priority for economic development and employment. In addition, another vision is to establish sustainable development policies. The important thing is to encourage initiatives in the industry parties to maintain an environment with the green movement globe. Green globe is a world-level program for the tourism industry in the field of environmental management and dissemination of appreciation of the importance of environmental preservation efforts.

Environment becomes important in the development of the tourism sector, because the environment is a major part of tourism activity. Edington and Edington (1986) stated that the effects of tourist on the environment are not

limited to the occasions when they are taking part in some specific recreational activity. Tourist staying for any length of time in an area requires support facilities in the form of residential accommodation, roads and car parks, water supplies and waste-disposal facilities. Any review of the impacts of tourism would be incomplete without some consideration of the environmental consequences of providing these facilities.

Unhealthy environmental conditions, especially in urban areas made many people choose alternative natural resource based tourism. Shoemaker and Shaw (2008) stated that issues relating to the ecological/natural environment have risen to the forefront as consumers become more aware of the fragility of our natural environment. In fact, one of the growing segments of the travel industry is ecotourism.

The case studies in this research is nature tourism (ecotourism) in East Java province. East Java is one of potential tourist destination, almost in every district / city has an attractive tourist destination (www.d-infocomm-jatim.go.id). This is because the East Java has a natural attractions, culture, and history (<http://www.indonesia.go.id>).

Tourism List of natural and recreational park in East Java consisting of: Surabaya zoo, beach Kenjeran Surabaya, Mount Kawi, Malang Songgoriti hot spring, waterfalls sedudo Nganjuk, beach Prigi Psychology, Mount Bromo Tengger Semeru, Situbondo white sand beach, mountain Baluran Situbondo, Kali Klatak Banyuwangi, THR Surabaya Mall, Cuban Rondo Waterfall

Malang, Batu Malang agrotourism, beach Balekambang and Ismoyo Malang, Ijen crater, coast Slopeng Sumenep, THR Mendit Malang, recreation parks Sengkaling Malang, Indonesia Prigen safari parks, recreation parks Selecta Malang, marine tourism Cape Frog Lamongan, East Java Park, beach Mayangkara Gresik, Dusk Bat cave Manyar Gresik Gresik Orchid Bracelet caves, waterfalls Laccar Sangkapura Gresik, billowing hot water pond or hate Regional Gresik, beach Popoh Tulungagung, Kediri Selomangtong cave, cave Akbar Tuban, natural fire rating of Fire Bojonegoro, recreational parks Tirta Wana dander Bojonegoro, (<http://la-tour.co.id>).

Literature Review

1. Destination

Discuss about tourism is inseparable from discussion of tourism destinations, because the destination is the destination of people who'll travel. Baker & Cameron (2008) stated a destination is a place that attracts visitors for a temporary stay, including continents, countries, states, cities, villages, and purpose-built resort areas (Pike, 2004) and thus is an amalgam of all the tourism services and experiences offered to consumers. A destination can be regarded as a combination (or even as a brand) of all products, services, and ultimately experiences provided locally (Buhalis, 2000).

Destination has an important role in the development of tourism, because without a destination there will be no tourist activity. Iliachenko (2005) stated that the world Tourism Organization (WTO) sees local tourist destinations as

central contributors to the process of development and delivery of tourism products. According to WTO, a local tourism destination is a physical space in which visitor spends at least overnight. It includes tourism products such as support services and attractions, and tourism resources within one day's return travel time.

Although a tourist destination has a very important role, but its existence must not interfere with the environment. Even the environment should be a top priority in the development of tourist destinations. Poon (1993) dalam Omerzel (2006) suggested four key principles which destinations must follow if they are to be competitive: put the environment first, make tourism a leading sector, strengthen the distribution channels in the market place, and build a dynamic private sector.

An opinion about the importance of the environment in a tourist destination is also expressed by Cossacks and Rimmington (1999). Tourist destinations are the central elements of the tourism system. Features of destinations can be classified under two main headings (Laws, 1995). Primary features include climate, ecology, culture and traditional architecture. Secondary destination features are those developments introduced specifically for tourism such as hotels, catering, transport and entertainment. Together these two main groups of features contribute to the overall attractiveness of a tourist destination (Kozak dan Rimmington, 1999)

2. Image Destination

One important component of the marketing strategy is product positioning. Positioning is creating the right image in the minds of consumers as the target market. Positioning is needed to market both products and services. In this case no exception for tourist destinations (Echtner and Ritchie, 1993).

Bobzay & Ozen (2008) stated that image has been proven to be a critical factor in people's decision process. A commonly adopted definition image is that it is a set of beliefs, ideas, and impressions that people have of a place or destination (Crompton 1979; Kotler, Haider and Rein, 1993). According to systematic analysis by the World Tourism Organization, image is defined as an aura, an angel, a subjective perception accompanying the various projections of the same message transmitter.

Image is also defined as a perceptual phenomenon formed through a consumer's reasoned and emotional interpretation, and which has both cognitive (beliefs) and affective (feelings) components (Konecnik, 2004; in Bobzay & Ozen, 2008).

Tourism industry image related with image destination. Destination image is such an important thing concerned by tourism industry. Chen and Tsai (2006) stated, tourism has been seen as the driving force for regional development. Successful tourism can increase destination's tourist receipts, income, employment and government revenues. How to attract the tourists to revisit and/or recommend the destination to

others is crucial for the success of destination tourism development.

Destination image is frequently described as simply impressions of a place or perceptions of an area (Echtner and Ritchie, 2003). Another destination image definition is an individual's mental representation of knowledge (beliefs), feelings and overall perception of a particular destination (Crompton, 1979; Fakeye & Crompton, 1991; in Cecilia).

A destination's image has been recognized as a complex and important concept in the destination-selection process. According to Sonmez and Sirakaya (2002), if a destination is interested in developing a sustainable tourism industry in a period of increasing competition, then it needs a clear understanding of tourist' images to develop a successful positioning strategy in the competitive marketplace (Bobzay and Ozen, 2008).

Beerli and Martin in Kantanen (2005) stated there are nine dimensions for calculating image destination perceptions (Cecilia). But the measure used in this research refers Echtner and Ritchie (1993), where attributes are used to measure destination image is: (1) tourist sites/activities, (2) national parks/wilderness activities, (3) historic sites/museums, (4) beaches, (5) fairs, exhibits, and festivals, (6) scenery/natural attractions, (7) nightlife and entertainment, (8) shopping facilities, (9) facilities for information and tours, (10) sports facilities/activities, (11) local infrastructure/transportation, (12) cities, (13) accommodation/restaurants, (14) architecture/buildings, (15) cost/price

levels, (16) climate, (17) crowdedness, (18) cleanliness, (19) degree of urbanization, (20) economic development/affluence, (21) extent of commercialization, (22) political stability, (23) accessibility, (24) personal safety, (25) ease of communication, (26) customs/culture, (27) different cuisine/food and drink, (28) hospitality/friendliness/receptiveness, (29) restful/relaxing, (30) atmosphere (familiar versus exotic), (31) opportunity for adventure, (32) opportunity to increase knowledge, (33) family or adult oriented, (34) quality of service, and (35) fame/reputation.

Method

This study aimed to describe perception tourist of natural resource-based tourism (ecotourism). Sightseeing in this study is the Taman Safari Indonesia Prigen (TSIP), Marine Tourism Lamongan (MTL), Agro Wisata Malang (AWM), and Park Batu Malang in East Java (PBM). The four objects were chosen because it is a tourist attraction which is a favorite for travelers in East Java.

Of distributing the questionnaire conducted on a visit to the TSIP tourist obtained 147 respondents as follows: (1) based on gender: 75 were male respondents (51%) and 72 women (49%), and (2) based on education: 100 persons high school educated (68%), S1 34 people (23.1%), and S2 4 people (2.7%), other 9 people (6.1%).

Of distributing the questionnaire conducted on a visit to the MTL tourist obtained 134 respondents as follows: (1) based on gender: 76 male respondents (56.7%) and women 58 people (43.3%),

and (2) based on education: 95 people high school educated (70.9%), S1 23 people (17.2%), and S2 5 people (3.7%), other 10 people (7.5%).

Of distributing the questionnaire conducted on tourist who visit AWM 145 respondents obtained as follows: (1) based on gender: 66 male respondents (45.5%) and 79 women (54.5%), and (2) based on education: 114 persons high school educated (78.6%), S1 23 people (15.9%), other 8 persons (5.5%). Of distributing the questionnaire conducted on a visit to PBM tourist obtained 127 respondents as follows: (1) based on gender: 71 male respondents (55.9%) and women 56 people (44.1%), and (2) based on education: 97 people high school educated (76.4%), S1 27

people (21.3%), and S2 1 person (0.8%), other 2 people (1.6%).

Result and Analysis

The results of data processing done shows that questionnaire to measure perceptions of tourists to 4 ecotourism in East Java object is valid and reliable. Table 1 shows the image of respondents to destination Taman Safari Indonesia Prigen good. This is indicated by the mean value of 4.67 images destination. However there are 2 attributes that have a better image than the other attributes of customs / culture, and the fame / reputation with a mean of 5.01 and 5.53.

Table 1
Tourist Image of Taman Safari Indonesia Prigen

No	Atribut	Pernyataan	Mean	
			Elemen	Atribut
1	Tourist sites/activities	Interestingly attractions available	4.83	4.74
2		Number of choices of activities available for tourists	4.64	
3	National parks/wilderness	Interestingly existing national parks	4.86	4.81
4		The beauty of the existing national park	4.75	
5	Historic sites/museums	Interestingly museum ters	4.23	4.16
6		Interestingly existing museum	4.09	
7	Scenery /natural attractions	Existing natural beauty	4.93	4.93
8	Shopping facilities	Completeness of shopping facilities	4.35	4.36
9		Attractiveness of the shopping facilities	4.37	
10	Local infrastructure /transportation	Goodness road conditions	4.68	4.48
11		Completeness of public transport	4.28	
12	Cities	Neatness grammar cities	4.59	4.59
13	Accommodation /restaurants	Completeness of the existing restaurant	4.27	4.21
14		Attractiveness of the food or drink menu available in restaurant	4.14	
15	Cost/price levels	Cheapening the cost incurred during the tour	4.05	4.05
16	Climate	Weather conditions in accordance with the needs of tourist activity	4.75	4.75
17	Crowdedness	Crowds at tourist attractions in accordance with the needs of tourist activity	4.82	4.82
18	Cleanliness	Cleanliness of tourist spots	4.60	4.61

19		Overall cleanliness of the city	4.61	
20	Economic development/affluence	Welfare society	4.38	4.38
21	Extent of commercialization	Community Prigen have high creativity to commercialize the existing tourism potential Prigen.	4.76	4.76
22	Accessibility	Ease of reaching Prigen of tourist destinations	4.88	4.89
23		Ease of reaching many sights	4.90	
24	Personal safety	Tourist Safety while traveling	4.90	4.90
25	Ease of communication	Ease of communicating with local communities	4.49	4.49
26	Customs /culture	Beauty culture	5.08	5.01
27		Cultural diversity	4.94	
28	Different cuisine/food and drink	Delicious cuisine in the tastes of tourists Prigen	4.25	4.25
29	Hospitality	Prigen community friendliness toward tourists	4.73	4.69
30		Good of society against tourists Prigen	4.77	
31		Familiarity Prigen society towards tourists	4.57	
32	Restful	The atmosphere in Prigen able to bring peace to the tourists	4.82	4.82
33	Atmosphere	Blogging tourists about the atmosphere in Prigen	4.95	4.95
34	Opportunity for adventure	Ease of finding a place to do adventure in Prigen.	4.79	4.79
35	Opportunity for increase knowledge	Ease of learning new knowledge	4.86	4.86
36	Family or adult oriented	Ease of finding a place for family tourism	5.04	4.90
37		Ease of finding a place for adult tours	4.75	
38	Quality of service	Quality of service at various tourist spots	4.91	4.91
39	Fame/reputation	Popularity Prigen as tourist attractions	5.53	5.53
Mean Total			4.67	

Table 2 shows the image respondents Lamongan Marine Tourism destinations are good. This is indicated by the mean value of 4.62 images destination. However there are 2 attributes that have a better image than the other

attributes of crowdedness, customs / culture, and the fame / reputation with a mean of 5.08, 5.23, and 5.51. But there is one element that is still not good image namely attractiveness nightspots.

Tabel 2
Tourist Image of Marine Tourism Lamongan

No	Atribut	Pernyataan	Mean	
			Elemen	Atribut
1	Tourist sites/ activities	Interestingly attractions available	4.61	4.67
2		Number of choices of activities available for tourists	4.73	
3	National parks/ wilderness	Interestingly existing national parks	4.51	4.51
4	Beaches	The beauty of the existing national park	4.25	4.52
5		The beauty of the existing beach	4.79	
6	Scenery natural attractions	Existing natural beauty	4.93	4.93
7	Nightlife/ entertainment	Number of existing nightclubs	4.06	4.03
8		Attractiveness of existing nightspots	3.99	
9	Shopping facilities	Completeness of shopping facilities	4.41	4.39
10		Attractiveness of the shopping facilities	4.37	
11	Sports facilities/activities	The many activities of existing sports	4.84	4.67
12		Attractiveness of the sport activities that can be done	4.50	
13	Local infrastructure	Goodness road conditions	4.19	4.21
14		Completeness of public transport	4.22	
15	Accommodation / restaurants	Completeness of the existing restaurant	4.34	4.27
16		Attractiveness of the food or drink menu available in restaurant	4.19	
17	Architecture/buildings	Attractiveness of the existing architecture	4.69	4.69
18	Cost/price levels	Cheapening the cost incurred during the tour	4.52	4.52
19	Climate	Weather conditions in accordance with the needs of tourist activity	4.95	4.95
20	Crowdedness	Crowds at tourist attractions in accordance with the needs of tourist activity	5.08	5.08
21	Cleanliness	Cleanliness of tourist spots	4.42	4.43
22		Overall cleanliness of the city	4.43	
23	Economic development/ affluence	Welfare society	4.46	4.46
24	Extent of commercialization	Community Prigen have high creativity to commercialize the existing tourism potential Prigen.	4.77	4.77
25	Accessibility	Ease of reaching Prigen of tourist destinations	4.84	4.88
26		Ease of reaching many sights	4.92	
27	Personal safety	Tourist Safety while traveling	4.81	4.81
28	Ease of communication	Ease of communicating with local communities	4.70	4.70
29	Customs culture	Beauty culture	5.23	5.23
30	Different cuisine/food and drink	Delicious cuisine in Lamongan the tastes of tourists	4.10	4.10
31	Hospitality	Delicious cuisine in the tastes of tourists Prigen	4.51	4.55
32		Prigen community friendliness toward tourists	4.58	
33		Good of society against tourists Prigen	4.56	
34	Restful	Familiarity Prigen society towards tourists	4.73	4.73
35	Atmosphere	The atmosphere in Prigen able to bring peace to the tourists	4.87	4.87
36	Opportunity for adventure	Blogging tourists about the atmosphere in Prigen	4.86	4.86
37	Opportunity to increase knowledge	Ease of finding a place to do adventure in Prigen.	4.67	4.67

38	Family or adult oriented	Ease of learning new knowledge	4.87	4.78
39		Ease of finding a place for family tourism	4.69	
40	Quality of service	Ease of finding a place for adult tours	4.92	4.92
41	Fame / reputation	Quality of service at various tourist spots	5.31	5.31
Mean Total			4.62	

Table 3 shows the image of respondents to both destinations Agro Wisata Malang. This is indicated by the mean value of 4.75 images destination. Agro Malang has a better image in the 6

attributes of the Scenery / natural attractions (5.33), climate (5.19), restful (5.34), atmosphere (5.25) quality of service (5.00), and the fame / reputation with a mean of 5.12.

Table 3
Tourist Image of Agro Wisata Malang

No	Atribut	Pernyataan	Mean	
			Elemen	Atribut
1	Tourist sites /activities	Interestingly attractions available	4.72	4.53
2		Number of choices of activities available for tourists	4.33	
3	Scenery / natural attractions	Existing natural beauty	5.33	5.33
4	Shopping facilities	Completeness of shopping facilities	4.54	4.48
5		Attractiveness of the shopping facilities	4.42	
6	Local infrastructure	Goodness road conditions	4.63	4.41
7		Completeness of public transport	4.18	
8	Accommodation / restaurants	Completeness of the existing restaurant	4.34	4.34
9		Attractiveness of the food or drink menu available in restaurant	4.34	
10	Architecture/buildings	Attractiveness of the existing architecture	4.70	4.70
11	Cost/price levels	Cheapening the cost incurred during the tour	4.26	4.26
12	Climate	Weather conditions in accordance with the needs of tourist activity	5.19	5.19
13	Crowdedness	Crowds at tourist attractions in accordance with the needs of tourist activity	4.86	4.86
14	Cleanliness	Cleanliness of tourist spots	4.76	4.83
15		Overall cleanliness of the city	4.90	
16	Degree of urbanization	Evenness of the density of population in villages and towns in Malang	4.38	4.38
17	Economic development/ affluence	Welfare society	4.57	4.57
18	Extent of commercialization	Community Prigen have high creativity to commercialize the existing tourism potential Prigen.	4.77	4.77
19	Accessibility	Ease of reaching Prigen of tourist destinations	4.83	4.89
20		Ease of reaching many sights	4.94	
21	Personal safety	Tourist Safety while traveling	4.86	4.86
22	Different cuisine/food and drink	Delicious cuisine in Lamongan the tastes of tourists	4.46	4.46
23	Restful	Blogging tourists about the atmosphere in Prigen	5.34	5.34

24	Atmosphere	Ease of finding a place to do adventure in Prigen.	5.25	5.25
25	Opportunity for adventure	Ease of learning new knowledge	4.90	4.90
26	Opportunity to increas knowledge	Ease of finding a place for family tourism	4.83	4.83
27	Family or adult oriented	Ease of finding a place for adult tours	4.98	4.88
28		Quality of service at various tourist spots	4.77	
29	Quality of service	Popularity Prigen as tourist attractions	5.00	5.00
30	Fame / reputation	Blogging tourists about the atmosphere in Prigen	5.12	5.12
Mean Total			4.75	

Table 4 shows respondents to destination image Park Malang East Java well. This is indicated by the mean value of 4.76 images destination. Park Malang East Java has a better image on 7 attributes of architecture / building

(5.09), climate (5.10), crowdedness (5.13), accessibility (5.06), restful (5.00), atmosphere (5.04) quality of service (5.00), Family or adult oriented (5.04) and the fame / reputation (5.65)

Tabel 4

Image Wisatawan terhadap Jatim Park Batu Malang

No	Atribut	Pernyataan	Mean	
			Elemen	Atribut
1	Tourist sites/activities	Interestingly attractions available	5.17	4.97
2		Number of choices of activities available for tourists	4.76	
3	National parks/wilderness	Interestingly existing national parks	4.93	4.90
4		The beauty of the existing national park	4.86	
5	Historic sites/museums	Interestingly museum ters	4.92	4.82
6		Interestingly existing museum	4.72	
7	Nightlife/ entertainment	Number of existing nightclubs	4.13	4.15
8		Attractiveness of existing nightspots	4.16	
9	Shopping facilities	Completeness of shopping facilities	4.57	4.61
10		Attractiveness of the shopping facilities	4.65	
11	Sport facilities/ activities	The many activities of existing sports	4.26	4.31
12		Attractiveness of the sport activities that can be done	4.36	
13	Local infrastructure	Goodness road conditions	4.62	4.50
14		Completeness of public transport	4.38	
15	Accommodation/restaurant s	Completeness of the existing restaurant	4.43	4.39
16		Attractiveness of the food or drink menu available in restaurant	4.35	
17	Architecture/building	Attractiveness of the existing architecture	5.09	5.09
18	Cost / price levels	Cheapening the cost incurred during the tour	4.46	4.46
19	Climate	Weather conditions in accordance with the needs of tourist activity	5.10	5.10
20	Crowdedness	Crowds at tourist attractions in accordance with the needs of tourist activity	5.13	5.13
21	Cleanliness	Cleanliness of tourist spots	4.73	4.75
22		Overall cleanliness of the city	4.76	
23	Degree of urbanization	Evenness of the density of population in villages and towns in Malang	4.52	4.54



24	Economic development / affluence	Welfare society	4.55	
25	Extent of commercialization	Community Prigen have high creativity to commercialize the existing tourism potential Prigen.	4.98	4.98
26	Accessibility	Ease of reaching Prigen of tourist destinations	4.99	5.06
27		Ease of reaching many sights	5.13	
28	Personal safety	Tourist Safety while traveling	4.79	4.79
29	Ease of communication	Ease of communicating with local communities	4.71	4.71
30	Different cuisine / food and drink	Delicious cuisine in the tastes of tourists Prigen	4.50	4.50
31	Hospitality	Prigen community friendliness toward tourists	4.72	4.63
32		Good of society against tourists Prigen	4.54	
33		Familiarity Prigen society towards tourists	4.62	
34	Restful	The atmosphere in Prigen able to bring peace to the tourists	5.00	5.00
35	Atmosphere	Blogging tourists about the atmosphere in Prigen	5.04	5.04
36	Opportunity for adventure	Ease of finding a place to do adventure in Prigen.	4.93	4.93
37	Opportunity to increase knowledge	Ease of learning new knowledge	4.88	4.88
38	Family or adult oriented	Ease of finding a place for family tourism	5.11	5.04
39		Ease of finding a place for adult tours	4.96	
40	Quality of service	Quality of service at various tourist spots	4.99	4.99
41	Fame / reputation	Popularity Prigen as tourist attractions	5.65	5.65
Mean Total			4.76	

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