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Conference Paper

The Movement Pattern of the Tourist Destinations Farm House Susu Lembang and Floating Market, West Bandung Regency, West Java

Herayanti[1], Oot Hotimah[2], Ilham B Mataburu[2], and Muhammad Zid[2]

[1]Student of Departement Geography Education, Faculty of Social Science, State University of Jakarta, Jakarta, Indonesia
[2]Lecturer of Departement Geography Education, Faculty of Social Science, State University of Jakarta, Jakarta, Indonesia

Abstract

This research aims to understand the movement patterns of the tourist destinations: Farm House Susu Lembang; and Floating Markets, West Bandung Regency, West Java. The method used in this research is descriptive method with a survey approach. This research took place from June-July 2019. Indicators assessed are (1) the number of tourist visits to each tourist destination, (2) tourist motivation, (3) visiting time, (4) modes of transportation, (5) accessibility to tourist destinations, (6) traveling experience, (7) traveling companion, (8) tourist attractions. The results showed tourists from the area of West Java made a move with the type of Base Site, Chaining Loop, Stopover and Single Point. The majority of tourists are aged between 17 years and 30 years (76%), and most traveling accompanied by a friend (71%). Tourists spend about 5 hours visiting each tourist destination and the number of tourist destinations visited is small.

Keywords: movement pattern, tourist, tourist destinations

Corresponding Author:
Herayanti
herayanti62@gmail.com

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1. Introduction

Tourism is a new type of industry that is able to produce rapid economic growth in the provision of employment, improvement, living standards and linkages with other sectors of the agricultural sector improvement. Tourism provides income to the government in the case of Local Original Income Tax (PAD) in the management of tourism itself, as a result of its development while the tax obtained provides benefits for future development in order to obtain the tourism sector as a source for the community and government. One component of tourism is a driving factor for visitors. According to [1] tourist is a person or group of people who travel for the purpose of an area outside their place of residence known as a tourist attraction that has an attraction to be visited as a tourist attraction.

Tourism (with a focus on travel and the transfer of people, goods and services through time and space) is basically a geographical phenomenon, and discusses several geographical perspectives that can be understood, as an effect of scale, spatial distributions of tourist phenomena, tourism impact, planning for tourism, spatial modelling of tourism development [2].

The movement in tourism is about tourists and places. Tourists move from their original residence to the destination so that there is origin destination relationship. The high pressure of every person felt in urban areas, recreation will become a major need, the movement of tourists is causing more and more movements [3].

West Bandung Regency is one of the favorite tourist destination in West Java Province. Based on data from [4], tourist arrivals in 2018 are increasing compared to 2017 which only 3,803,892 tourists. Whereas in 2018 there were 5,847,930, consisting of 5,814,070 local tourists and 33,860 foreign tourists.

Lembang subdistrict is one of 16 sub-districts in West Bandung Regency which is famous as a tourist destination. Lembang subdistrict is included in the area of North Bandung and is an area that is traversed by a highway that connects Subang Regency with the Bandung City. Boundaries are Subang Regency in the north, south bordering Bandung City and Bandung Regency, Parompong subdistrict in the west, and in the east with Sumedang Regency. Lembang subdistrict has the closest distance to Bandung City, direct access to DKI Jakarta and has one access unit with Sariater tourism destinations in Subang Regency.

In the research of [5], Lembang district is the main attraction of the region as a tourist and had a number of tourist visits every year which is high compared with other existing sub-district in West Bandung regency, however the movement of tourists on a tour tends to move only to certain tourist destinations even though there are many tourist destinations in Lembang District, from the results of his research there are four tourist destinations that have a high level of visits with the number of tourists more than 100,000 inhabitants / year, namely the tourist destinations Farm House Susu Lembang, Floating Market, The Lodge Maribaya, and Natural Hot Spring. The tourist destination is already well-known and is being hits among the people, the number of tourists every year is very high especially on holidays.

With the increasing trend in the tourism sector, making Lembang subdistrict one of the places for tourism business development, supported with a strategic location and a mild climate that northern region Lembang become a fast-growing region. According to [6], Lembang District has 41 hotels, 49 inns and 117 restaurants or eating places,

this shows that the increasing number of tourist visits influences the development of restaurants and inns in Lembang District.

With the increase in tourist visits, the movement of tourists will be high, this movement is caused by the movement from the area of origin to the tourist destination, as well as the motivation of tourists in traveling. The number of different variations in each tourist destination then the movement of tourists or changes in the spatial location of tourists to their destination. This tourist movement has different travel routes and will form a pattern of tourist movements, then it can be known which tourist destinations are often and rarely visited by tourists, so that it can be a reference for the development of tourist facilities or attractions to attract tourists. Factors that influence the movement of tourists according to Lew [7] are the characteristics of the destination (accommodation, tourist destinations, accessibility.) And the characteristics of the tourists (cost, motivation, tourist experience).

According to [8], tourist movements consist of three patterns, namely Single Pattern, Multiple Pattern, and Complex Pattern.

Understanding tourist movements within an area has implications for planning and managing tourism products. By examining the movement patterns of tourists, the government and tourism managers can better understand the interests and expectations of tourists. It also helps evaluate the attractiveness of the facilities that tourist destinations should provide. Therefore, researchers are interested in researching about the movement patterns of Farm House Susu Lembang and Floating Market, West Bandung Regency.
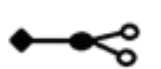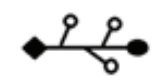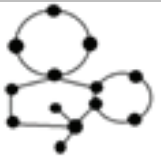
2. Methods

This research aims to develop tourism by knowing the shape of the movement patterns of tourists visiting the tourist destination of the Farm House Susu Lembang and Floating Market, West Bandung Regency.The method used in this research is descriptive method with a survey approach.

Determination of the sample in this study using purposive sampling (researchers directly made a sample of tourists from West Java Province who were found in tourist destinations, namely as many as 21 tourists).

Data collection techniques include direct observation / survey to the field and distribution of questionnaires to respondents. Other data such as documents or information from the Departments of Culture and Tourism of West Bandung regency, the Central Statistics Agency West Bandung regency, and business travel Destinations.

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TABLE 1: Movement patterns according to Gigi and McKercher

Movement Pattern	Explanation
I. Single Pattern *Single Point*	There is no movement during the visit process from the residence to the destination. Tourists visit only one destination and return to their place of residence on the same route.
II. MultiplePattern	Movements that visit more than one tourist destination point.
Base Site	\Tourists start the journey from the place of origin and head to the main destination and continue to visit other destinations (other destinations in this pattern can be more than one destination).
Stopover	The pattern of movement of tourists with a focus on the main destinations, where on the way tourists visit several other destinations that are interesting and visited by tourists.
Chaining Loop	Twisted-type movements such as circles connecting two or more destination points and without route repetition.
III. Complex Pattern	Combined patterns of Single Point and Multiple Patterns
Destination Region Loop	Tourist trips that begin with a route around other destinations. After completing the tour around (circle pattern), they returned to their place of residence by the shortest route between the main destination and the place of origin. This is a combination of single point pattern and chaining loop.
Complex Neighbourhood	Is a combination of two or more movement patterns that have been mentioned above.

Source: Gigi dan McKercher 2006

3. Results and Discussion

Based on research conducted on tourists from West Java Province who visited the Farm House Susu Lembang and Floating Market, obtained an overview of the movement patterns of tourists. The results showed variations in the movement patterns of tourists, which consists of single pattern and multiple pattern. Tourist movement patterns that are in the Farm House Susu Lembang and Floating Market during a tour in the region dominated by movement type of base site 47% and stopover 33%. Then followed by a chaining loop pattern of 10% and a single point of 10%. Thus, the most dominant pattern of tourist movements in West Java Province is multiple pattern with base site and stopover type.

Tourists who are relatively close to tourist destinations, will take advantage of the long visit time in each tourist destination which is about 5 hours, so that the number of tourist destinations visited will be less. Tourists are dominated by 17-30 years of age (76% or 16 respondents), during the tour the tourists are accompanied by their friends (as many as 71% or 15 respondents). Tourists who are around tourist destinations choose to use a motorcycle as a mode of transportation, this can affect the travel time to travel destinations becomes shorter. The following is the pattern of movements carried out by tourists from West Java Province.

3.1. Single Pattern Movement

Single pattern movement with the Single Point movement type will spend time visiting one tourist destination. The movement is carried out by tourists coming from the nearest area, with a long time to visit a tourist destination that is more than 5 hours. Farm House and Floating Market tourist destinations are close enough to be reached from the area of origin of tourists. Attractions in both destinations are quite diverse. Single point type movements are carried out by tourists from Bandung City. Tourists who make this move are tourists visiting Farm House and Floating Market destinations.
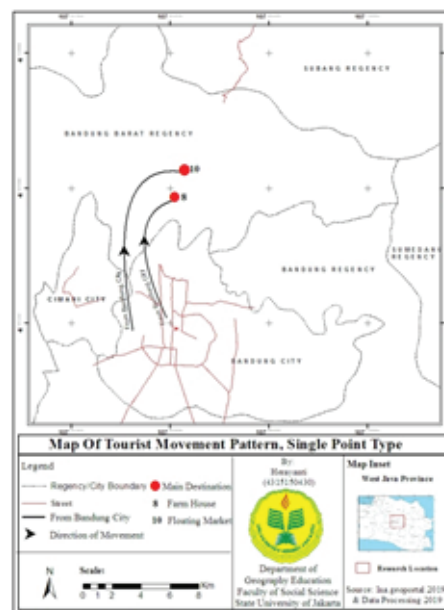
Figure 1: Movement Single Point type of origin travelers West Java Province in the Farm House and Floating Market map. *Source: Author's own work*

3.2. Multiple Pattern Movement

Tourists with Multiple Patterns, namely base site, chaining loop and stopover types generally do not spend a long time between 1-2 hours at each tourist destination. Tourists from the area of West Java Province make movements on the type of base site, stopover, and chaining Loop.

3.2.1. Base Site Movement Type

Base Site movement type has a high percentage of 47%. This shows that more tourists visit the main destination destinations first then proceed to other destinations. In the Base Site movement type, the main tourist destinations most visited are De'Ranch Lembang, The Lodge Maribaya, Sariater Waterpark and Floating Market. Then proceed to another destination namely the Farm House tourist destination (as the most visited destination, 7 respondents or 33.33%). The fact that these four tourist destinations are the main destinations is due to the presence of interesting and varied tourist attractions.
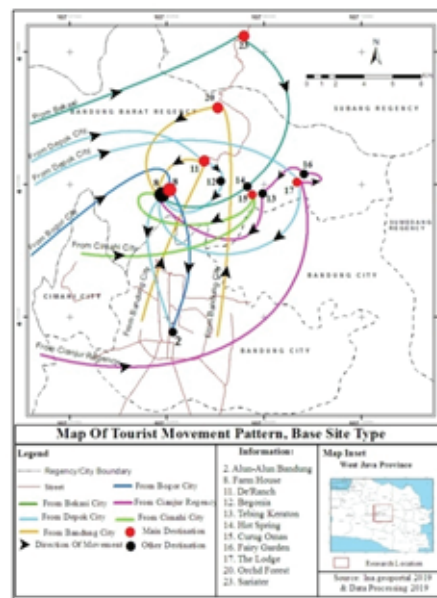

Figure 2: Movement Base Site type of origin travelers West Java Province in the Farm House map. *Source: Author's own work*

3.2.2. Stopover Movement Type

The type of stopover movement is that tourists choose to visit a tourist destination and in the end a tourist visit will visit the main destination. As many as 33% of tourists from West Java Province make this move. Before going to the main destination, tourists
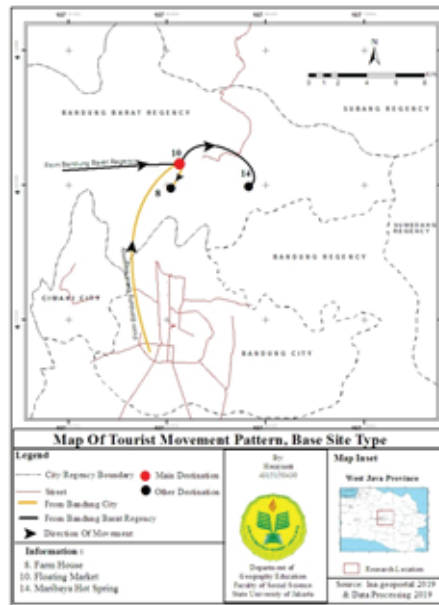
Figure 3: Movement type Base Site of origin travelers West Java Province in the Floating Market map. *Source: Author's own work*

will visit several tourist destinations, one of the destinations visited by many tourists on his first visit, the Farm House tourist destination, because the access road is in the same direction as the main destination, besides that the Farm House has a variety of attractions and is attractive to tourists who visited the Bandung area, high curiosity caused tourists to take the time to visit the Farm House tourist destination.
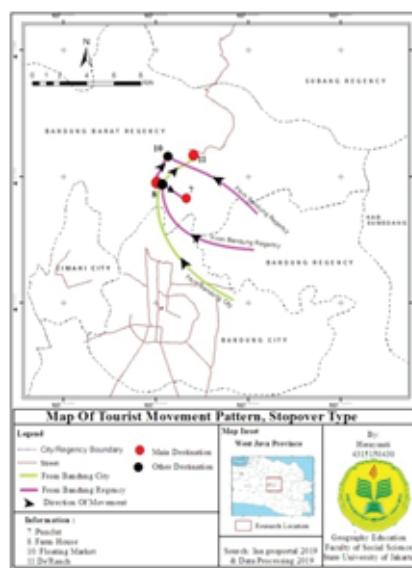

Figure 4: Movement type Stopover of origin travelers West Java Province in the Farm House map. *Source: Author's own work*
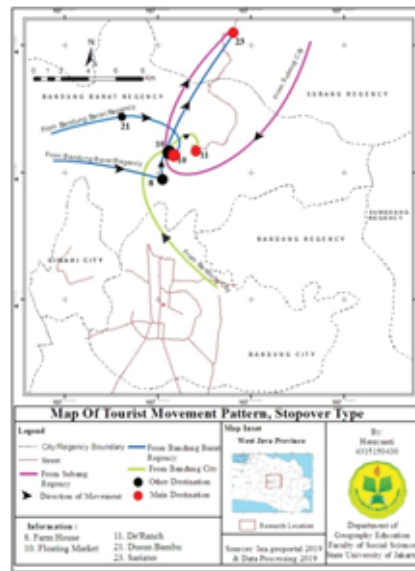
Figure 5: Movement type Stopover of origin travelers West Java Province in the Floating Market map. *Source: Author's own work*

3.2.3. Chaining Loop Movement Type

In the chaining loop movement type, tourists choose to visit other tourist destinations before heading to the main destination, then after visiting the main destination, tourists will visit another destination. As many as 10% of tourists make a move with the type of chaining loop, this movement is carried out by tourists from Bekasi City and Bogor City, because the two regions are relatively far from the Bandung area, so tourists will spend their time to visit several tourist destinations.

The movement of tourists in the first visit moves to tourist destinations Farm House, Floating Market, and Mount Tangkuban Parahu. Furthermore, tourists will continue the visit to the main destinations. The main destinations visited by tourists are Grafica Cikole and Dago Dream Park. Then after visiting the main destination, tourists will make another visit before returning to their homes, including Cihampelas Walk, and Bandung Square.

Multiple Pattern tourist movement patterns with base site type tend to only visit two tourist destinations in their movements. However, the number of tourists who do this type of movement is far more than other types. In terms of distance, tourists tend to reach tourist destinations at close distances. Whereas the Stopover movement type has a wide range of space which varies in short to far distances and has a limited direction of movement tourists tend to only visit two to three tourist destinations. For tourists with a wider chaining loop pattern, it moves in various directions and has quite a number of tourist destinations and at relatively far distances. The broadest range of space in the tourist movement pattern is the multiple pattern movement with chaining loop type.
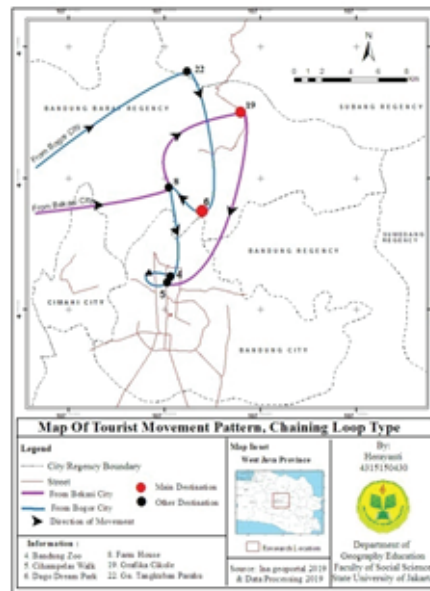
Figure 6: Movement Chaining Loop type of origin travelers West Java Province in the Farm House map. *Source: Author's own work*

4. Conclusion

Based on the results of the study, the movement patterns of tourists from West Java who visited the Farm House Susu Lembang and Floating Market were quite diverse. The pattern of tourist movements is dominated by multiple patterns with base site, chaining loop, and stopover types. Tourists from West Java Province who are relatively close to tourist destinations tend to make movements with various types, namely the type of base site, chaining loop, stopover and single point. Base site movement type dominates more in the movement of tourists from West Java Province and only visits two tourist destinations in its movement. This is because, tourists spend relatively long time visiting each destination, so the movement will be limited and the tourist destinations visited will be few. From the movement of tourists it can be seen that the destinations that are in great demand are those that have diverse tourist attractions, complete facilities, and good accessibility.

Acknowledgements

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