



Market Analysis on Man-Made Tourist Attraction in Indonesia

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Abstract. According to the National Statistic Bureau (BPS,2013), the total of national domestic tourists has reached 250.036.370 travel activities, with the dominant motivation is visiting relatives (57%) and recreation (22%). When doing their recreation, there is three (3) type of destination that has been their leading destination; nature, culture, and man-made. The man-made destination has become the second largest motivation (14, 6%) compared to the nature destination (20,75%). Man-made tourist attraction has become the main attraction for domestic tourists, especially attraction related to water (water park), animal (zoo), and theme park. The purpose of this research is to have a market overview and reference of the man-made tourist attraction. From the observation, man-made tourist attraction has developed mostly in the capital city of Indonesia and the region and has become the main attraction for the family segment. This research was conducted by descriptive methods using the descriptive and explanatory survey of 100 respondents (domestic tourists) in every province in 13 provinces in Indonesia. The main variable for the research is geographical, demographic, physiological, and behavioristic aspects. The interesting result of this research are 1) the domestic tourist mostly are only traveling inside the province, 2) they mostly do their recreation activities in one tourist attraction more than once, 3) the main information to motivate the travel activities are word of mouth, etc. This research revealed that the most significantly influenced domestic tourist recreation are tourist activities toward man-made attractions. Therefore, in order to improve the quality of this research in the future, it is necessary to expand the coverage area in order to get more information on domestic tourist behavior toward the man-made attraction.

Keyword: Man-Made Attraction and Domestic Tourist

1 Introduction

Tourism has become one of the leading national economic sectors that are currently targeted for 20 million tourists and foreign expenses at Rp 240 trillion in 2019. Tourism is a series of multidimensional and multidisciplinary activities as a form of the needs of each person and the country and interaction between tourists and the local community, fellow travelers, Government, Local Government, and employers. Based on such understanding, the Republic of Indonesia's government sees the tourism sector as a business activity, both macro (destination scale) and micro (scale enterprise/business unit).

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Based on UU no 10 2009 [1], the tourist attraction is divided into natural attractions, cultural attractions, and man-made attractions. From PP no 50 2011, a man-made tourist attraction has been defined as a special tourist attraction based on artificial creation and human activities outside the realm of nature and cultural tourism. These types of tourist attractions include recreational facilities and entertainment/theme parks, integrated resorts, and recreational and sports facilities.

According to the National Statistic Bureau, the total of national domestic tourists has reached 250.036.370 travel activities, with the dominant motivation is visiting relatives (57%) and recreation (22%). When they are doing their recreation, there is three (3) type of destination that has been their main destination; nature, culture, and man-made.

Man-made tourist attraction has become the main attraction for domestic tourist, especially attraction that is related to water (water park), animal (zoo), and theme park. From the observation, man-made tourist attraction has developed mostly in the capital city of Indonesia and the region and has become the main attraction for the family segment. Referring to the concept developed by Gunn [2] associated with the development of the tourism market is as follows:

“To satisfy the market demand, a nation, region, or community must be able to provide a variety of development and service. How well this supply matches the market is the key to reaching the ultimate in correct tourism development.”

From the description above, it can be seen that the direction of tourism development must be in accordance with the needs and desires of the market. Middleton and Hawkins also illustrated that tourism development should be able to create compatibility between the product markets. The man-made destination has become the second largest motivation (14, 6%) compared to the nature destination (20,75%) for the domestic tourist and has become the focus of this research. The man-made tourist attraction has become of considerable interest for adults, teenagers, and children are waterpark, zoo, and theme park.

To raise the level of domestic tourist trips, especially in man-made attractions, do a market analysis to understand the market's characteristics and needs market so that it can become an essential reference in the marketing and preparation of promotional programs on artificial tourism products.

A tourist attraction is everything that has become the primary motivation for visitors to visit an object and the attractiveness of certain tours. The statement reinforced the definition of tourist attraction mentioned by Middleton [3] in Swarbrooke [4] that "... a designated permanent resource which is controlled and managed for the enjoyment, amusement, entertainment, and education of the visiting public." Based on such an understanding, it can be seen that the tourist attraction is something that is designed from the resources that are permanently controlled and regulated in order to be used by tourists as a place of recreation and entertainment, education, and other tourism activities and directly related to tourist attraction.

According to Swarbrooke, based on Butterworth-Heinemann [4], tourist attractions had 4 (four) main typologies;

1. Form of attraction based on the natural environment
2. Man-made buildings that are built not only to attract tourists but were built as facilities and services for the community

3. Man-made buildings that are designed to attract tourists and made to accommodate tourists; theme park
4. Special Event

According to all definitions above, the Indonesian Tourism Law (PP no 50 Tahun 2011) [5] has defined that there are 3 (three) major tourist attractions, as mentioned:

1. Natural resources
2. Cultural resources
3. Man-made resources

The man-made resources will be the main focus of this research due to the primary motivation of the domestic tourist to do their travel activities. A market is a set of actual and potential buyers of a product, where the market size depends on the number of buyers that may exist for a particular product or service offering. Four main characteristics of the market; interest (interest), income, access, and qualification [6]. To define the tourist market, two terms can be mentioned;

1. the consumer generally intended for buyers/users individual tourism/individual,
2. market (market) is usually used for consumer groups (group of consumers) or aggregation of consumers. Thus it can be said that the tourist market is none other than consumer groups for a specific tourism product or range of travel products.

Market in the context of destination was not only focused on traveler (tourist and traveler) but also on the industry, HR, and other tourist markets, both domestic and foreign. In the specific definition, Kotler [7] has mentioned 4 (four) types of markets in the destination:

1. Visitors and Tourists; Business visitors & Tourists and travelers;
2. Business & Industries; Heavy industry, Clean" industry, and Entrepreneurs;
3. Resident & Employee; Professionals, Skilled workers, Wealthy individuals, Investors, Entrepreneurs, and Unskilled workers;
4. Export Market for The Places Product; Other localities within the domestic markets and International markets.

To know the characteristic of the market, market segmentation is the first step for it. Market segmentation as the process of dividing the market into meaningful groups that share some common characteristics. The benefits of segmentation are that consumers will search for and buy those products or services that provide specific benefits or satisfy their needs. In this research, the market will focus on visitors and tourists, especially domestic tourists, as one of the main markets for Indonesian Tourism Development.

From the demand side, Swarbrooke [4] has grouped the characteristic of the tourism market into four segments, as mentioned:

1. Segmentation Psychographics
2. Geographic Segmentation
3. Demographic Segmentation
4. Segmentation Behavioristic

Similarly, in classification expressed by Kotler and Armstrong [8], four approaches are commonly used for consumer market segmentation, namely; geographic, demographic, psychographic, and behavioristic. According to Khasali [9], there are 5 (five) benefits doing market segmenting,

- a. Design a product that is more responsive to the market;
- b. Analyze the market;
- c. Finding market opportunities;
- d. Superior and competitive position;
- e. Determine effective and efficient communication strategies.

2 Methods

In this research, the descriptive qualitative method is used to extract the information of the tourist as a respondent due to the personal information, preferences, expectations, and assessments associated with their visit to the man-made attraction. To review the theoretical explanation to the descriptive methods are defined as follows:

The descriptive method is a method of research that focuses on the current problems or phenomena when the research is done, then describes the facts of the matter being investigated as it is accompanied by a rational and accurate interpretation [10].

Based on the explanation of some of the experts above, related sense Descriptive Analysis and Qualitative, it can be concluded that a qualitative descriptive method is a form of research that is based on data collected during systematic research of the facts and the properties of the object studied by combining relations between variables involved in it, then interpreted based on the theories and literature related market studies and travel marketing. This method aims to provide a fairly clear picture of the issues examined.

The sample of this research is the domestic tourist that are doing their recreation activities in the man-made attraction in 13 (thirteen) provinces (100 questioners every province) using the accidental sampling method in selecting the sample of respondents using questioner as the instrument tool.

3 Result and Discussion

The results of this research regarding the market analysis of the man-made attraction in Indonesia can be described below:

3.1 Geographical Aspect

Judging from the origin of tourists from the 13 provinces that serve as the locus of research, as much as 69.23% came from within the province, and only 30.77% came from outside the province (30.77%) which is directly adjacent to the province of research locus. This condition shows that tourists who visit man-made attractions depend on the accessibility of regions to tourist destinations.

3.2 Demographics Aspect

- a) The majority of the respondent age is dominated by the age range of 31–40 years (53, 85%). This shows that the tourists who visit the man-made attraction are dominated by middle-class, middle-aged productive, and that age is the age of generation X, which highly prioritizes image, fame, and money. From this point of view, the man-made attraction management must pay attention to the image of destinations as tourist destinations to become the pride of the generation group.
- b) Women dominate the sample, with 93.31% of the tourists visiting the man-made attraction in 13 provinces. It concluded that families dominate the tourism activities in the man-made attraction. Therefore, the development of tourism activities that tourism facilities support must be able to accommodate the needs of children under 16th years old, which is the largest segment of children.
- c) Groups and parties are also the dominant patterns of domestic tourist visits to man-made attractions. Therefore, the development of man-made attractions should be directed to high-density destinations.
- d) The background education of the sample is dominated by high school education (53, 85%), followed by the bachelor's degree or equivalent at 46,15%. This figure shows that the domestic tourist who visit man-made attraction in Indonesia still has a low level of education. This condition has the direct impact of low income that dominates the sample with the range of Rp 2,000,000 to Rp 3,000,000 and low spending power of Rp 100,000 to Rp 300,000 in their visit to the man-made attraction.

3.3 Psychographic Aspect

- a) The waterpark is a man-made tourist attraction that is a trend and growing tourist attraction in 13 provinces in Indonesia, so the majority of tourists (46.15%) had a primary motivation to enjoy the water park facilities. Higher competition among similar appeals in the province and outside the province requires improvisation and innovation in the development of the appeal. This condition is ideal condition to eliminate the price-based competition that will lower the standard of service and comfort.
- b) The desire to visit the man-made tourist attraction is primarily driven by information from friends, relatives, or word of mouth (100%). This type of marketing communication will be able to improve the dissemination of information in a more efficient and wider way.

3.4 Behavioristic Aspect

- a) As already mentioned in the geographical points, tourists who visit man-made attractions are generally from within the province or cross-border province and use private vehicles (92.31%) as the primary means of transportation. The consequence of this condition is that the tourist attraction had to provide adequate parking space. In terms of marketing, pasting the name of the man-made attraction on the guest vehicle is one form of effective promotion, considering a car is a tool that moves continuously (so it has a wide range of promotions), thereby increasing the brand identity of the man-made tourist attraction.

- b) Another interesting thing in the behavioristic aspect is the frequency of visits. The results of questionnaires showed that tourists who visit the man-made attraction are repeaters or more than 1 times (76.92%). This shows the level of satisfaction and loyalty rating in the man-made attraction. This condition also shows that activities in man-made attractions have become one of the main requirements for domestic tourists.
- c) Generally, an assessment of the man-made tourist attraction is already in good condition (100%). This shows that the man-made attraction has provided adequate services for the upper-middle class with demands on product quality. However, the problems that need great attention are the hygiene factor, site structuring, and tourist activity supporting facilities such as the mosque, toilets, and souvenir shops.

3.5 Appraisal of Manmade Attraction

a) Motivation Aspect

This research has shown that man-made attraction has been able to grow and increase motivation and has been able to become pull factors for domestic tourists.

b) Perception Aspect

The man-made attraction has been able to give a good impression to domestic tourists and encourage motivation in conducting tourism activities.

c) Information Aspect

In general, the form of printing, electronic and internet information are very adequate. This indicated that the information services related to tourism destinations have generally been able to provide enough information though not yet a major source of information. Domestic tourists are still highly dependent on relatives or family information and make other sources of information that serve as an affective behavior, not as a cognitive behavior of consumer behavior.

d) Satisfaction Aspect

The level of satisfaction of domestic tourists at the man-made tourist attraction in 13 (thirteen) provinces can be explained as follows:

- (1) Facility; general satisfaction has been made throughout man-made facilities, although it is still necessary to invest in facilities management, especially in terms of cleanliness. This condition has proven that the man-made attraction management has succeeded in giving satisfaction to domestic tourists.
- (2) Price; the level of tourist satisfaction on the price aspects adequate. It means that the prices set by the management must adjust to the national/regional economic conditions. Clear price is an essential aspect that needs to be developed at the man-made attraction, especially the food and beverages price.
- (3) Infrastructure; the assessment of infrastructure aspects is in good ratings. This indicates that the infrastructure in 13 provinces is in good condition and provides convenience for domestic tourists in using the means of transportation to the man-made attraction.

- (4) Promotion; in the internal promotion, the domestic tourist has given good appraisal ratings. This indicates that internal products and services information of the man-made attraction has been informed and accepted by the domestic tourists.

4 Conclusion

- a. Man-made attraction is a trend of domestic tourist motivation, and the movement of domestic tourists is mostly in the internal province. However, there has been a cross-border movement of domestic tourists in several provinces. This condition occurs due to the ease of accessibility of land between provinces as well as land transport modes as the primary means of transportation for tourists in conducting tourism activities in an artificial tourist attraction.
- b. The main characteristics of domestic tourists on man-made attractions can be identified as follows:
 - 1) Weekends (Saturday and Sunday) and national holidays are the main time for recreational activities.
 - 2) A water-based attraction followed by the Zoo, Theme Park, and Shopping is the main destination for domestic tourists in terms of man-made attractions.
 - 3) The level average spending of domestic tourists in man-made attractions ranges from Rp 100,000 to Rp 200,000.
 - 4) The frequency of tourists visiting the man-made attraction, in general, has been performed more than 1 (one) time. This shows that the man-made attraction has provided a good experience for domestic tourists. The main motivation is to do leisure or recreational activities that are conducted in groups with family.
 - 5) Word Of Mouth has become a major information source for domestic tourists visiting man-made attractions.
 - 6) At last, The main problem in man-made attractions is related to the physical arrangement, the availability of support activities, and cleanliness.

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