

Factor Analysis of Tourist Experience in Active Sport Tourism

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Abstract—Hiking is one of the active sport tourism types popular among tourists in Indonesia since many of mountains in Indonesia support this activity. Besides the desire to hike, tourists are also looking for an impressive experience, this perceived experience will then encourage the behavior of tourists in the future. The purpose of this study is to find the dominant factors in shaping the experience of tourists in Papandayan Mountain and Ciremai Mountain. Data were obtained through distributing questionnaires to 400 respondents. Data analysis techniques in this study was Confirmatory Factor Analysis to find the dominant factors in shaping the experience of tourists. Results showed that from seven dimensions, six dimensions can shape the experience of tourists, namely community, hedonism, learning, flow, socialization, and challenge.

Keywords—sport tourism; experience; hiking

I. INTRODUCTION

Tourism is one of the largest foreign exchange contributors in Indonesia besides being able to absorb quite a lot of workforce. Through the branding of "Pesona Indonesia" Indonesian tourism offers a variety of tourism activities including cultural tourism (heritage tourism and religious tourism), natural tourism (marine tourism, ecological tourism and adventure tourism), MICE tours & events, and integrated tourism areas. Ibramsyah Syambudhy said that Indonesia's tourism conditions now have brought in almost 11 millions of foreign tourists, but still under Singapore, Malaysia and Thailand [1].

Nevertheless, the Indonesian government seeks to increase the competitive value in tourism by opening new destinations such as Labuan Bajo in East Nusa Tenggara, even now the government is also developing sports tourism as part of Indonesian tourism.

Sports tourism is not only limited to making sporting events, but tourists traveling to participate in sports activities are also part of sports tourism, tourist activities included in the category are called active sports tourism. Indonesia has many potential active sports tourism destinations that can attract tourists to visit. West Java is one of the provinces in Indonesia that has

very diverse active sports tourism attractions both in the City and District, for example Bandung offers active sport tourism such as golf, swimming, climbing, camping and hiking, Sukabumi regency offers diving, white water rafting, tubing, Majalengka and Garut city also offer active sports activities such as hiking.

This active hiking sports tourism is better known as adventure tourism (sport adventure), in the tourist classifiers made by tourism agency, this type of special interest category. Some of the mountains in West Java that are the first choice for climbers is firstly, Papandayan Crater Nature Park (Papandayan Crater TWA), which is located in Cisarupan Subdistrict region which has a very large crater reaching 10 ha which makes it the Southeast Asian caldera. Secondly, Mount Ciremai National Park is the highest mountain in West Java with an altitude of 3,078 above the sea level. The following is the data of tourists visiting the Papandayan Crater TWA and Mount Ciremai National Park (TNGC) which are presented in Table I

TABLE I. NUMBER OF VISITOR TO PAPANDAYAN AND CIREMAI MOUNTAIN

Year	Papandayan	Ciremai
<i>Number of Visitors</i>		
2011	52.952	331.258
2012	44.926	308.837
2013	55.729	260.244
2014	57.684	336.724
2015	64.387	319.583

Source: Culture and Tourism Office, 2016

However, tourists are not just willing to go hiking or just looking for satisfaction, but they are also looking for impressive experiences [2]. Experience makes it possible to become a strategy in industrial competition [3], tourists' perceptions of experiences received from a destination will indirectly affect these tourists to make them revisit or not (Anderson & Sullivan 1993, Baker & Crompton 2000) cited in [4], and to be able to share with friends later [5]. Experience gained by tourists can create satisfaction, and interest in behaviors later (behavioral intention).

[5] say that tourist experience has the following dimensions, 1) hedonism, which relates to positive feelings, pleasure and enthusiasm; 2) flow, describes the feeling of absorbing experience; 3) escapism, where tourists feel they are in a different world and play other roles; 4) learning, response to learn from experiences obtained during activities; 5) challenges, feelings about all risks, adventure and adrenaline; 6) socialization, dealing with other people; 7) community, feelings of friendship created during the activity.

Based on the background above, researchers felt the need to conduct further analysis of tourist experience in Papandayan Crater and TMGC TWA by looking for which factors are dominant in forming tourist controllers, thus the topics discussed in the study were titled Confirmatory Factor Analysis of Tourist Experiences in Sports Tourism Active.

A. Problem Limitation and Formulation

In the development of active sports tourism, especially in the University of Indonesia environment, boundaries and problem formulation are needed, so the research is focused and can be carried out according to a predetermined time. The limitation in this study only took two tourist objects, namely TWA Kawah Papandayan and TMGC, given the limited time and research funding. The formulation of the research problem is as follows.

1. What is the description of the tourist experience at the TWA Crater Papandayan and TMGC?
2. What factors or dimensions are most dominant in shaping tourist experience?

B. Research purposes

The purpose of the study was to obtain findings regarding to:

1. Overview of Tourist Experience at TMGC and TWA Papandayan Crater.
2. Factors or dimensions that are most dominant in shaping tourist experience.

II. LITERATURE REVIEW

A. Definition of Sports

Sports are defined as activities that are structured and have time that is unlimited, has achievement of goals, creates competitions based on contests and involves physical activity [6], [7]. Structured exercise means that sports are governed by rules relating to space and time, where rules can be varied in various ways, such as the dimensions of the bar area, the time of sports activities and contests. Sports in terms of goal-oriented, involve goals to achieve achievements related to ability, competence, effort, level of difficulty and performance. Physical activities such as physical speed, stamina, strength,

accuracy and coordination are criteria that can be used in defining sports.

B. Definition of Tourism

The definition of tourism according to [8] is as follows: "tourism is a very complex phenomenon of the movement of people, goods and services. it is closely related to the organization, institutional and individual relationships, service needs, provision of service needs and so on". While [9] defines tourism as: "is a temporary movement carried out by humans with the aim of getting out from routine jobs, leaving the place of residence. Activities are carried out as long as they live in the intended place and facilities are made to meet their needs. So, tourism is a journey made by humans to an area that is not a place to live in at least one night with the aim of making a trip, not living, income or livelihood in the destination.

C. Definition of Sports Tourism

[10] explains that sport tourism includes travel far from one's primary residence to participate in sports activities for recreation or competition, trips to observe sports at the grassroots or elite level, and trips to visit sports objects such as buildings sports or water park.

Sports tourism is characterized by three sets of behaviors and can be defined as leisure-based tourism that takes temporary individuals outside their community to participate in physical activities, to watch physical activities, or to glorify attractions related to physical activities [11].

Sport Tourism (Sport Tourism) according to [12] is divided into 2 categories, namely: - Big Sport Even namely events of major sports such as Olympic games, world sky championships, world boxing championships and other sports that attract attention not only to the sportsman himself but also thousands of spectators or fans. - Sporting Tourism of the Practitioners namely sports tourism for those who want to practice and practice themselves such as mountain climbing, horse riding, fishing, and so on. Based on the above definition it can be seen that sports tourism is aimed at a journey of people who aim to see or witness a sporting party in a particular place or country or participate in the sport activities themselves. This tourism aims to fulfill satisfaction to enjoy sports activities such as fishing, hunting, deep sea diving, skiing, hiking, boating, etc.

Another definition stated by [13] states that sport tourism refers to travel experiences to be involved in or watching activities related to sports.

III. METHODOLOGY

Factors forming tourist experience consist of hedonism (X1), flow (X2), escapism (X3), learning (X4), challenge (X5), socialization (X6), and community (X7). The seven factors are measured through 29 indicators.

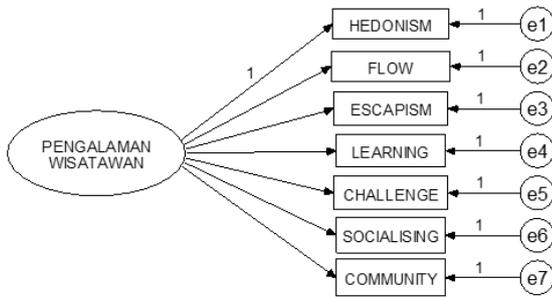


Fig. 1. Model Structure of Confirmatory Factor Analysis of Tourist Experience

Travelers who climb in Papandayan TNGC and TWA were chosen as the unit of analysis in this study. Data obtained from the Culture and Tourism Service of Garut Regency and the Great Hall of Mount Ciremai National Park said that the number of tourists who climbed to TNGC and TWA were 64,387 and 319,583, respectively. Thus, the population in this study amounted to 383,970. To be able to represent the population, a sample of 400 respondents was taken with the distribution of the strata for each object. The data analysis technique used is the Confirmatory Factor Analysis. Model Structure of Confirmatory Factor Analysis of Tourist Experience is presented in Figure 1.

IV. RESULT AND DISCUSSION

TABLE II. RESPONSES ON TOURIST EXPERIENCE CONSTRUCTS

No	Construct	No of item	Total score	Mean Score	%
1	Hedonism	7	11.838	1.691,14	14,87%
2	Flow	4	6.268	1.567	13,78%
3	Escapism	3	3.708	1.236	10,87%
4	Learning	3	5.182	1.727,33	15,19%
5	Challenge	5	8.334	1.666,8	14,66%
6	Socializing	4	7.008	1.752	15,41%
7	Communitites	3	5.188	1.729,33	15,21%
Total		29	47.526	11.369,61	100%

Based on Table II above it can be seen that socializing has the largest average score, that is equal to 1,752, followed by communities with the average score of 1,729, 33. While the lowest value is owned by escapism, which is equal to 1,236. The analysis in this study used confirmatory factor analysis (CFA).

TABLE III. ESTIMATED PARAMETERS OF TOURIST EXPERIENCE MEASUREMENT MODEL

Measurement	Regression Weights	Standardized Regression Weights	SE	Cr	P
x1 ←PW	1.000	.705			
x2 ←PW	.615	.608	.060	10.247	***
x3 ←PW	.242	.201	.071	3.412	***
x4 ←PW	.386	.610	.039	9.846	***

Measurement	Regression Weights	Standardized Regression Weights	SE	Cr	P
x5 ← PW	.563	.523	.066	8.522	***
x6 ← PW	.506	.549	.055	9.212	***
x7 ← PW	.493	.704	.042	11.809	***

Table III shows the results of data process where dimensions have standardized regression values below 0.5. Therefore, re-testing of the dimensions of tourist experience is needed without involving the escapism (X3) dimension into testing.

Table III also shows that all dimensions in the formation of tourist experiences are obtained, having a significance value below 0.05. This means that the six dimensions can explain the experiences of tourists. Besides that, the value obtained from the standardized estimation for all dimensions has a value above 0.5 so that all dimensions can be said to have adequate validity.

The retesting model after issuing the escapism (X3) dimension is presented in Figure 2 below:

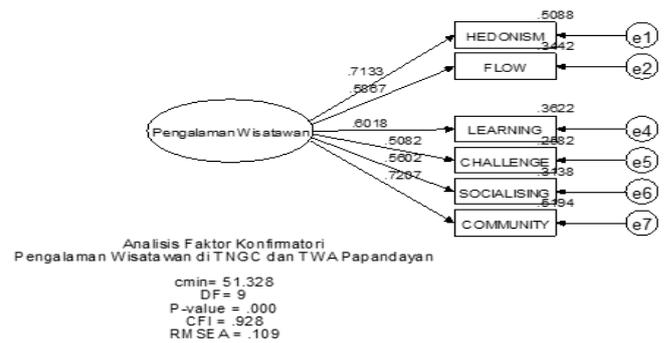


Fig. 2. CFA Model after Retesting

Judging from the calculation results of estimated construct reliability, giving the value of the construct reliability coefficient (CR), it required the minimum limit bag, which is equal to 0.70. This indicates that the dimensions of X1, X2, X4, X5, X6 and X7 have composite reliability that is sufficient in measuring the variables of tourist experience. This means that each variable of tourist experience is unidimensional, valid and reliable, which can be measured by hedonism (X1), flow (X2), learning (X4), challenge (X5), socialization (X6), and community (X7).

If sorted by estimation of validity and reliability, the results are as follow: community (X7) with estimated validity and the greatest reliability in the formation of tourist experience variables, namely at 0.721 and 0.519. Furthermore, hedonism (X1) has the second largest validity and reliability assessment with the values of 0.713 and 0.508. Learning (X4) gets the third position in the formation of tourist experience seen from the validity and reliability, which is equal to 0.602 and 0.362. Flow (X2) and socialization (X6) sequentially rank fourth and fifth in forming tourist experience with the values of validity and

reliability of 0.587 and 0.344, respectively; 0.560 and 0.313. Whereas challenge (X5) has the lowest estimation of validity and reliability in forming tourist experiences with the values of 0.508 and 0.258.

TABLE IV. ESTIMATED PARAMETRS OF TOURIST EXPERIENCE MEASUREMENT MODEL AFTER RETESTING

	Reg Weights	Std. Reg Weights	SE	Cr	P	R ²	Error	Reliability Composite	
								CR _i	VE _i
x1 ←PW	1.000	.713				0,508	0,492	0,786	0,374
x2 ←PW	.587	.587	.058	10.183	** ** **	0,344	0,656		
x4 ←PW	.376	.602	.038	9.853	** ** **	0,362	0,638		
x5 ←PW	.540	.508	.064	8.433	** ** **	0,258	0,742		
x6 ←PW	.509	.560	.054	9.365	** ** **	0,313	0,678		
x7 ←PW	.498	.721	.042	11.992	** ** **	0,519	0,481		

V. CONCLUSION

The results of the description of tourist experience in Papandayan TNGC and TWA provide information that socializing has the largest average score compared to other dimensions. Because tourists who climb do not just do sports, but socialize with other climbers from either the same or different regions which make their experiences more valuable, because when communicating with fellow climbers, they feel like in a large family, so they do not hesitate to communicate with other tourists. Whereas escapism has the smallest average score, this is because tourists who do climbing, instead of just getting out from their daily routine, they more will to climb because they feel they have not been climbing for a long time.

The calculation results using confirmatory factor analysis were showed after issuing the escapism (X3) dimension because it has a value below the required and re-testing, all dimensions have validity and reliability that are good in measuring tourist experience. In this case, Community (X7) is the most dominant dimension in forming tourist experience.

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