DEVELOPMENT OF KENJERAN COAST AS MARINE ECOTOURISM

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ABSTRACT

This research is continuation of previous research made by Mukhtasor at all (2006), which assesses ecotourism as the highest priority development strategy of THP (Taman Hiburan Pantai) Kenjeran. It is becoming important to know about how concept of ecotourism development to be appropriate, applicable and suitable to demand side of visitor in THP Kenjeran, consequently it is important to know visitors’ respond and their satisfaction againsts attributes provided in existing tourism area. Hence, this research aimed at purposing development concept of ecotourism in THP Kenjeran based on the demand side which much related to visitors’ satisfaction. This study uses Descriptive Analysis, Importance-Performance Analysis, Gap Analysis and Customer Satisfaction Index. This research investigates visitors’ satisfaction on the tourism attributes classified in classes (quadrants) indicating the level of each attributes involved. Based on Gap Analysis, it is shown that performance of all Tourism Attributes provided are lower than visitors’ expectation. Some attributes having Gap mean value lower than the average value have to be the priority for future development. These are Satisfaction values of each attribute namely coast natural beauty (0.68500), clean (0.7110), cafeteria & shopping stall (0.7160), sanitation (0.6911), supporting facilities (0.6758), recreation facilities (0.7069), pedestrian (0.7105), transportation (0.7184), image (0.7030), uniqueness (0.7092), access (0.7600), neat (0.6925), Security (0.7007), safety (0.7232), cost (0.7249), hospitality (0.8954), flora resources (0.6555), fauna resources (0.6690), culture resources (0.6808), out-bound (0.6802), entertainment (0.7303), coast cruising (0.5550), fishing ground (0.5823), coastal education (0.6761). Total index of customer satisfaction shows 65%. Based on Quadrant Analysis, attributes divided into four classes (quadrants). Quadrant 1 involves coast natural beauty, flora resources, fauna resources, culture resources, coast cross, fishing ground, coastal education. Quadrant 2 involves clean, cafeteria and shopping stall, supporting and recreation facilities, pedestrian, uniqueness, neat, security, safety, cost and entertainment. Quadrant 3 involves: transportation and image. Quadrant 4 involves access and hospitality. Attributes in quadrant 1 show attributes performance have to be enhanced, attributes in second quadrant show attributes have to be adhered and enhanced, attributes in quadrant 3 show that attributes have low performance and importance, attributes in quadrant 4 show those attributes is regarded as low importance and good performance. So improving these attribute can be useless. This satisfaction analysis help us to identify which tourism attributes have to be priority in ecotourism development. As conclusion, development focused on enlarging tourism area, revitalization of tourism attribute, diversify tourism object and attraction. So visitor’s satisfaction can increase, therefore enviromental friendly tourism (ecotourism) supporting education and better local resident economic could exist sustainably.

Keyword: Tourism Attributes, Satisfaction. Development, Marine Ecotourism.