

The Movement Patterns of Tourist Destination Floating Market, Lembang, West Bandung Regency

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Article Information	ABSTRAK
<i>Sejarah artikel</i>	<p>Penelitian ini bertujuan untuk mengetahui pola pergerakan wisatawan asal Provinsi Banten yang mengunjungi Floating Market, Lembang, Kabupaten Bandung Barat. Metode yang digunakan dalam penelitian ini adalah metode deskriptif dengan pendekatan survei. Penelitian ini berlangsung dari bulan Juni sampai Juli tahun 2019. Indikator yang diteliti yaitu (1) jumlah kunjungan wisatawan, (2) motivasi berkunjung wisatawan, (3) lama kunjungan, (4) moda transportasi, (5) aksesibilitas menuju destinasi wisata, (6) pengalaman berkunjung, (7) jumlah teman seperjalanan, (8) atraksi wisata. Hasil penelitian menunjukkan wisatawan cenderung melakukan pola pergerakan Multiple Pattern dengan tipe Chaining Loop dan Stop Over. Usia wisatawan didominasi oleh usia 17-30 tahun, wisatawan ini melakukan wisata bersama keluarga sebanyak 100%. Waktu tempuh wisatawan dari daerah asal menuju daerah wisata adalah 4 sampai 5 jam, sehingga wisatawan lebih mempersingkat waktu kunjung pada setiap destinasi dan jumlah destinasi yang dikunjungi wisatawan lebih banyak.</p>
Diterima : 2 September 2019	
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Kata kunci:	<p>ABSTRACT</p> <p>This research aims to know the movement patterns of tourist destination floating market, Lembang, West Bandung Regency. The method used in this research is descriptive method with a survey approach. The study lasted from June to July 2019. The indicators are (1) the number of tourist visits each tourist destination, (2) motivation of tourist visits, (3) length of stay, (4) modes of transportation, (5) accessibility to tourist destinations, (6) traveling experience, (7) number of traveling companions, (8) tourist attraction. The results showed tourists from Banten Province tended to only make Multiple Patterns with the type of Chaining Loop and Stopover. The age of 17-30 years dominates the era of tourists; these tourists do tours with their families as much as 100%. Tourists' travel time from the origin area to tourist area is 4 to 5 hours, so tourists further shorten the time of visiting each destination and destinations visited by more tourists.</p>
Pola Pergerakan	
Wisatawan	
Destinasi Wisata	
Keywords:	<p>Keywords:</p> <p>Movement Patterns Travelers Travel Destinations</p>
Movement Patterns	
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Introduction

West Java Province is one of the provinces that have high tourist visits related to West Java has a complete tourist attraction, variety of arts and culture, natural and artificial tourism, culinary, shopping tourism. Table 1 shows data on the number of tourist visits to the province of West Java from 2012 to 2017.

Table 1 shows that every year, West Java Province continues to experience an increase in tourist visits because the West Java province has always been of interest to visit for foreign and domestic tourists.

Table 1. Number of Foreign and Domestic Tourists in West Java Province

Year	Tourist		Total
	Foreign	Domestic	
2012	1.905.378	42.758.063	44.663.441
2013	1.794.401	45.536.179	47.330.580
2014	1.962.639	47.992.088	49.954.727
2015	2.027.629	56.334.706	58.362.335
2016	4.428.094	58.728.666	63.156.760
2017	4.984.035	59.644.070	64.628.105

Source : BPS, 2018

One of the 16 sub-districts in West Bandung Regency, which is famous as a tourist destination is Lembang District. Lembang District is included

in the area of North Bandung and is an area that is traversed by a highway that connects Subang Regency with the City of Bandung. The boundaries are Subang Regency in the north, south bordering Bandung City and Bandung Regency, Parompong District in the west and the east with Sumedang Regency. Lembang District 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 Hasanah et al. (2017), Lembang Subdistrict is an area as a major tourist attraction and has a high number of tourist visits per year compared to other districts in West Bandung Regency, however the movement of tourists on a tour tends to move only to specific 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 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. Creative tourism requires a fun- damental shift in the creation of value from production to consumption (Richards & Marques, 2012). This section describes a method to determine the tourist market segmentation variables. Generally tourist segments are divided in terms of geographic, socio-demographic, psychographic and travel behavioural variables (Wedel & Kamakura, 2000).

With the increasing trend in the tourism sector, making the Lembang as a place for the development of tourism businesses, supported by the strategic location and the mild climate that northern region Lembang become a fast-growing region. According to the Statistics Agency of West Bandung Regency (2018), Lembang district has 41 hotels, 49 restaurants, and 117 accommodation; this shows that the number of tourists who increasingly influence the development of restaurants in Lembang district.

Increased tourist visits cause high tourist movements, and this movement is due to the change from the area of origin to the tourist destination, also the motivation of tourists in traveling. The movement of tourists is a complex

process which can be modelled at a micro level as a continuous process with high resolution, such as in centimetres or at a macro level as discrete processes with low resolution, such as kilometres from one area to another (Xia et al., 2010). In addition to its large territory, the movement of tourists is also limited to the available time and the distance that must be taken from one tourist attraction located in one part of administrative city to the another attractions in another administrative cities (Fithriah, Susilowati, & Rizqihandari, 2018). Many different variations in each tourist destination, there will be a movement of tourists or a spatial change in the location of tourists to their destination. This tourist movement route has different and will form the tourist movement patterns, and then it can be seen tourist destinations frequently and rarely visited by tourists so it can be a reference for developing tourist facilities or attractions for tourists. Tourist movements can form certain patterns based on the points of tourist destinations (Lau & McKercher, 2006).

According to Lau & McKercher, 2006, 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 "The Movement Patterns of Floating Market, Lembang, West Bandung Regency."

Methods

This study aims to determine the form of tourism development with the movement or migration patterns of tourists who visit tourist destinations Floating Market Lembang, West Bandung. 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 sample of tourists from Banten Province who successfully found in tourist destinations that is six tourists).

Data collection techniques include direct observation/survey to the field and distribution of questionnaires to respondents, the secondary 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.

Result and Discussion

Based on the results of the study obtained an overview of the movement patterns of tourist destinations Floating Market, Lembang, West Bandung Regency. The results showed various types of movements made by tourists from Banten province.

Tourists from Banten Province perform the Multiple Pattern movement patterns with Stopover and Chaining Loop types. Tourists dominated by the age of 17-30 years, tourists were traveling with family using private cars as much as 100%. Tourists make a move to the tourist area intending to go, and tourists will consider time and distance. The time used by tourists to travel is about 4-5 hours. The time of tourist visits in a tourist destination utilized, the visiting time in each tourist destination carried out briefly around 1-2 hours per tourist destination, so that number of destinations visited can be more numerous and varied in the type of movement carried out by tourists.

a. Stopover Movement Type

Tourists from Banten Province make a move with Stopover type. Tourists will make a move from other tourist destinations first before going to the leading goal. The first tourist visit was at the Farm House and The Lodge Maribaya tourist destinations, then the main tourist destinations at the Floating Market and Gunung Putri.

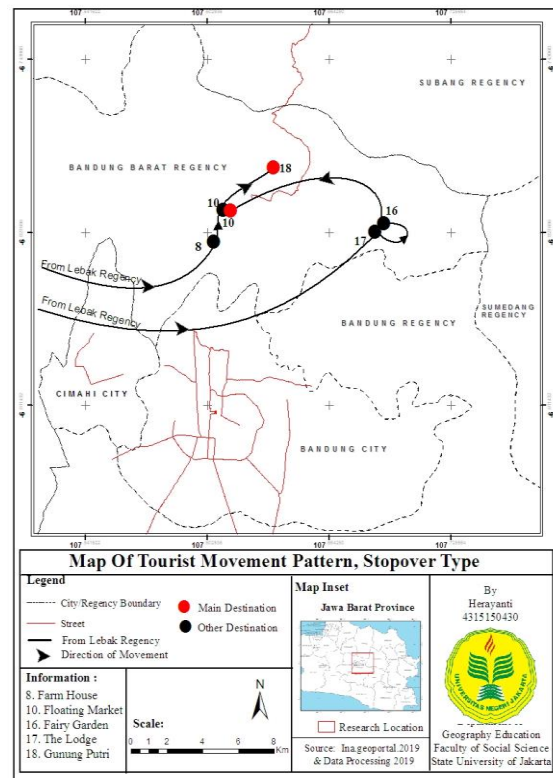


Figure 1. Stopover movement type in the Floating Market

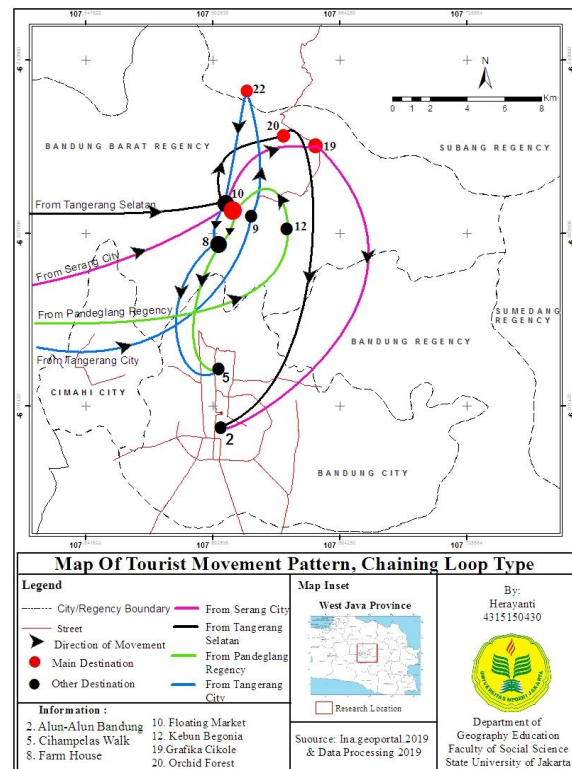


Figure 2. Chaining Loop movement type in the Floating Market

b. Chaining Loop Movement Type

Tourists make movements on the type of Chaining Loop conducted by tourists from

Banten Province as much as 67% with destinations visited by three to five tourist destinations. The action of tourists in the first visit moves to tourist destinations Floating Market, Tahu Susu Lembang, Begonia Park. In the Chaining Loop movement type tourists choose their first visit to a tourist destination that is near and unidirectional before proceeding to the principal target (Frias, Cabral, & Costa, 2015).

Furthermore, after visiting the first destination, tourists will continue their visit to the principal target. The primary destinations visited by tourists are the tourist destinations of Orchid Forest, Tangkuban Parahu, Floating Market, and Grafika Cikole. Then, after visiting the leading destination, tourists will make another visit before returning to their homes, including the goal Cihampelas Walk, and Bandung Square. This broad movement influenced by tourist visiting time. Tourists spend around 2-3 hours, and this short time causes tourists to visit many tourist destinations in one day.

More tourists found in the Multiple Pattern movement compared to Single Pattern. It can conclude that the farther the distance from the area of origin of tourists, the flow of tourists formed will be more extensive (Multiple Pattern Movement). Tourists will spend time to visit several destinations because the purpose of visiting tourists is only to travel so tourists will use their time to go to Bandung. The mode of transportation used by tourists is a private car because this private car is more comfortable to use during traveling, especially when traveling with family.

Destinations Farm House, Gunung Putri, Orchid Forest, Mount Tangkuban Parahu, Grafika Cikole, and Floating Market are tourist destinations in West Bandung Regency. Floating Market is the leading destination of the most chosen by tourists. This tourism destination has never been visited before by tourists. The Floating Market destination has a variety of attractions and is interesting for tourists, especially for families who bring children. These floating markets often serve as a second source of the second income for a community. The establishment of floating markets can also be linked to the concept of community-based tourism (CBT), which emphasizes the involvement of the host community in planning and

maintaining its own tourism development for sustainable purposes (Blackstock, 2005).

Conclusion

Based on the results of the study, the movement of tourists from Banten Province who visited the Floating Market tourist destination did a Multiple Pattern with the type of Chaining Loop and Stopover movement type, with a wider range of space and the number of tourist destinations visited quite a lot and at relatively far distances. This is influenced by the distance or travel time used by tourists from the area of origin to the tourist area, the distance is relatively far, so that tourists while in the tourist destination area further shorten the visiting time at each destination, in a day tourists can visit 2 to 3 tourist destinations. Tourists are dominated by tourists aged 17-30 years who travel with family.

From the movement of tourists, it can be seen that the destinations that are in great demand by tourists are destinations with diverse tourist attractions, facilities to good accessibility, and tourists who have never visited such tourist destinations. Another finding is that before returning to the area of origin, tourists as much as 33.33% made their last tour visit at the Cihampelas Walk shopping center, Bandung City. Vendors in communities where the promising benefits of floating markets are fairly distributed and a satisfactory income can be earned demonstrate a relatively high willingness and participation in enhancing the attractiveness of the destination (Wattanacharoensil & Sakdiyakorn, 2016).

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