

Potential and Analysis of Tourist Trend of Visiting Tourism Destination in West Java

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Abstract—Every region has its own excellence that can be special tourism destination of the region. The amount of visitors that come to the offered tourism destination is determined by the presence of attraction in that area. This research aims to analyze some factors that influence tourists's decision to visit a number of tourism destinations. Later, the result will be able to explain the tendency of touriss when visiting a destination. The research was conducted in West Java Province, Indonesia. The method that is used is literature study from various resources and relevant documents. The data was taken from secondary data, which was inventoried and interpreted afterwards. The results show that the factors of weather, climate, and information provided in social media will increase tourist visits to a certain destination.

Keywords—tourism; tourism excellence; weather and climate; social media information.

I. INTRODUCTION

Tourism destination needs to create authentic identity and unique selling in order to survive in global tourism market that has become more competitive [1]. Beside the beauty of its nature, the socio-cultural aspects of Indonesia is also fascinating to be explored. It shows that tourism also depend on special events that offer unique experiences for the visitors. Unique experience gives the value of senses, emotional, cognitive and relational, as well as showing a focus on the creation of loyal meaning, consumption, and synergy [1]. Many cultural and recreational activities offer experiences that can be bought and sold, which means experience has become a competitive commodity [2]. The structure of geographical space will affect the accessibility of a tourism destination. Accessibility has become a benchmark of tourist visits [3]. It means that the easy accessibility would encourage a big amount of tourists to come to that place. Beside the accessibility [1], weather, climate [4], and information provided in social media [5] are other factors that can attract tourist. The government of West Java Province has classified tourism area based on the types of tourism, such as Bekasi-Karawang Industrial Tourism and Busines Area, Purwakarta-Subang Agro Tourism Area, Cultural Tourism of Cirebon Coastal Area, Puncak Natural Tourism Area, Bandung Educational Tourism Area, Kria and Priangan Cultural Tourism Area, PalabuhanRatu Ecotourism Area, Special Interest Tourism Area of Southern West Java, and Pangandaran Beach Tourism Area [6].

TABLE I. DATA OF THE NUMBER OF TOURIST WHO COME TO THE TOURISM ATTRACTIONS IN WEST JAVA PROVINCE DURING 2016

No	City	Internationa l Tourist	Domestic Tourist	Amount
1.	Bogor	722.901	2.978.435	3.701.336
2.	Sukabumi	5311	199.920	205.231
3.	Bandung	176.487	4.624.621	4.801.108
4.	Cirebon	5.891	176.223	182.114
5.	Bekasi	6.515	65.808	72.323
6.	Depok	61.110	105	61.215
7.	Cimahi	496	3.383	3.879
8.	Tasikmalaya	501	207.853	208.354
9.	Banjar	126	61.200	61.326

^a Source: jabar.bps.go.id

Bogor City and Bandung City were visited by more visitors compared to the other cities. The varied numbers of visitors who come to each city are influenced by the following factors: tourism excellence [1], weather and climate [4], and the availability of information about that place in social media [5].

II. LITERATURE REVIEW

A. Tourism Geography

Tourism geography is a study of tourism that uses geographical concept, framework, orientation, and place [7]. The characteristics of tourism geography covers description of travel flows; micro spatial structure and landuse of tourism location and facilities; economic, social, cultural, and environmental impact from tourism activities; impact of tourism to the country; geographical pattern [2]. Morgan and Pritchard (2002) said that the pictures of sand, sea and sun, or affordable price, are the things that are used to evoke empathy of visitors that aim to persuade tourists to visit certain destinations [1]. Many cultural and recreational activities offer experiences, which have become their competitive commodities in tourism industry [2].

The contribution of geography in tourism can be seen from the analysis of environmental, regional, spatial, and tourism

evolution consideration. Geography sees tourism activity as activity that combines natural and artificial elements both from landscape and natural resources, such as the presence of water, tourism land use, business district, and accommodation pattern [8]. In studying regional considerations, geography focuses on the systematic elements of a location as well as the counting of regional characteristics. That way, geography can help to differentiate every destination [8]. Meanwhile in spatial consideration, geography refers to the spatial implications on the interactions among regions as well as the tour pattern [8]. Big scale development for mass tourism can be achieved throughout "consolidation", and the "stagnation" stage is reached when the resort is near the capacity level and lost new things in mass tourism market [8].

B. Social Media

Social media is a dynamic and up-to-date data resource that is available in most part of the world. Its volume and availability are continuously increasing. This is a public forum and can be used as a communication platform between city and society [5]. Spatial-temporal data and data science for tourism are useful to encourage both regional and local development; to be an effective instrument for better distribution of regional economic prosperity; to create new opportunities in tourism industry; and to encourage the decision making based on data and analysis, which is predictable for policy makers [5].

C. Weather and Climate

The influence of weather and climate on tourism could be positive or negative [4]. Tourists hope for certain climate condition when they go to a certain place [9]. Weather problems that have impact on tourists are rain, wind, and temperature [4]. Beside tourist, weather is one of the things that are considered by people who run business in tourism industry, because other than safety of access, many of them monitor and analyze the weather to inform their business decision [4]. Because the first destination of tourist and tourism business are tend to be influenced by weather condition [9]. Beside weather, climate also influence the development of tourism, as stated in comprehensive report of UNWTO, UNEP and WMO (2008).

TABLE II. IMPLICATION OF CLIMATE CHANGE FOR TOURISM DESTINATION

Impact	Implications for tourism
Warmer temperatures	Altered seasonality, heat stress for tourists, cooling costs, changes in plant-wildlife-insect populations and distribution, infectious disease ranges
Sea surface temperatures rise	Increased coral bleaching and marine resource and aesthetics degradation in dive and snorkel destinations
Sea level rise	Coastal erosion, loss of beach area, higher costs to protect and maintain waterfronts
Reduced precipitation and increased evaporation in some regions	Water shortages, competition over water between tourism and other sectors, desertification, increased wildfires threatening infrastructure and affecting demand
Decreasing snow cover and shrinking glaciers	Lack of snow in winter sport destinations, increased snow-making costs, shorter winter sports seasons, aesthetics of landscape reduced
Increasing frequency and intensity of	Risk for tourism facilities, increased insurance costs/loss of

Impact	Implications for tourism
extreme storms	insurability, business interruption costs
Increased frequency of heavy precipitation in some regions	Flooding damage to historic architectural and cultural assets, damage to tourism infrastructure, altered seasonality
More frequent and larger forest fires	Loss of natural attractions; increase of flooding risk; damage to tourism infrastructure.
Changes in terrestrial and marine biodiversity	Loss of natural attractions and species from destinations, higher risk of diseases in tropical-subtropical countries
Soil changes (e.g., moisture levels, erosion and acidity)	Loss of archaeological assets and other natural resources, with impacts on destination attractions

Source: Becken, 2010

III. METHODS

This study is a descriptive-qualitative research. The data were obtained from relevant literature, such as books, annual reports, and journals. This research uses secondary data that are collected from several institutions in West Java Province. After that, the secondary data that has already obtained was identified and interpreted, in order to find their relevance with various theories and concepts.

IV. RESULT AND DISCUSSION

A. *Excellent Potential of Tourism in Some Cities in West Java Province*

Bogor City; There are some tourism destinations in this city: the President Palace, Bogor Botanical Garden, Museum of Zoologi, Museum of Ethnobotany, Museum of *Pembela Tanah Air*, and *Situ Gede* [10]. 10% of tourist get the information about Bogor City from mass media and electronics, 25% from Internet, 10% from family, 40% from friends, 11% from tourism company, and 4% from other information sources [10]. **Sukabumi City;** *Kawasan Strategis Pariwisata* (Tourism Strategic Area) of Sukabumi City consists of 3 zones. Zone 1 covers Siliwangi Street, Djuanda Street, and Suryakencana Street. The theme of this zone is creative tourism that focuses on developing culinary and fashion. Zone 2 covers Kaswari Street, Kenari Street, and Bhayangkara Street. Its theme is creative and cultural tourism that focuses on developing culinary, fashion, and heritage buildings. Zone 3 covers Cikundul Agro-edutourism and Cikundul hot water spring that has the theme of natural tourism. Its target of development are tourism that is based on production, education, conservation, as well as natural resource, which is hot water spring [11]. **Bandung City;** Bandung City is well-known for its educational tourism. The educational tourism in Bandung City includes the best colleges in Indonesia, such as Institut Teknologi Bandung, Universitas Padjadjaran, and Universitas Pendidikan Indonesia. Beside the colleges, there are Museum of Geology, West Java State Museum, Museum of Asia-Africa, and Indonesian Postal Museum [6]. Heritage tourism of Bandung City are dominated by old buildings, especially from Dutch colonial era. Places that become heritage tourism attractions in Bandung City are the roads of Asia-Africa-Braga-Cikapundung, the Building of Kodam Siliwangi at Aceh Street, and settlement area in Cipaganti-Dago-Riau. The place that becomes a cultural tourism attraction of this city is Saung

Angklung Udjo [12]. As for the natural tourism attraction, this city has Ir. H. Juanda Botanical Garden. **Cirebon City**; Cirebon City depends their tourism on cultural tourism. Their attractions are Keraton Kesepuluhan, Keraton Kanoman, Keraton Kecirebonan, Tamansari Gua Sunyaragi, Kalijaga Park, Ade Irma Suryani Park, and the Great Mosque of Sang Cipta Rasa [13]. **Bekasi City**; The government of West Java Province established Bekasi City as the area of industrial and business tourism [6]. The attractions in Bekasi City cover Columbus Waterpark, Go! Wet Waterpark, Parigi Waterfall, Transera Waterpark, Snow World International Revo Town, Building of Juang Tambun, *Situ Cibeurem*, Venetian Water Carnival, Galaxy Tirtamas Club, Park of Rusa, Rainbow Garden, *Taman Buaya Indonesia Jaya*, Fun Park Waterboom, Marakash Lake, Mekar Beach, Muara Beting Beach, and *Rumah Pohon Jatiasih* [14]. **Depok City**; The tourist attractions of Depok City include natural tourism, historical tourism, cultural tourism, entertainment recreational tourism, and educational tourism, such as Universitas Indonesia and the largest library in ASEAN located in UI. Tourism attractions offered in Depok City are Gedong Ijo, the Church of Masehi, Gong Si Bolong, the Area of Kampong Rusa, and Kubah Mas Mosque [15]. **Cimahi City**; The tourism attractions of Cimahi City include cultural tourism, historical tourism, natural tourism, railway, the traditional village of Cireundeu, Cimahi Waterfall, Tourism Park of Paku Haji, Kartini Park, Ciwangun village, Bugbrug Waterfall, Market of Cimahi City Government [16]. **Tasikmalaya City**; The tourism destinations of Tasikmalaya include tourism of local wisdom or cultural tourism, and natural resources tourism. Tasikmalaya City and Tasikmalaya District have been established by BAPPEDA JABAR as the area of Kria Tourism and Priangan Culture. Tourism destinations that are offered by Tasikmalaya City include the crafts of Kelom Geulis and Tasikmalaya Embroidery, *Kampung Naga*, Karang Resik tourism park, Tonjong Canyon, Lemona Lake, Dengdeng Waterfall, Agung Galunggung Waterfall, and Karang Tawulan beach [17]. **Banjar City**; Its tourism attractions include *Situ Mustika*, *Pulo Majeti* or *Rawa Onom*, Kokoplak, and railway tunnel. Beside its natural tourism, Banjar City also has recreational tourism like Banjar Waterpark.

V. DISCUSSION

The development of tourism in a certain area can be determined by tourism attractions [1], weather and climate [4], and information about the place provided in social media [5]. By analyzing these factors, we can know which factor that significantly affects the number of visitors who come to that destination. Rare and special specification, correct presentation layout, and the condition of tourism destination that makes tourist be able to spend more time there [18] are some other important factors that attract tourist. Tourist attractions also become special features of that area. It is because the image of Bandung City is attributed to the history, culture, creative industry, and natural tourism [19].

A. Weather and Climate

Climate factors, such as air temperature, rainfall, and air humidity, influence tourists' decision in making trip to a

tourism destination [20]. A good weather is an important factor that determine whether the tourist will visit a place in short time or full day time [21]. Many research have concluded that temperature is a significant variable that affects tourism industry [21].

TABLE III. THE AVERAGE OF MONTHLY TEMPERATURE IN CITIES OF WEST JAVA 2018

No	City	Average of Monthy Temperature
1.	Bogor	25,2°C
2.	Sukabumi	26,9°C
3.	Bandung	23,3°C
4.	Cirebon	28°C
5.	Bekasi	29,3°C
6.	Depok	27°C
7.	Cimahi	23,7°C
8.	Tasikmalaya	25°C
9.	Banjar	26,9°C

^b. Source: id.climate-data.org

If we relate the data of average temperature with the amount of visitor, it can be seen that most tourists make visits to area with cool air. Globally, the visitors prefer going to places that have average daily temperature of 21°C [21]. International visitors tend to make prior analysis about the climate and weather of the country that they want to visit [9]. It proves that climate and weather significantly affect international tourist flow, destination options, satisfaction level, and tourism safety. Agnew and Palutikof (2006) found that international tourists are significantly influenced by rainfall and sunlight, while domestic tourists are positively influenced by good weather condition [22]. The level of tourists' participation and satisfaction for the old interests are also influenced by weather, climate, and recreational activity [9].

B. Information through Social Media

Social media is internet-based application that is supported by platform of Web 2.0. Social media facilitates its user with valuable tools to interact and communicate with others [23]. Tourists who use social media tend to be more informed, independent, individualistics, and more active in participating in tourism activities. They also share their experiences to the others [23]. The higher their interaction in social media, the stronger their intention to consume tourism products [24]. Based on survey results, active social media user will share their travel experiences to others [23]. Social media gives a big convenience for consumer since it provides information that will help them gaining more satisfying experience [24]. Modern tourists put more trust on the testimonial from other tourists who use social media than the official marketing [25]. [24] Based on a survey, the percentage of tourist who use social media daily is 81,98%.

VI. SUMMARY

There are many factors that encourage both international and domestic tourist to visit a tourism destination. Besides of the excellence offered by the tourism destination, weather and climate as well as information from social media become other important considerations for the tourist. Tourism destination that has good weather, climate, and provides information

through social media most likely get the highest visit. Today's society, which tend to be cyber society, definitely seeks more needs, especially information technology facilities such as social media. Besides that, analysis of the community in managing and treating tourist is also important to be conducted.

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