

Analysis Factors of Tourist's Attractions at Nature Tourism, Pindul Cave, Bejiharjo Village, Karangmojo, Gunung Kidul, Yogyakarta

Surya Cipta Ramadan Kete
PhD Candidate of Environmental Science Gadjah Mada University

Email: surya.cipta.r @ mail.ugm.ac.id

Tourism is the most favored sector in Yogyakarta, one of the growing tourism's object that has the tour attraction is Tourism Object, Pindul Cave. The attraction which is prevailed in development of tourism is the beauty of the cave ornament and an underground river. The tourist attraction can be shown by increasing of the tourist is visiting amount each year. So it can increase commonly country division and region revenue especially local society's income. This case can be affected by several factors like tourism object, attraction, service, transportation, facility, society's hospitality and other supporting factors. The third objective in this research is to know what the factors which influence the tourist's attraction. The sampling used the accidental sampling method with total of 30 respondents. The data collecting in this research was done observation, interviews, and questioner method. The results showed that all factors had influence against attraction of tourists to visit the Pindul Cave tourism. The other factor which influence of tourist's attraction to visit the tour place is curiosity of tourists against the news on several mass Medias about the conflict that happened in that tourism area.

Keyword: The Attraction Of Tour, Pindul Cave



INTRODUCTION

Development is transformational process which is done planned and awarely by government, country, nation to appear the globalisation era. in constituent No. 4, 2002 it is about the otonom region which should that every development which emphasize on otonom region it self. Therefore every land tries to dig the all potential which is belong and it can be improved an optimally to use for supporting the development of the welfare of citizen and region. tourism is the one sectors development which capability to create the growth progresifly in the development country especially indonesian. this is case supported with the realality that indonesian has the wealthy culture heritage, the beautiful scenery, and it is close with the marketing asian, the potential of population (capability and total) and labor (cheap and amount) (Faulkner, 1996 in Doy, 2011). In the other way, the promoting of tourism can be hoped to increase the economic matters both of region and nation. there are many potentials of tourism which is improved in variety region in indonesian, one of the areas is Yogyakarta Land.

Tourism is the most sector which expected and prevailed can growth the region income as well as support the society welfare for the next development, therefore, it is needed to keep the conservation of tourism. one of the tours potentially to be increased is the Pindul cave tour which is located in Bejiharjo village. Karangmojo district, Gunungkidul regency. the tourism object has the resource like the beautiful and unique characteristic cave. The gravitation that can be sold is the beautiful ornament cave and the position of river under land. this cave decoration is formed on tersier period although kwarter has the beautiful and form unique for the visitor. even though, in this moment the Pindul cave has not been optimal get the interest of goverment and society on space to improve professionally. This is case caused by some factors both external and internal. therefore, it need to identificate the potential of problem tour seriously so the objects of tours which is not regarded like that and it can be organized very well the citizen to get the voluntary and without to get attention for transpare of the land and the impact for the next generation. (Nurchalis, 2010 in Doy, 2011).

The amount of tourists visit to the Pindul cave tour on monthly basis is still lacking caused by the difference of holiday on monthly, so the increasing of visiting on yearly tendencies to get growth, this case can be seen on tabel 1.

Tabel 1. The Tourism Visiting Data For 2011-2012 Year In Pindul Cave Tour

No	Month	Tourist Total
1	September 2011	177
2	October 2011	207
3	November 2011	742
4	December 2011	2514
5	January 2012	1886
6	February 2012	1987
7	March 2012	3147
8	April 2012	4012
9	May	3302
10	June 2012	3739
11	July 2012	5346
12	August 2012	5965
13	September 2012	5950
14	Octobe 2012	9088
15	November 2012	7686
16	December 2012	11575
Total		67323

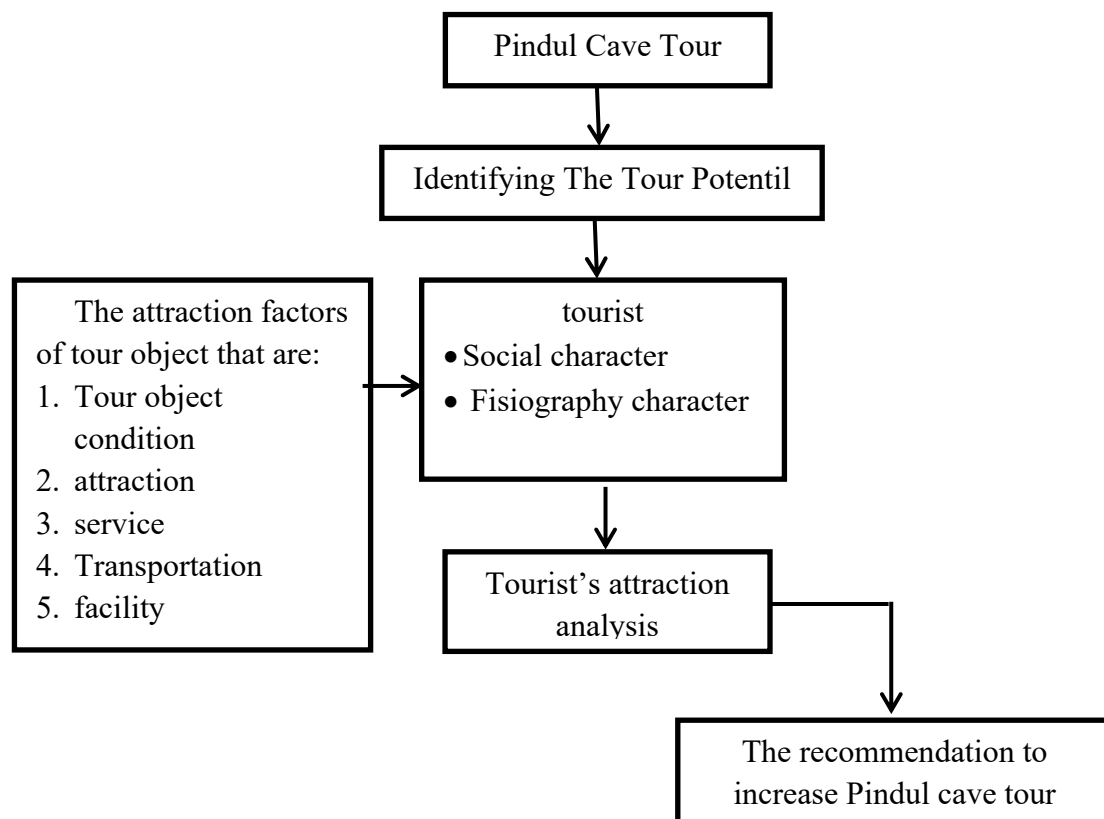
Source: The Organizer Of Wiraswisata Pindul Cave Tour

In connection with that, it is important to do the study against the factors of tourism attraction for growth the Pindul cave tour. Therefore the research about the factors which influence on the visitor's decision to do the visiting impact on improving amount of visiting is very important done as the step to optimalisation the management of Pindul cave tour. In other, in this reserach that become the purpose is study what are the factors which become the attraction of tourism to do the visiting

tour to Pindul cave which is hoped will became the consideration to escalation the tour.

CONCEPTUAL FRAMEWORK

This research uses the survey method which involve 30 persons tourist who visit to Pindul cave tour, which is choosen through accidental sampling. to determinate the research location which is done purposively that is the object of Pindul cave tour which administratively on Bejiharjo village, Karangmojo District, Gunungkidul regency, Yogyakarta Province.



Conceptual Framework

DISCUSSION

Based on the survey result against the 30 persons respondents so it can be identification the respondents' characters such as below in gender, age, education, and job. it is seen from the gender shows that the men are more dominate that are 73,3% while the women consist of 26,7%. for more clearly it can be looked on table 2.

Table 2. Respondents' Characteristic Based On The Gender

No	Gender	Tourist Total	
		Person	Percent
1	Male	22	73,33%
2	Female	8	26,67%
Total		30	100%

Source: Primary Data, 2013

The characteristic of respondents based on the age can be seen on table 3 who shows that the respondents who >36 years old are more dominant as large as 43%. next the respondents with <20 years old presentation are 33,33% and the sequence of third are the respondents about 21-25 years old and 26-30 years old as same as have the presentation as many as 10%, while the respondent about 31-35 year old as many as 2,33%

Tabel 3. Respondents' Charateristic Based On Age

No	Age	Tourist Total	
		Person	Percent
1	<20	10	33,33%
2	21-25	3	10%
3	26-30	3	10%
4	31-35	1	3,33%
5	>36	13	43,33%
Total		30	100%

Source: Primary Data, 2013

The characteristic of respondents based on the education level latest is presented on table 4 which is showing that the respondents the high school is the most that is 43,33%, next the respondents which fresh graduate as many as 26,66%, 13,33% respondents with the education master, and there are 6,67% for the another. while there is not diplome.

Tabel 4. Respondents' Characteristic Based On The Last Education Level

No	The Last Education Level	Tourist Total	
		Person	Person
1	Student	13	43,33%
2	Diplome	-	-
3	Fresh Graduate	11	36,66%
4	Master	4	13,33%
5	Another	2	6,67%
Total		30	100%

Source: Primary Data, 2013

The characteristic respondent based on the job is presented on tabel 5 which show that respondent with kind of job that are 46,67% students, next the respondents with kind of job civil servant/soldier as many as 30%, and the other job as many as 13,33%, and the respondents with the kind of private employment that are 10%, while there is not respondents with kind of entrepreneur.

Tabel 5. Respondents' Characteristic Based On Kind Of Job

No	Kind Of Job	Tourist Total	
		Person	Person
1	Students	14	46,67%
2	Private Employment	3	10%
3	Enterpreneur	-	-
4	Civil Servant/Soldier	9	30%
5	Another	4	13,33%
Total		30	100%

Source: Primary Data, 2013

If the case is seen from the experience side of visiting respondent to Pindul cave tour, in fact 93,33% say that the first time respondent has holiday to visit the Pindul cave tour while 3,33% respondents have been twice untill three times do the visiting tour even there are more seven times visit the land of tour purposes with 3,33% persentation. for more clearly it can be watched on tabel 6.

Tabel 6. Respondents' Characteristic Based On Visiting Total

No	Visiting Total	Tourist Total	
		Person	Person
1	First	28	93,33%
2	twice - three times	1	3,33%
3	four - five times	0	0
4	six - seven timen	0	0
5	sevent times more	1	3,33%
Total		30	100%

Source: Primary Data, 2013

From the respondents' plan to visit in Pindul cave tour in later is presented on table 7 that is 46,67% will come back again to visit in Pindul cave tour, there are 30 % respondents hesitage will come back to visit in Pindul cabe tour, while 23,33% say the respondents will not visit again.

Tabel 7. Respondents' Characteristic Based On Visiting Plan

No	visiting plan	Tourist Total	
		Person	Person
1	visiting again	14	46,67%
2	Doubtful	9	30%
3	there is not visit again	7	23,33%
Total		30	100%

Source: Primary Data, 2013

Based on the research result about the factors which become the attraction of tourist in Pindul cave tour is presented on tabel 8

Tabel. 8 The Research Result Of Tourist's Attraction Factors In Pindul Cave Tour

No	Attraction Factors	response alternative					persentation				
		SS	S	R	TS	STS	SS	S	R	TS	STS
1	Object Tour Condition	17	9	4	-	-	56.67%	30%	13.33%	-	-
2	Attraction	16	9	-	5	-	53.33%	30%	-	16.67%	-
3	Service	7	19	-	4	-	23.33%	53.33%	-	13.33%	-
4	Transportation	2	13	-	9	6	6.67%	43.33% &	-	30%	20%
5	Facility	13	17	-	-	-	43.33%	56.67%	-	-	-
6	Society's hospitality	12	11	-	3	-	40%	46.67%	-	13,33%	-

Source: Primary Data Result Analysis, 2013

The factor of object tour condition which become the visitors attraction do the visiting in Pindul cave tour, as many as 56,67% the respondents are very agree that the tour object of pindul cave is very interesting to be visited, 30% respondents say agree, while as many as 13,33% respondents are doubtful against the tour object. This case is caused that the object of Pindul cave tour has the beautiful nature which be attraction of tourist like cave ornamen which has 3 (three) zone that are bright zone, ghostlly zone, and dark zone. Float and cave tubing, the visitor will be spoiled during trip with rocks formation, for example staglatik, stalagmites, there has been coalesce into a mighty pillar, and there is the vertical hole which every morning emites its light in the cave so it can spoil the eye. In other hand, there is the fauna that are sliti birds and bat become the attraction it self. So which make respondents' hesitation is the object location which is far from the town. This case makes the

visitors are pessimistic to go on their trip to Pindul cave tour. In other way, this nature tour in the last has impact against the environmental which cause there is changing of using the land which is in tour object around significantly, so it causes of level temperature gets the original character which formerly it is cold to be hot. This case becomes very concerned to remember the tour emphasizes on beautiful nature which become the attraction and selling more important for tourist in Bejiharjo tour village. therefore, the tourist's planning in Bejiharjo tour village must get enough attention and it should be anticipated the environmental changing which face with first the beautiful nature which become primary advantage.

On the table 8 shows the largely the respondents (53,33%) are very agree against attraction which is showed in Pindul cave tour, (30%) respondents agree with attraction and the other, it is about 16,67% respondents tell disagree. The all attraction factors become the attraction with various kind of attraction that is with show the various attraction which become culture identity on local that is the attraction of tourist who will visit in Pindul cave tour. The culture attraction is often showed as the art of culture and culinery tour. The attraction of art like gejak lesung, karawitan, and elektron art so this is showing only be done on time the noisy visitor, it is always done on the last weekend holiday and the holiday, while the culiner tour that is sayur lombok ijo, belalang goreng, and srundeng. it is the same with the art culture which difference from culiner tour will be presented when there is especially booking from the visitor. From this finding indicate that another attraction of tour which primary object is existed other attraction like the culture attraction which become the attraction factor. So like that in the growth planning of Pindul cave tour must be consideration the attraction factor like culture attraction and it is always kept its beautiful so the Bejiharjo tour village administratively located in Yogyakarta province consistently to maintain the reputation as one of the regions which consistent to conservation the culture aspect and become the region purposes of world tourist.

Service factor is attraction tourist to visit Pindul cave tour. Based on table 8. if it is seen from response alternative there are 23,33% respondents are very agree that the service factor is attraction tourist, while 53,33% respondents agree and 13,33%

respondents disagree say that the service factor is the attraction tourist. The good service to the tourist is the course decision for them to do the visiting to any region of tour course service which is presented on nature tour like the the transporting service, ticket selling both of information and the price become the consideration of tourist to do the visiting in any tour object, the best knowledge to guide tell information about tour object this become the attraction for them to visit the tour, therefore guide must join every training about the service of tourist.

The condition of transportation has important role against the progress tour object because transportation become the primary supporting that are facility to attract the tourist to do the visiting. according to Praniwi (2010), the good condition of infacstructure will describe the highly accesbility on the region because of road facility that is the infrastructure of transportation which is supported by the good condition of street and the total of high vehicle. The frenquency of vehicle and the good road condition which show that the tour object is very attract tourist to do the trip to the region to tour destination. the condition of street to Pindul cave tour area is good enough because almost largely has been ashpalt. Eventhough there are some main lacations which has not been ashpalt. the factor of infrastructure attraction which is presented on table 8 is about 6,67% respondents are very agree through the transportation which is in region the tour aim, 43,33% respondents agree with the transportation, while 30% respondents say disagree and 20% another respondents say are very disagree with transportation in Pindul cave tour area.

The attraction factor tourist to do the tour visiting is facility. the research result which is presented on tabel 8 shows that it is around 43,33% respondents very agree with facility which is existed in Pindul cave area and 56,67% the other respondents agree against facility. this is case caused because facility in the tour area is good. like mosque, restaurant, shopping place, souvenir shop, parking area, homestay, and toilet. The facility which is not existed on the object area can be found in district capital city which distance is closely with the tour object area.

It is the same case with the other attraction factor, the friendly of society factor is really one tour attractions to do the tour visiting. the research result which is presented on table 8 says that it is about 40% respondents are very agree with the

society's behaviour and character, 46,67% respondents agree through society's friendly on every visitor and 13,33% respondents say disagree with the community's behaviour to every visitor which come to the tour place. this is the fact for the Jave social life especially Yogyakarta area which is known politeness and familiar. this matter is the important asset for tourism in Bejiharjo tour village. in other side, the society's behaviour which force every visitor to receive the offer the courer makes the visitor is not good. In the competition to increase the tour village, the society's role on space can influence the experience quality for they do the visiting to Bejiharjo tour village. Therefore, the citizen must role to take every decision and always effort to improve and maintain to keep the society's tour.

The others factor become tourist attraction is the factor which is caused by conflict which happen between the owner area and the group of society which is aware against the Pindul cave tour which has decorated various of mass media. This case does not disturb the tourist's intention even though become the attraction it self for the tourist is caused by their curious against the tour object.

SUMMERY

Based on research result which has been found so can be made some conclusions and suggestions. The research result shows that there are existed 6 factors which become the tourist's attraction that are: (1) the tour object condition, (2) attraction (3) service, (4) Transportation, (5) facility, (6) The society's hospitality. The other factor as the tourist attraction that is local conflict which happen in tour object area.

From this research result can be used as the consideration material to increase the Pindul cave tour in Bejiharjo tour village, Karangmojo district, Gunungkidul regency, Yogyakarta province. the tour attraction with vorious kind of attraction which is offered both of phisic and the culture aspect to be unique it self. therefore, so it must be maintained it conservation. besides, there is the growth of visiting total tourist so infrastructure and other supporting facility must get the attention in increasing the tour object.

REFERENCES

- Anonim., 2012. Kelompok Sadar Wisata Wiraswasta Gua PIndul
- Anonim., 2002. UU No.4 tahun 2002 tentang Otonomi Daerah.
- Doy, S.T., 2011., Analisis Faktor-Faktor Yang Mempengaruhi Perilaku Wisatawan Mancanegara Dalam Pengambilan Keputusan Pembelian Produk Kerajinan Kulit Motif Wayang (Tatah Sungging). Makalah. Fakultas Ekonomi. Universitas Gundadarma, Jakarta
- Praniwi. F., 2010., Kajian Potensi Daya Tarik Wisata Pantai Wediombo Untuk Pengembangan Pariwisata Di Kabupaten Gunung Kidul, Skripsi. Fakultas Geografi. Universitas Gadjadara, Yogyakarta
- Suradnya, I M., 1999. Faktor-faktor Yang Melatar Belakangi Persepsi Wisatawan Mancanegara Yang Mengunjungi Daerah Tujuan Wisata Bali dan Implikasinya Terhadap Segmentasi Pasar dan Strategi Memposisikannya. Disertasi, Universitas Airlangga, Surabaya.
- Wisnawa. I.M.B., 2011, Potensi Wisata Banjar Mendek Sebagai Daya Tarik Wisata Di Kecamatan Selemadeg, Tabanan, Bali. *Perhotelan dan Pariwisata*, Vol.1 No.2 hal.7