

Intradestination Movement Of Tourist Visiting Labuan Bajo In East Nusa Tenggara Indonesia

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Abstract. This paper tries to seek answer on how foreign and domestic tourist visiting Labuan Bajo move inside the tourist destination. It is written based on a research result done by the student of Tourist Destination Study Program, of STP Nusa Dua Bali. This is a descriptive research with quantitative approach. Quantitative and qualitative data were collected through survey, observation, documentation and interview from primary source of data as well as from secondary source. The population from which the sample for this research derived were the international and domestic tourist visiting Labuan Bajo. Total sample of the research were 200, consist of 160 sample representing foreign tourist, and 40 sample representing domestic tourist. The sample determination method were purposive accidental method. Result of the research shows that there are differences between movements of foreign tourist and domestic tourist visiting Labuan Bajo. The difference were based the gate from where the tourist enter Labuan Bajo, the tourist destination visited before Labuan Bajo, their movement pattern, the tourist attraction they visited, and the tourist destination visited after Labuan Bajo.

Keywords: Intradestination Movement; Tourist; Visiting

1 Introduction

To accelerate the development of tourism, Ministry of Tourism of the Republic of Indonesia has develop 10 tourist destination to be the priority tourist destination in Indonesia. Those tourist destination are Toba Lake, Kepulauan Seribu, Tanjung Kelayang, Tanjung Lesung, Borobudur, Bromo Tengger Semeru, Mandalika, Wakatobi, Pulau Morotai, dan Labuan Bajo. Six (6) of those tourist destination were than removed from the list, because the government though that developing 10 priority tourist destination was too much. Four (4) of the remaining tourist destination are Toba Lake, Borobudur, Mandalika and Labuan Bajo.

Labuan Bajo located at West Manggarai Regency of East Nusa Tenggara Province. Its nature and unique culture, has been attracting a lot of visitor. Among the popular tourist attraction at abuan Bajo are Goa Batu Cermin (Batu Cermin Cave), Air Terjun Cunca Wulang (Cunca Wulang Waterfall), Air Terjun Cunca Rami (Cunca Rami Waterfall), Bukit Cinta (Love Hill), Danau Sano Nggoang (Sono Nggoang Lake), Goa Rangko (Rangko Lake), and Gunung Mbeliling (Mount Mbeliling). Labuan Bajo is one of the main gate to reach Komodo National Park, the only sanctuary of endemic Komodo, the wild giant lizard that inhabit the Komodo Island and Rinca Island.

As a tourist destination, Labuan Bajo has been attracting a lot of tourist. The diagram below shows that since 2015, the number of arrival both for international and domestic tourist has increase, even though the number were decrease between 2014 to 2015.

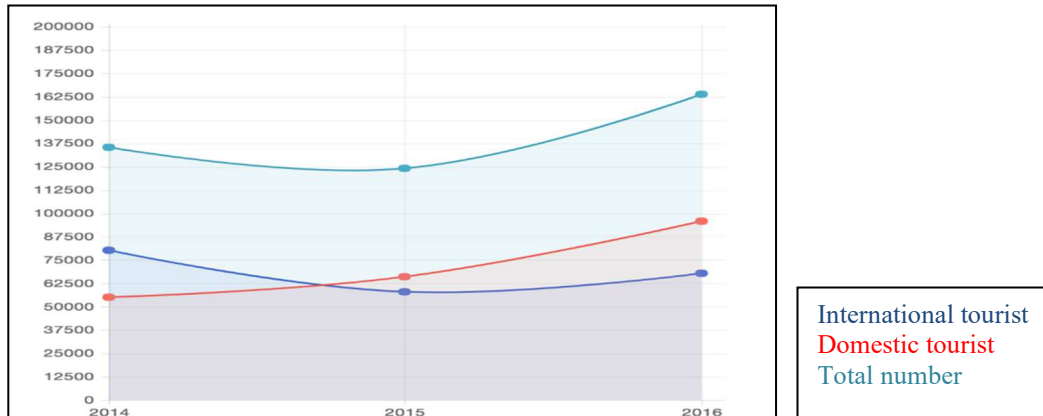


Fig. 1 Tourist arrival to Labuan Bajo Source: Ministry of Tourism of The Republic of Indonesia, 2016

The increasing number of tourist is the result of efforts done by the MoT, such as Tour de Flores (Year 2016 and 2017).

Although the tourist arrival showing sign of improvement, little is know about the movement of tourist inside Labuan Bajo as a tourist destination. Is is a gap, because in order to better serve the increasing number of tourist visiting Labuan Bajo, improvement has to be made especially in the field of tourist facilities, and to develop those facilities, proper planning needs to be made. Therefore, understanding tourist movement inside Labuan Bajo is importat. This artikel trying to provide insight about the movement of tourist inside Labuan Bajo.

2 Method

Two hundreds (200) responden were selected as the primary source of data for this research. Fourty (40) of those responden representing domestic tourist visiting Labuan Bajo, while the rest (160) representing the international tourist population visiting Labuan Bajo. Those responden were determined purposively, and on field, the surveyor selected them accidentally. Data were also collected from other primary source through interview and observation, while documentation done to collect data from secondary source of data. Data collected were than analyzed descriptively utilizing qualitative approach, to determined the type of tourist movement inside the area of Labuan Bajo.

3 Result and Discussion

Tourism has been developing worldwide and the tourist movement has been spread all over the world [1]. There are three (3) geographic area where tourists move during their trip

[2] [3]). Those geographic areas are the tourist generating region, the transit route and the tourist destination region. The first are the area where the trips started. The destination region is the area where most of the activities done by the tourist. This area provide the attraction, the activities and the facilities needed bu the tourist. Both the tourist generating region and the destination region are linked bu the transit area.

Movement of tourist can be classified into two (2) type of movent [4] [5]. Those movements are interdestination tourist movement and intradestination tourist movement. Intradestination movement consist of movement of tourist from their origin into various destination region, while intradestination movement is the movement of tourist inside a tourist destination. Lau & McKercher called the interdestination tourist movement as macro movements, while the intradestination tourist movement is also known as micro movement [5].

Intradestination tourist movement can be further classified into two (2) models based on dimension of the movement the first model is the territoriality model, and the second is the linearty [6]. The territoriality model consist of 4 type of movement, namely the 1). No-movement, 2). Convenient-based movement, 3). Concentric exploration and 4). Unrestricted destinationwide movement. The linearity model consist of 1). Point to point movement, 2). Circular patterns and 3). Complex patterns. Those movement are affected by transportation choice and the spatial extent of the destination visited [7].

Lau and McKercher stated that there are three (3) type of tourist movement, namely single pattern, multiple pattern, dan complex pattern. Multiple pattern can be further classified into *site*, *stopover*, and *chaining loop* pattern, while complex pattern also be further classified into *destination region loop* dan *complex neighbourhood* [8].

Understanding tourist movement has a lot of benefits. Ismail and Jaafar found that better tour product a better place of interest offering can be achieved by understanding the tourist movement pattern better. Understanding tourist movement in beneficial for their visitor management policy inside a park where tourist activities may impacted the park [9]. Lew and McKercher stated that tourist movement has important implication regarding the planning and management of a tourist destination, especially in developing transportation, infrastructure, product, as well as managing social, cultural and environmental impact of tourism to the destination [10].

Other than the tourist characteristics and the destination attribute, the spatial configuration of a destination is one of the major factors influenced a tourist's destination choice [11] [12]). Result of the research shows that both the foreign tourist and domestic tourist movement visiting Labuan Bajo can be classified into two (2) type of movement. They are 1).The Sea Movement Pattern and 2).The Land Movement Pattern. The explanation of those movement are presented at the following paragraph.

For the foreign tourist, by examining the gate from where the tourist enter Labuan Bajo, the tourist destination visited before Labuan Bajo, their movement pattern, the tourist attraction they visited on land and also on the ocean, and the tourist destination they visited after Labuan Bajo, the researcher were able to identified eight (8) type of Sea Movement, using Lau and McKercher type of Tourist Movement. They were also able to identified three (3) type of Land Movement of foreign tourist visiting Labuan ajo. The 8 type of Sea Movement are: 1). Padar Island – Komodo Island – Pink Beach – Manta Point: Base Site, 2). Padar Island – Komodo Island – Manta Point: Base Site. 3). Padar Island – Komodo Island – Pink Beach: Base Site, 4). Komodo Island – Padar Island – Rinca Island: Chaining Loop, 5). Komodo Island – Padar Island – Pink Beach: Chaining Loop, 6). Komodo Island – Rinca

Island – Manta Point: Chaining Loop, 7). Manta Point – Komodo Island – Padar Island: Stop Over, and 8). Komodo Island – Manta Point: Chaining Loop.

The Land Movement for the foreign tourist visiting Labuan Bajo are as follows: 1). Goa Batu Cemin (Batu Cermin Cave) – Bukit Cinta (Love Hill), 2). Air Terjun Cunca Wulang (Cunca Wulang Waterfall) – Goa Rangko (Rangko Cave) and 3). Air Terjun Cunca Wulang (Cunca Wulang Waterfall) – Spider Web View Point.

For the domestic tourist visiting Labuan Bajo, the result of the research shows that there are five (5) types of Sea Movement and two (2) types of Land Movements. The sea movement are: 1). Padar Island – Komodo Island – Pink Beach, 2). Kelor Island – Padar Island – Komodo Island, 3). Kelor Island – Padar Island – Pink Beach – Kanawa Island, 4). Kelor Island – Rinca Island – Padar Island, and 5). Padar Island – Pink Beach – Manta Point: The Land Movement are: 1) Bukit Cinta (Love Hill) – Goa Batu Cermin (at Cermin Cave), 2). Goa Batu Cemin (Batu Cermin Cave) – Bukit Cinta (Love Hill).

4 Conclusion

Result of the research also shows that 50,6% of the foreign tourist movement inside Labuan Bajo are classified as *chaining loop*, while 78% of the movement of domestic tourist inside Labuan Bajo are *chaining loop*, where the tourist started their trip from the point where they stay at an accommodation to visit first tourist attraction, and then continued to the next tourist attraction, until they came back to their accommodation. This is due to the available accommodation location, and the currently available transport and tour package for the tourist inside Labuan Bajo

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