

Research Article

Local Tourists Characteristics in Lampung Indonesia

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Abstract: Local tourists are always the booster of the number of tourist visits at each tourist destination. The results of the BPS survey also suggest that local tourist contributions are greater than foreign tourists. This is important to be the concern of tourist managers. If the tour manager can find out the characteristics of local tourists, then it is easier to predict demand from tourists. Because the characteristics of tourists become one of the decisive factors in the decision to choose a tourist destination. This study attempts to describe the characteristics of local Lampung tourists.

Keywords: Local tourists are still, characteristics, decisions to choose tourist destinations

Preliminary

The tourism industry is one of the biggest foreign exchange earners for the Indonesian government. Based on BPS data in 2007 and 2009, tourism is the third largest foreign exchange contributor after oil and gas, and palm oil. According to a BPS / Ministry of Tourism source, in 2010 the tourism sector's contribution to GDP was 261.05 Trillion to 461.36 Trillion rupiah. The contribution of the tourism sector to foreign exchange amounted to 7,603.45 million dollars in 2010 to 12,225.89 million dollars in 2015 and the contribution to employment of 4 million people in 2010 to 12.1 million people or 10.6% of the total national workforce.

Based on the BPS survey, the number of domestic and foreign tourist arrivals shows that the number of tourists continues to increase. The more tourists visit, the foreign exchange from the tourism sector will continue to increase. Not surprisingly, in the 5-year period 2015-2019 RPJM tourism became a national priority. The tourism sector is included in the RPJM, making tourism development a priority and given achievement targets. For example, in 2019, the number of foreign tourists visiting is targeted to reach 20 million, and the target of domestic tourists is 275 million.

Considering there are two types of tourists in general, namely domestic tourists and foreign tourists, the local government needs to determine in advance the target of the tourists to be visited. Based on BPS survey, the number of domestic and foreign tourist visits can be seen in table 1.

Table1. The number of domestic and foreign tourists visiting 2010 - 2013

Tabel 1.1
Statistik Kunjungan Wisatawan ke Indonesia
Tahun 2010- 2013

Tahun	Wisman	Winus	Jumlah Wisatawan
2010	7.002.944	46.585.657	53.588.601
2011	7.649.731	60.342.947	67.992.678
2012	8.044.462	63.677.383	71.721.845
2013	8.802.129	79.342.459	88.144.588

Sumber : Badan Pusat Statistik Indonesia 2015

Based on Table 1, the number of visits by domestic tourists is far greater than that of foreign tourists. National tourists cannot be ignored their potential to improve the tourism industry in Indonesia. As the economy grows, the number of local Indonesian tourists is increasing. Statistical data also shows a significant increase in the number of domestic tourists.

Data obtained from the Ministry of Tourism (Ministry of Tourism) illustrates an increase in aspects of average travel and total travel from 2009 - 2013 (Kemenpar, 2014). Another source detailed that in 2012, the number of domestic tourists increased by 3.5% compared to the previous year. The latest data obtained by the researchers states that in 2015 there was a growth in the number of domestic tourists by 3.38% compared to the previous year. These data confirm that the number of domestic tourists continues to grow.

Domestic tourists can be a promising source of income for tourist attractions. The next issue is how the Indonesian government provides tourist destinations that are suitable to meet the needs of local tourists. The following are some of the provinces in Indonesia that are most frequently visited by tourists according to BPS: Bali, West Java, Central Java, East Java and DKI Jakarta, North Sumatra, Lampung, South Sulawesi, South Sumatra, Banten and West Sumatra. For business people in the Tourism Industry, they can focus on building businesses that are related to the needs of tourists in the provinces.

The enactment of Law No. 22 of 1999 concerning Regional Government and Financial Balance between Central and Regional, has caused tourism development to be a shared responsibility between the central government and regional governments. The regional government as the holder of regional authority and authority is certainly more responsible for understanding the potential of the region. Local governments must be able to precisely determine tourism objects in the area that have the potential to be developed.

Working on a hobby or a tour is one example of fun-seeking activities (*Leisure Activities*). *Leisure Activities* are defined as interest or activities carried out by individuals in their leisure time (Kelly, Steinkamp, & Kelly, 1986). *Leisure* have been considered to be important factors for maintaining socio-emotional health and early concepts, especially in certain age groups (Hendricks & Cutler, 2003). For example, *leisure activities* provide benefits such as *personal growth and development* for old age (Dorfman & Kolarik, 2005).

In the young age, the benefits obtained from *leisure activities* can be different. The difference in age factors causes *demand* for travel activities to be different. Some tourists may be interested in the beauty of tourist attractions, and other tourists for reasons that may be different. So that the *demand* for tourism objects is constantly changing, so information about tourism characteristics becomes very important. Tourist destinations need to consider *trends* that tourists want, so that tourist destinations remain the destination of tourists (Godfrey & Clarke 2000)

This study tries to see the characteristics of local Lampung tourists. So that based on the characteristics of tourists will be seen tourist *demand* for tourism objects. So that it can be seen how tourists consider choosing tourism objects. The decision to carry out tourism conceptually is a mental structure that combines a structured hierarchy of various action plans (Aarts & Dijksterhuis, 2000). Many studies are able to explain the influence of several factors that influence the decision to choose a tourist destination (Crompton & Ankamah, 1993; Wong & Yeh, 2009).

Method

The research method used is survey method. The survey was conducted on a sample of respondents, which has the characteristics: tourists local float, never to travel and actively involved in the group traveler on social media. The survey questionnaire was made to reveal data about the respondent's identity, age, occupation, place of residence, marital status, monthly travel fund allocation and reasons for travel. The questionnaire was then distributed through social media such as Facebook and WhatsApp. The sample was determined based on *simple random sampling* method. Questionnaires were distributed to social traveler media groups of the archipelago, namely; Backpacker Nusantara Chapter Lampung, Backpacker Indonesia Chapter Lampung, Couchsurfing Indonesia Chapter Lampung, Lampung blogger travel, Blogger Filters, Traveler Lampung, Curup mania Lampung, T3ampaal (adventure team and nature lover in Lampung) Kamunitas Backpacker Lampung.

There were 215 respondents who were willing to be a sample and answer the questions asked.

Respondents consisted of 109 men and 105 women. In terms of marital status, respondents consisted of karakteristik. Sedangkan descriptive respondents by generations can be seen in Table 1.

Table 1. Age categories by generation

	Frequency	Percent	Cumulative Percent
Gen Z	88	41.1	41.1
Gen Y	63	29.4	70.6
Gen X	42	19.6	90.2
Baby Boomers	21	9.8	100.0
Total	214	100.0	

Based on table 1 it is known that the most respondents came from the generation Z (41, 1%), then generation Y (29.4%). While the gender category of respondents can be seen in table 3.

Table 3. Job type categories

	Frequency	Percent	Cumulative Percent
Karyawan Swasta	53	24.8	24.8
Lainnya	43	20.1	44.9
Pelajar & Mahasiswa	57	26.6	71.5
PNS	40	18.7	90.2
Wiraswasta	21	9.8	100.0
Total	214	100.0	

In table 3 it can be seen that the majority of respondents' jobs are students and students (26%) and private employees (24.8%). Demographic data of respondents will be analyzed with data on monthly tourism expenditure, selected tourist destinations and reasons for travel.

Research Result

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a. Allocation of tourist tourism funds in Lampung region
When viewed from the size of the tourism budget issued by tourists, tourists can be divided into several categories. Researchers divided tourists into four categories namely; 1) Travelers who have a tourist budget of less than Rp. 250,000 a month, 2) Rp. 250,000 - Rp. 500,000 per month, 3) Travelers who have a tourist budget of Rp. 500,000 - Rp. 1,000,000 a month, and 4) Travelers who have a tourist budget of more than Rp. 1,000,000 a month. The results of the analysis can be seen in table 1.

Table 1. Allocation of tourism funds per month

	Frequency	Percent	Cumulative Percent
< Rp. 250.000	69	32.2	32.2
Rp. 250.000 - Rp. 500.000	72	33.6	65.9
Rp. 500.000 - Rp. 1.000.000	54	25.2	91.1
> Rp. 1.000.000	19	8.9	100.0
Total	214	100.0	

Based on The results of the analysis show that the majority of Lampung tourists allocate tourism funds less than <Rp. 250,000 (32%) and between Rp 250,000 - Rp. 500,000 (33.6%). This indicates that most Lampung tourists are in the *low budget traveler* category (low-cost tourists). *Low budget travelers* certainly choose the type of tourism that suits their fund allocation. Tourist places that are costly are less likely to be visited by tourists of this type.

b. Allocation of tourists visiting Lampung area

When viewed from the reason for traveling tourists from Lampung, based on the results of the study, tourists can be divided into several categories. Based on the reasons for travel, tourists from Lampung are divided into three categories with one other category, namely; 1) Have fun, 2) Rest eliminate fatigue, and 3) Interest in culture. The results of the analysis can be seen in table 2.

Table 2. Reasons for traveling

	Frequency	Percent	Cumulative Percent
Alasan lain	20	9.3	9.3
bersenang senang	63	29.4	38.8
Istirahat menghilang kan	105	49.1	87.9
kepenatan ketertarikan dengan kebudayaan	26	12.1	100.0
Total	214	100.0	

Based on The results of the analysis show that the majority of Lampung tourists have reason to travel to eliminate fatigue (49.1). Natural attractions are usually chosen by tourists who aim to eliminate fatigue.

c. The type of tourist spot chosen by tourists in Lampung

When viewed from the reason for traveling tourists from Lampung, based on the results of the study can be divided into three categories. These categories include ; 1) Coastal nature tourism, 2) Mountain / lake / waterfall natural attractions, and 3) Artificial tours & historical sites. The results of the analysis can be seen in table 3.

Table 3. Selected tourist attractions

	Frequency	Percent	Cumulati ve Percent
Valid			
Wisata Alam Pantai	139	65.0	65.0
Wisata Alam Gunung/Dan au/Air Terjun Wisata Buatan & Situs Sejarah	51	23.8	88.8
Total	214	100.0	100.0

Based on The results of the analysis show that the majority of Lampung tourists prefer to travel in the coastal natural tourist areas (65%).

Conclusion

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