

Research Article

Tourist Interests as a Basis for Post-Covid-19 Pandemic Tourism Visit Recovery Planning: Studies in the Ecotourism Area of Way Kambas National Park, Lampung Province

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Abstract.

Ecotourism is expected to revive in the post COVID-19 pandemic, as currently the lowland conservation area with the highest biodiversity in the world is Way Kambas National Park, Lampung province, Indonesia. Attractiveness is the main variable as the basis for planning the restoration of tourist visit performance. The purpose of this study was to determine the role of the country of origin variable and demographics of respondents in the attractiveness of ecotourism objects in WKNP. As a result, from May 2022 to August 2022, a 15-minute video about the exoticism of WKNP had been uploaded on the <https://research-mil.unila.ac.id/> site. At the end of the video, a questionnaire is presented in Indonesian, English, French, Korean, Japanese, Chinese, and Arabic. The Ordinal Logistic Regression Postulate is used at the 95% confidence level. There are three levels of response variables that score 0, 1, and 2 to express not interested, interested, and very interested in visiting WKNP, respectively. The predictor variable is the respondent's characteristics, which include the respondent's origin, age, gender, number of dependents, income, and professional group. Optimization of model parameters and hypothesis testing were carried out at a 95% significance level using Minitab 19 software. The results showed that the attractiveness of visiting was influenced by: (a) country of origin, 33.09 times more foreign respondents compared to domestic ones with $P = 0.037$; (b) those who are 1 year older have a higher attractiveness, namely 1.06 times; and (c) whose professions as teachers, civil servants, and professional workers are lower, namely only 0.08 times, 0.09 times, and 0.14 times compared to housewives or students. The policy implications for redeveloping plans to improve tourist interest in visiting WKNP need to be focused on prospective tourists from abroad, with the main target being professions other than civil service employees.

Keywords: demographic, overseas, post-pandemic, and logistic ordinal regression


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1. Introduction

Since early 2020, the World Health Organization (WHO) has declared the COVID-19 pandemic a public health emergency [1]. This causes the tourism sector to be paralysed and even dead, so that it cannot contribute to the economy development [2]. This is in line with the report of [3] that the presence of the COVID-19 outbreak has weakened various economic activities. However, in the new transition period (the new normal), tourism began to rise from adversity. Some researchers believe that the emergence of a revival of domestic tourism after the COVID-19 pandemic will be faster because people will have a tendency to release their fatigue by traveling [4].

The tourism sector, especially ecotourism, is in great demand by tourists, both domestic and foreign. This is because eco-tourism provides more peace of mind. Many tourists are willing to pay a premium for the experience and serenity that other forms of tourism cannot provide. From a health perspective, ecotourism is considered a type of tourism activities that has the potential to survive and redevelop [5] because it has friendly activity characteristics from a health perspective and fulfills the conditions for the recovery phase in the Ministry of Tourism and Creative Economy's strategy to respond to the COVID-19 pandemic [6].

In the eco-tourism sector, tourists are an important element or component that can make a tourism activity work because tourism is actually a human experience where tourism is something that is enjoyed, anticipated, and can always be remembered by tourism connoisseurs [7]. Tourist interest's object are the main component of a destination. This is in line with the argument of [8] which states that the factors that will determine tourist visits are determined by several factors such as tourist interest, ease of visiting, accessibility to tourist areas, the facilities provided, as well as detailed promotions or marketing so that tourists understand about the tourist destination.

The higher the value of a tourist interest in one destination, the more it will increase tourism so that people decide to visit again. One of the districts in Lampung Province that has a variety of tourist destinations that can be reached is East Lampung. Way Kambas National Park is a natural tourist destination located in the district. One of the objects that has become a leading tourist interest is the Sumatran Elephant (*Elephas maximus sumatranus*) at the Elephant Training Center. The interest of this WKNP is very interesting. It can be seen that the WKNP provides several potential objects that can be felt by tourists. According to [9], the potential objects of WKNP ecotourism that can be found along the ecotourism route include natural forests, swamp ecosystems, savanna, elephant enclosures, and elephant bathing pools. This is what attracts tourists to WKNP.

2. Method

The research was conducted in May 2022–August 2022 in Way Kambas National Park (WKPN), in East Lampung Regency, Lampung Province. The location of this research is presented in Figure 1, and the exotic location spots as an interest for ecotourism objects in WKPN can be seen in Figure 2 as [10,11] in the following.

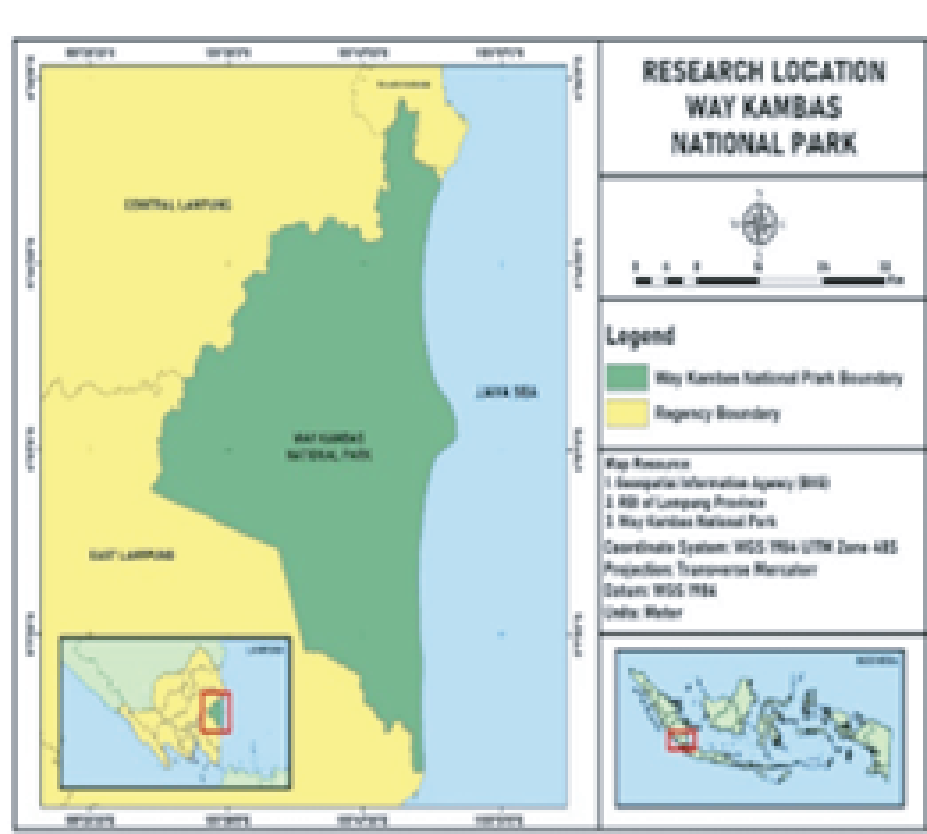


Figure 1: Research Location.

Data were collected through a questionnaire attached to a 15-minute video uploaded about the exoticism of the WKPN on the website <https://research-mil.unila.ac.id/>. that

displayed since May 2022 to August 2022. The questionnaire was in Indonesian, English, French, Arabic, Korean and Japanese. The question posed is the attractiveness of the respondents to the attractiveness content about The Way Kambas National Park. There are 3 categories of answers provided, namely not interesting, quite interesting, and very interesting. Scores for answers were 1, 2, and 3 respectively. Total respondents were 200 people. These scores were treated as the response variable [Y], in applying Ordinal Logistic Regression with predictors consisting of 9 variables. Details of these 9 variables, symbols used in the model, and the data scoring are presented in Table 1.



Figure 2: The tourism objects of WKNP.

The hypothetical model can be expressed as Equation {1}. As for the for the postulate model expressed as follows.

$$\begin{aligned}
 [Y]_i = & \ln \frac{P(\text{interest}=1)_i}{1-P(\text{interest}=1)_i} = \beta_{01} + \beta_{02} + \beta_1[\text{COUNT}]_i + \beta_2[\text{AGE}]_i + \\
 & \beta_3[\text{GEND}]_i + \beta_4[\text{INCM}]_i + \beta_5[\text{DEPEND}]_i + \beta_6[\text{D}_1 \text{TEACH}]_i + \beta_7[\text{D}_1 \text{SRVC}]_i + \\
 & \beta_8[\text{D}_1 \text{ENTR}]_i + \beta_9[\text{D}_1 \text{PROFF}]_i + \epsilon_i
 \end{aligned}$$

Equation {1}

<i>Notes, Ln</i>	:	The logarithm operator uses the basis of natural number (2.728281)
$\beta_{01}, \beta_{02}, \beta_1, \beta_2, \beta_3, \dots, \beta_9$:	model parameters that are optimized by employing the least square principle.
<i>i</i>	:	The i^{th} respondent, $i=1,2,3,\dots, 200$
ϵ_i	:	The error of parameter model (indicator of model accuracy)
<i>Other symbols</i>	:	See Table 1.

The working hypothesis can be stated as the follows:

H_0	:	$\beta_1 = \beta_2 = \beta_3 = \dots = \beta_9 = 0$ (There is none of the variables the model plays role significantly on affecting interest of WKNP).
H_1	:	$\beta_1 \neq \beta_2 \neq \beta_3 \neq \dots \neq \beta_9 \neq 0$ (At least there is one of the variables the model plays role significantly on affecting interest of WKNP).

TABLE 1: Predictor variables, symbols, measurement scales, and scoring.

Predictor Variables	Symbols in Model	Data Scale	Scoring
Tourist Origin (0=domestic)	[COUNT] _i	Binary	1= if foreign 0= if domestic
Age (year)	[AGE] _i	Ratio	Raw data
Gender (1=man)	[GEND] _i	Binary	1= if male; 0= if others
Income (USD/month)	[INCM] _i	Ratio	Raw data
Number Dependent (#child)	[DEPEND] _i	Ratio	Raw data
Occupation (0=Student)			
Dummy Teacher	[D ₁ TEACH] _i	Dummy	1= If teacher 0= if others
Dummy Civil Servant	[D ₁ SRVC] _i	Dummy	1= civil service 0= if others
Dummy Entrepreneur	[D ₁ ENTR] _i	Dummy	1= entrepreneur 0= if other
Professional Worker	[D ₁ PROFF] _i	Dummy	1= if professional 0=if others

3. Result and Discussion

3.1. Tourist Characteristics

It is necessary to perform a descriptive statistical analysis in order to describe the general characteristics of the data obtained. This analysis is important as a basis for examining the results of inferential statistical analysis in the next section. Respondent's characteristics are depicted in Figure 3.

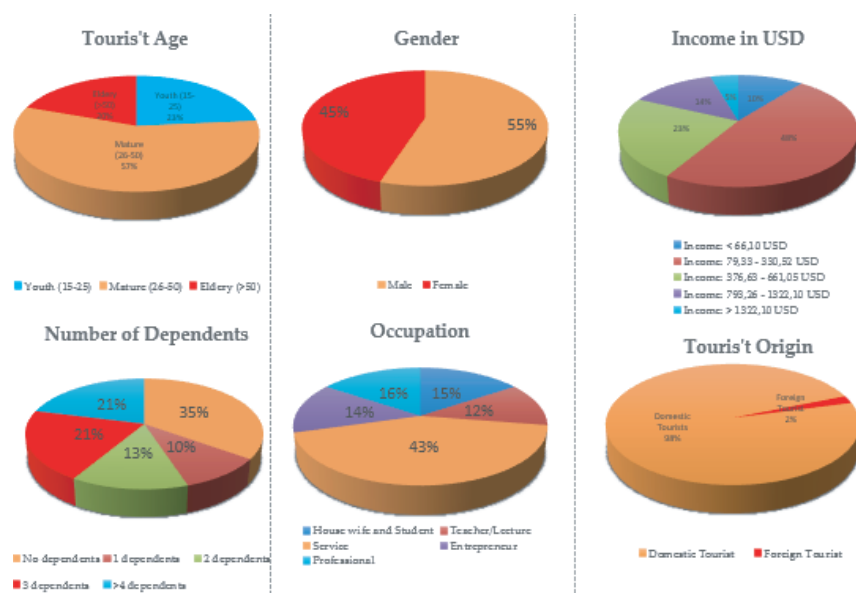


Figure 3: Characteristics of the respondent.

In the picture above, which is a diagram of the age of tourists, it can be seen that out of 200 respondents aged 15–25 years, there are (47 people), or (23%). While those aged 26–50 years old accounted for (114 people), or (57%), those aged > 50 years amounted to (39 people), or (19.5%). From this data, it can be seen that the tourist interest when viewed from the age group is dominated by those aged 26–50 years, namely as many as (114 people). The definition of gender, is the human difference between male and female gender biologically from birth. Based on the gender of the 200 respondents, it can be seen that the male gender is (110 people) or equal to (55%), while the female gender is (90 people) or equal to (44%). Tourist interests in WKPN are dominated by the male.

A person's consumption is directly proportional to the income he receives; usually, the greater the income, the greater the expenditure. It can be seen in the tourist income diagram. According to the graph above, the income (66.10 USD) was (10.5%), the income (79.33-330.52 USD) was (48%), the income: (376.63-660.05 USD) was (23.5%),

the income: (793.26-1322.10 USD) was (13.5%), and the income: (>1322.10 USD) was (4.5%). This means that the respondents' income of (793.26–1322.10 USD) dominates compared to the others.

In the diagram, the number of dependents of tourists can be seen. Out of the 200 respondents who have no dependents (35%), one dependent is (10%), two dependents (13.5%), three dependents (20.5 %), and more than four dependents (21%). This means that the respondent who dominates the diagram of the number of dependents is the absence of dependents (35%). Based on the diagram of the type of work from 200 respondents who have job as a teacher or lecturer, as many as (24 people) or (12%), service (86 people) or (43%), entrepreneur (14 people) or (28%), professionals (31 people) or 15.5%, and as a housewife and student, as many as (31 people) or amounted to (31%). In the type of occupation, the respondents who dominate are housewives, students, and professionals. The origin of tourists who dominate comes from Indonesia, namely (196 respondents), while the rest (4 respondents) are from Japan, Korea, Arab and Croatia.

3.2. Tourist Attractions

A tourist interest is anything that is interesting, unique, and worth visiting and seeing. This is in line with the report of [12] suggests that a tourist interest is anything that has an interest in the form of uniqueness, convenience, diversity of natural wealth, culture, social values, and man-made products and values, which is the desire of tourists to come to a destination. The percentage of WKNP tourist's interests is provided in Figure 4.

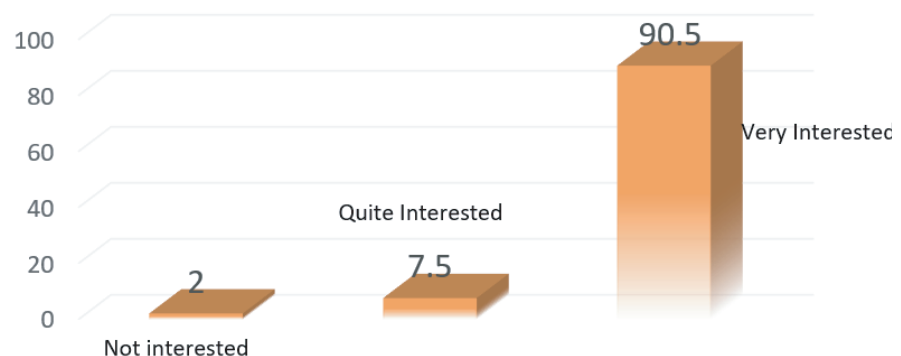


Figure 4: Percentage (%) of respondent's interest to vissi the WKNP (n=200) .

Based on the tourist interests of 200 respondents, four respondents, or (2%), considered that the WKPN was not attractive, while fifteen respondents, or (7.5%), considered that the WKPN was quite attractive. Way Kambas National Park was very attractive to 90.5 percent of respondents, or 181 respondents. This means that the WKPN can be categorized as a very attractive tourist interest that can attract domestic and foreign tourists. This is in line with previous research which stated that WKPN tourism was able to attract domestic and foreign tourists [13, 14, 15]

3.3. Optimized model parameters and indicators of good fit of the model resulted

Based on the results of qualitative data, descriptive statistical data research is quite useful to determine the character of the respondents in general, with the real effect on all variables observed at a significant level of (5%). The results of parameter optimization using minitab version 19 software are presented in the appendix table. The optimized model parameters and indicators of good fit of the model achieved can be seen in Table 2.

TABLE 2: The optimized model parameters and indicators of the good fit of model achieved.

Predictor	Coef.	SE Coef.	Z	P	Odds Ratio	95% Confident Interval	
						Upper	Lower
Const(1)	-4.5629	0.9663	-4.72	0.001	-	-	-
Const(2)	-2.7414	0.8214	-3.34	0.001	-	-	-
[COUNT]i	3.4993	1.3061	2.68	0.007	33.09	2.56	428.11
[AGE]i	0.0581	0.0287	2.03	0.043	1.06	1.00	1.12
[GEND]i	0.3828	0.5899	0.65	0.516	1.47	0.46	4.66
[INCM]i	-0.0007	0.0005	-1.34	0.181	1.00	1.00	1.00
[DEPEND]i	-0.1409	0.1983	-0.71	0.478	0.87	0.59	1.28
[D ₁ TEACH]i	-2.5521	1.2441	-2.05	0.040	0.08	0.01	0.89
[D ₁ SRVC]i	-2.4383	0.9147	-2.67	0.008	0.09	0.01	0.52
[D ₁ ENTR]i	-0.6512	0.8323	-0.78	0.434	0.52	0.10	2.66
[D ₁ PROFF]i	-1.9440	0.9791	-1.99	0.047	0.14	0.02	0.98

The indicators of a good fit for the model achieved:

1. Log-Likelihood = -62.408
2. Test that all slopes are zero: G = 20.323; DF =9; P-Value= 0.016

3.4. Hypothesis Test

Testing the hypothesis shown in Table 1, the test of indicators of a good fit for the model achieved is robust. It is explained that the P-Value is (0.016). This means that the attractiveness of Way Kambas National Park can be significantly modeled (formulated or predicted well) using these 9 variables because the possibility of missing is only 1.6% (5%), implying that the probability of correctness is around 98.4% = 100 - 1.6. This value means that if the model is used to predict tourist interests, the probability of error is (1.6%). Of all the 9 predictor variables that significantly affect tourist interests, there are 5 variables that have a significant effect on tourist interests, namely the origin of tourists, age, type of teacher/lecturer work, type of civil service employee [SRVC] work, and type of professional work.

a. The influence of tourist origin on their interest

Tourist origin [COUNT]_i variable, if the origin of tourists increases by 1 from abroad, the attractiveness of the opportunity increases 33.09 times based on the odds ratio. Based on the calculation, it has a statistically significant effect after it is obtained (P- Value = 0.007 = 0.7% 5%), which means it has a direct effect on the origin of tourists. Overall, the attractiveness of tourists from abroad is very high. One thing that can attract foreign tourists is that there are interests in tourism. This is in line with the research of [16], which suggests that interest is the overall formation of nature, culture, special things, and activities related to them in an area that attracts tourists to visit them.

The influence of tourist age on their interest

Based on the results of the tourist age variable questionnaire [AGE], starting from the youngest to the oldest, they are 18 to 66 years old. Thus, if other factors remain, the age of the visitor who is 1 year older than the tourist interest will increase by 1.06 times, as shown by the odds ratio. Based on the calculation, it shows a statistically significant effect after it is obtained (P -Value = 0.043 = 4.3% 5%). Based on the model results obtained, age has a significant and positive effect on the tendency to travel. This is in accordance with research conducted by [16], which states that age has a significant positive influence on the desire to travel. Age is one of the factors that influence decision-making in visiting the desired tourist interests. In addition, an increasingly mature age reflects the ability to choose tourist interests that are useful and have benefits for the people around them. Based on the model results obtained, age has a significant and positive effect on the tendency to travel. This is in accordance with research conducted by [17], which states that age has a significant positive influence on the desire to travel. Age is one of the factors that influence decision-making in visiting

the desired tourist interests. In addition, an increasingly mature age reflects the ability to choose tourist interests that are useful and have benefits for the people around them [18].

3.4.1. The influence of gender on tourist interest

According [19] that women's interest is generally lower than men in tourist objects or interests that contain a risk of danger as shown by [20] that WKPN which has one of its advantages in the form of elephant ride interests at elephant training centers or also the interest of elephant riding around the border perimeter around to drive wild elephants back into the forest area. As a wild animal, the elephant is nocturnal animal that normally attack against human or anything else that disturb the animal [21] According to [22] the gender bias against wild animals often occurs when women are behind men because women are generally less adaptable to violence which risks weak physical defense. On the contrary, our finding shows that men's interests are not significantly different from women's. The influence of the gender variable [GEND]_j, from the parameters optimization results proved that if other factors remain, every time one male increases, the tourist interest increases to 1.47 times the original one compared to women. Based on the calculation, it shows that there is no statistically significant effect ($P\text{-value} = 0.516 = 51.6\% > 5\%$). This difference is not statistically significant. So we have to accept H_0 , which means it has no direct effect on gender. This means there is no gender bias in relation to the tourist interest on tourist objects of the WKPN.

3.4.2. The influence of tourist income on their interest

Income is the most important factor in shaping the demand for tourist visits, where the amount of income owned by a person leads them to wish to visit objects [22, 23]. Based on the income variable [INCM]_j, if the income of tourists increases by 1 USD, the chance of interest to tourism decreases by 1 time based on the odds ratio. Based on the calculation, it shows that statistically it has no significant effect after it is obtained ($P\text{-value} = 0.181 = 18.1\% > 5\%$), which means it has no direct effect on income. This means that tourist income does not directly affect tourist interests. Income is not a barrier for someone to travel somewhere. The increasing number of visits by foreign and domestic tourists to a tourist interest will increase the income of the tourist interest. According to Swantara and Darsana [23], tourist visits have a significant positive effect on the receipt of tourist object levies. This is also in line with the research result conducted by [24],

which states that the number of tourist visits has a positive and significant effect on tourist's interest. This happens because the number of tourist visits that occur will be followed by the number of visiting.

3.4.3. The influence of dependents number on tourist interest

The effect of the variable number of dependents [DEPEND]_i, the optimization results show that if other factors remain, every time one dependent increases, the tourist interest decreases by 0.87 times. Based on the calculation, it shows that there is no statistically significant effect (P-value = 0.478 = 47.8% > 5%). This difference is not statistically significant. So we have to accept H_0 , which means it has no direct effect on the number of dependents. This is contrary with the report of [25, 26] that the number of dependents affects the attractiveness of tourism. According to him, if the number of families is large, the desire to travel from one of the families will be even greater. This can be seen from the interests of tourism alone. If a person has a large number of family members, his or her desire to travel is smaller than someone who has a small number of family dependents. The opportunity for him to travel is greater. This is because if there are many household members, the expenditure for travelling will also increase. This causes a person to have fewer opportunities to travel.

3.4.4. The influence of tourist as teacher on their interest

The variable type of teacher/lecturer occupation [D₁TEACH] produced the parameter $\beta_6 = -2.55218$, with an odds ratio of 0.08. This means that the attractiveness of tourists who have jobs as teachers or lecturers decreases by 0.08 times compared to respondents as housewives and students. However, in contrast to the calculation results (P-value = 0.04 = 4% < 5%) this difference is statistically significant. So accept H_1 or which means it has a direct effect on the type of work of the teacher or lecturer. This means that the type of teacher or lecturer work has an interest to WNKP tourism. This shows that someone who already has a job and has a high income will have a greater chance of doing tourism activities, because tourism activities cost money. However, that doesn't mean people who have low incomes can't decide to travel.

3.4.5. The influence of tourist as civil servants on their interest

Type of work civil service [D_1SRVC], gives the parameter $\beta_7 = -2.43838$ with an odds ratio of 0.09. This means that the WKPN attraction for whom are civil service employees will be lower than the student, namely only 0.09 times compared to housewives or students. However, in contrast to the calculation results ($P\text{-value} = 0.008 = 0.8\% < 5\%$), this difference is statistically significant. So accept H_1 , which means it has a direct effect on the type of civil service employee [D_1SRVC]. In line with this finding, [14] reported that there are as many as 19% of the visitors to WKPN are the civil servant employees. This fact shows that for the domestic visitor segment, this group needs to be the target of various promotions and other strategic planning so that the people of the WKPN buffer-zone area can increase their income and simultaneously reduce forest encroachment [20, 21, 22].

3.4.6. The influence of entrepreneurs as tourism on their interest

The type of entrepreneur's occupation [D_1ENTR]_i, gives the parameter $\beta_8 = -0.65127$ with an odds ratio of 0.52. This means that the attractiveness of tourists who have jobs as entrepreneurs decreases by 0.52 times compared to respondents as housewives and students. Based on the calculation, it shows that there is no statistically significant effect ($P\text{-value} = 0.434 = 43.4\% > 5\%$). This difference is not statistically significant. So we have to accept H_0 , which means it has no direct effect on the type of work of the entrepreneur.

3.4.7. The role professional workers on their tourist interest

The type of professional work [D_1PROFF]_i, gives the parameter $\beta_9 = -1.94405$ with an odds ratio of 0.14. This means that the attractiveness of tourists who have jobs as professionals decreased by 0.14 times compared to respondents as housewives and students. However, in contrast to the calculation results ($P\text{-value} = 0.047 = 4.7\% < 5\%$), this difference is statistically significant. So accept H_1 , which means it has a direct effect on the type of professional work. This finding is similar with the influence of [D_1SRVC] and has the same implication on planning especially for designing recovery strategy in promoting ecotourism visits after the Pandemic Covid 19 subside. Furthermore, the successful promotion of tourist visits to WKPN will also mean increase the income of

the people in the its buffer zone, which at the same time can reduce deforestation [21, 22] as well.

4. Conclusions

Based on the results of research and discussion, it can be concluded that:

The results of the descriptive analysis of the respondents showed that most of the WNKP respondents were male (55%), with the most dominant age being in the range of 26 to 50 years (57%). The country of origin of the respondents is dominated by Indonesia (98%). The rest are from Japan, Korea, Saudi Arabia, and Croatia. Most of the respondents have jobs as civil servants (43%). The income of respondents who dominate is in the range of 79.33–330.52 USD (48%) and the number of dependents that dominates is no dependent seesar (35%).

The factors that have a significant effect on the attractiveness of tourists in visiting the WNKP of East Lampung Regency are (a) the origin of the tourist country has a significant effect with a P-value of 0.007 and an odds ratio of 33.09, (b) age has a significant effect with a P-value of 0.0043 and an odds ratio of 1.06, With a P-value of 0.04 and an odds ratio of 0.08, the type of work teacher/lecturer has a significant effect. (d) civil service employee type has a significant effect with a P-value of 0.008 and an odds ratio of 0.09. (e) professional work type has a significant effect with a P-value of 0.047 and an odds ratio of 0.02.

The policy implications for the plan to redevelopment plan for tourism interest improvement to visit WKNP need to be focused on prospective tourists from abroad, with the main target being professions other than civil service employees.

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