

## **The Analysis of Characteristics and Assessment of Satisfaction Levels of Tourists in Borobudur Tourism Villages of Magelang Regency**

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**Abstract:** Tourism villages (Desa Wisata) in Magelang Regency of central Java have a big potential to be developed. By referring to a concept of community-based tourism, it is expected that the development of the tourism villages enables to improve community's involvement as well as to accelerate the community economic development. It is therefore, important to find out tourist characteristics which influence the development of the tourism villages. Data were collected using questionnaires distributed to tourists who visited at 7 tourism villages of Borobudur sub-district. The number of samples was 840 tourists. The research results find out characteristics of tourists as consumers who will use tourism services. A priori segmentation was utilized to analyze the tourist characteristics. In addition, their satisfaction levels on tourism activities offered by the villages were assessed using satisfaction rating. The assessment of satisfaction level of tourism activities found that "community activities" and "accommodation" were the main concerns of tourist dissatisfaction. These points should receive more attention for the development of tourism villages in Magelang Regency in the future.

**Key words:** Tourist, tourism village, satisfaction, Magelang Regency, development, activities

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### **INTRODUCTION**

Borobudur temple (a 9th-century Buddhist temple located in Magelang, central Java, Indonesia) is one of top tourist destinations in Indonesia which attracts approximately 2.5 million Foreign tourists and local visitors each year. During high season, the temple receives an average of 40,000 tourists a day (Fatimah and Kanki, 2012). Clearly, it belongs to the mostly visited tourist attraction in Magelang.

Now a days, not only the temple which serves as a tourism object but also, its surrounding villages offer a wide range of tourism activities. The villages have a potential to develop to be a tourist attraction which involves tourism activities and community's direct involvement. The villages, therefore are called tourism villages.

In reference to Government Regulation of the Republic of Indonesia No. 50 Year 2011 regarding RIPPN (Rencana Induk Pembangunan Kepariwisata Nasional Tahun 2010-2025 National Tourism Master Plans for the years 2010-2025), tourist village is categorized as a tangible resource which includes traditional settlements with typical customs and traditions and as an intangible resource which covers typical traditional life and cultural activities in an area/region as well as its artistry.

A total of 17 villages were stipulated as tourism villages and included in programs of Rencana Induk Pembangunan Kepariwisata Daerah (RIPPARDA-Regional Tourism Master Plans) of Magelang regency for the years 2014-2034. Out of the 17 villages, 12 villages were examined and an analysis on the categorization of desa yang aktif (villages with community active participation) and desa yang tidak aktif (villages with community inactive participation) was conducted. Desa yang aktif refer to villages which involve community active participation in managing tourism activities to contribute to local economies, both collectively and individually. Meanwhile, desa yang tidak aktif include villages with no tourism-related activities. Seven villages identified as desa yang aktif are Borobudur village, Wanurejo Village, Candirejo Village, Karanganyar Village, Karangrejo Village, Ngargogondo Village and Giritengah Village.

There are many tourism products offered by the tourism villages including natural attractions (village tour, sunrise/sunset tour, river cruise, mountain climbing), cultural arts (dance, music, wayang/puppetry, cultural show), community activities (farming, cooking, making batik/cloth made using technique of wax-resist dyeing, doing laundry by river, bathing cattle), typical crafts (souvenirs and food), home stay (staying in the home of

a local family), local transport (dokar/andong/traditional horse-drawn carriage, sepeda onthel/vintage dutch bicycle, bamboo raft).

The aforementioned tourism products should have fulfilled tourist's expectations. This study identifies characteristics and satisfaction levels of tourists who have visited the tourism villages and therefore will be useful for the development of the villages. In the field of marketing strategy, it is known as market segmentation study which serves as a strategic means of identifying tourist market segmentation, allowing it to determine targets for future marketing strategies which lead to a strong competitive excellence (Dolnicar, 2004; Boley and Nickerson, 2013).

**Literature review:** A research conducted by Fatimah and Kanki (2012) discusses conditions and cultural heritage conservation related activities of tourism villages in Borobudur sub-district. The research concludes that the activities are a result of collaboration among community, non-governmental organization and tourist guide taking part in exploring conditions and potentials in the villages. The activities are dissimilar to those conducted by tourists when they visit Borobudur temple and its surrounding parks. The activities in each tourist village differ in their condition and development but they play an important role for the development of tourism in Borobudur.

Each village is expected to have its typicality of tourism products and therefore will attract tourists to visit and/or overnight in a tourist site. Local traditions and culture play a part in tourist's desire to stay in the countryside (Popescu *et al.*, 2014).

In addition, tourism exerts an influence on a country's economy, including on community surrounding the tourist sites. However, the economic benefits have not been felt equally across communities. Previous research results examined an issue of economic inequality which communities of karangrejo village of Borobudur sub-district of Magelang Regency should encounter (Sofianto, 2013).

Several researches have discussed concept of Community-Based Tourism (CBT). It is by definition, a form of tourism 'where a local community has substantial control over and involvement in its development and management and a major proportion of the benefits remain within the community' (WWF., 2001). Hampton by Fatimah and Kanki (2012) emphasized that heritage sites may be able to generate real economic and social benefits for their local host.

## **MATERIALS AND METHODS**

Questionnaires were distributed to tourists who visited Borobudur tourism villages. Research location included 7 tourism villages of Borobudur sub-district. Sample size was statistically calculated using sample size formula. The number of samples was 840 tourists.

Two analyses comprising analysis of tourist characteristics and analysis of tourist satisfaction levels were conducted and discussed in the study.

**Analysis of tourist characteristics:** Analysis of tourist characteristics covers 4 indications comprising (Yuliasri, 2005):

- Socio-economic/demographic indication
- Geographic indication
- Tourism product indication
- Psychographic indication

Each indication presents several points to analyze. A priori segmentation was utilized to analyze the tourist characteristics. Previous studies using a priori segmentation as a methodological approach to divide tourist segmentation (Dolnicar, 2004; Boley and Nickerson, 2013).

A priori segmentation divides tourists into two groups based on tourist length of visit (Yuliasri, 2005): heavy half and light half. The percent values indicated in each indicator belong to heavy half group of tourists prioritized for the future development. The Chi-square test revealed significant differences between "Heavy half" and "Light half" in variables of each indication (Chi-square  $p = 0.000$ ).

**Socio-economic/demographic indication:** Tourist segmentation based on socio-economic or demographic indication is denoted in Fig. 1.

Firstly, viewed from tourist sex, the number of male tourists (47%) and of female tourists (53%) is nearly balanced. Secondly, viewed from age, age range of 30-39 (37%) dominates. Then, viewed from varied occupation, most of the tourists are private sector workers (34%) and students (28%). Next, viewed from tourist education level, most tourists attended tertiary institution (51%). Finally, viewed from income, most tourist incomes range between IDR 1,000,000 and IDR 1,500,000 (58%).

In reference to the analysis on the demographic indication, it is clear that most of the tourists belong to productive age group and therefore this will affect their pattern of visits nonworking days and school days off.

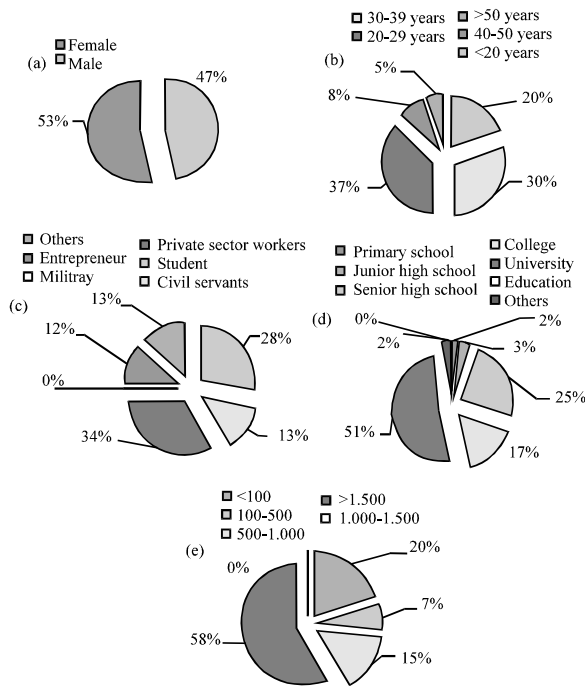


Fig. 1: Socio-economic/demographic indication: a) Sex; b) Age; c) Occupation; d) Education and e) Income (IDR, 000)

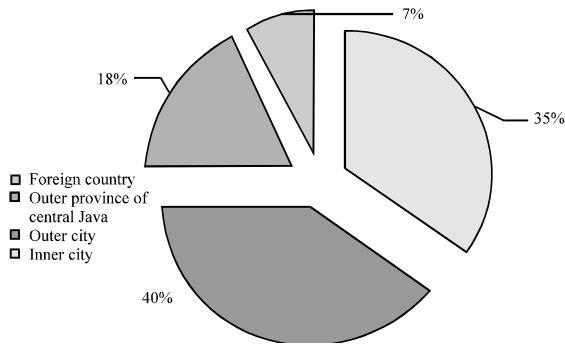


Fig. 2: Geographic indication

**Geographic indication:** Tourist segmentation based on geographic indication is illustrated in Fig. 2. The analysis on geographic indication denotes that most of the tourists come from inner city and outer city (inside areas of Central Java). Therefore, it is important to attract more tourists coming from outer province of Central Java and Foreign country.

**Tourism product indication:** Tourist segmentation based on tourism product indication is shown in the following Fig. 3.

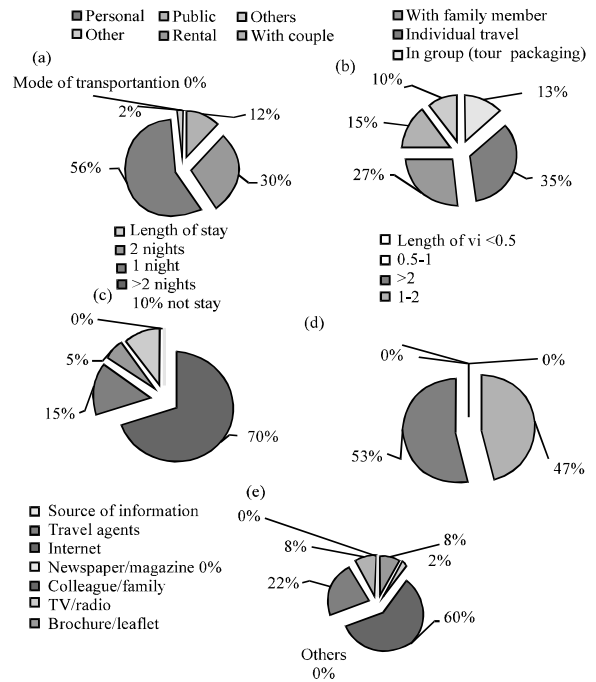


Fig. 3: Tourism product indication: a) Mode of transportation; b) Travel companion; c) Length of stay; d) Length of visit and e) Source of information

The results of tourism product indication demonstrate that the most dominant visiting patterns are in group (35%) and with family (27%). The most commonly used means of transportation is personal vehicle (56%). Meanwhile, the length of stay ranges from 1-2 h (47%), even more than 2 h (53%). Most of the tourists do not stay at hotel or other types of lodgings (70%). The most dominant source of information is colleague/family (60%).

From the analysis, it is found that facilities or activities for family or group packaging are required. The use of personal transportation has also be anticipated due to lack of adequate and safe parking area. The length of stay, particularly whether tourists prefer staying (for 1 to 2 h or more) or not, must be kept in balance with interesting and efficient tourism activities. Moreover, existing lodging facility or homestay need promotion in order to attract tourists for staying. Promotion through media such as internet has more opportunity to be improved to reach both local visitors and foreign tourists.

**Psychographic indication:** The results of tourist segmentation on the basis of psychographic indication are presented in the following Fig. 4 and 5.

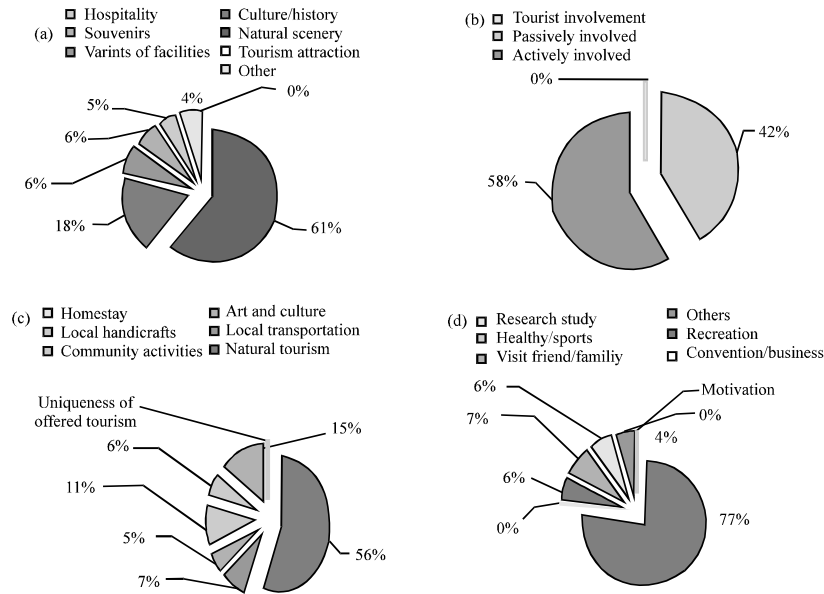


Fig. 4: Psychographic indication: a) Tourism attraction; b) Tourist involvement; c) Motivation and d) Uniqueness of offered tourism

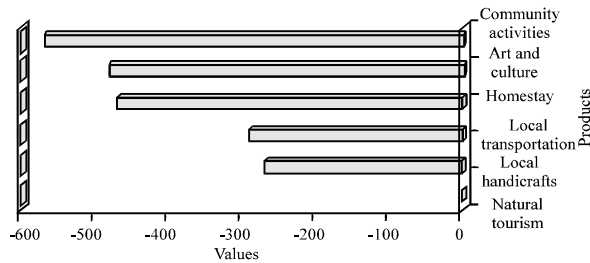


Fig. 5: Main tourism product

Most of the tourists are interested in natural beauty (61%) and they are motivated to take some recreation (77%). Tourists take recreation both actively (42%) and passively (58%). They, also find uniqueness on the natural tourism (56%) among the tourisms offered. This indicates that tourists need to be attracted to enjoy other tourism activities such as identifying culture/history, creating typical handicrafts, being involved in local community activities, etc. These sorts of activities will be more effective to motivate tourists to be actively involved, instead of merely observe or enjoy village or natural scenery and therefore they will be more convenient to do their activities or even to stay longer in the tourist sites.

**Analysis of tourist’s satisfaction level:** Analysis on tourist satisfaction level was measured, particularly on main and supporting tourism products. The assessment was carried out using questionnaires distributed to

Table 1: Tourist’s satisfaction level on tourism products in tourism village in Borobudur sub-district

Tourism product (s)	Tourist’s responses			Total
	Un-satisfied	Satisfied	Highly satisfied	
	N (score)	N (score)	N (score)	N (score)
<b>Main products</b>				
Natural tourism	220 (-220)	400 (0)	220 (220)	840 (0)
Art and culture	520 (-520)	280 (0)	40 (40)	840(-480)
Community activities	600 (-600)	210 (0)	30 (30)	840(-570)
Typical or local handicrafts	400 (-400)	310 (0)	10 (10)	840(-270)
Homestay	550 (-550)	210 (0)	80 (80)	840(-470)
Local transportation	410 (-410)	310 (0)	120 (120)	840(-290)
<b>Supporting products</b>				
Community hospitality	110 (-110)	520 (0)	210 (210)	840(100)
Safety	160 (-160)	510 (0)	170 (170)	840 (10)
Availability of toilet	220 (-220)	460 (0)	160 (160)	840 (-60)
Souvenir shop	270 (-270)	520 (0)	50 (50)	840(-220)
Shop/stall/kiosk	210 (-210)	510 (0)	120 (120)	840 (-90)
Food and beverage facility	250 (-250)	440 (0)	150 (150)	840(-100)
Praying facility	340 (-340)	450 (0)	50 (50)	840(-290)
Parking area	230 (-230)	510 (0)	100 (100)	840(-130)
Accessibility to tourist sites	220 (-220)	530 (0)	90 (90)	840(-130)
Communication facility	440 (-440)	370 (0)	30 (30)	840(-410)
Accommodation	480 (-480)	300 (0)	60 (60)	840(-420)

tourists visiting the tourism villages. The assessment included ‘unsatisfied’, ‘satisfied’ and ‘highly satisfied’, represented by -1, 0 and 1, respectively.

The assessment results of tourist’s satisfaction level on the existing tourism products can be observed in Table 1.

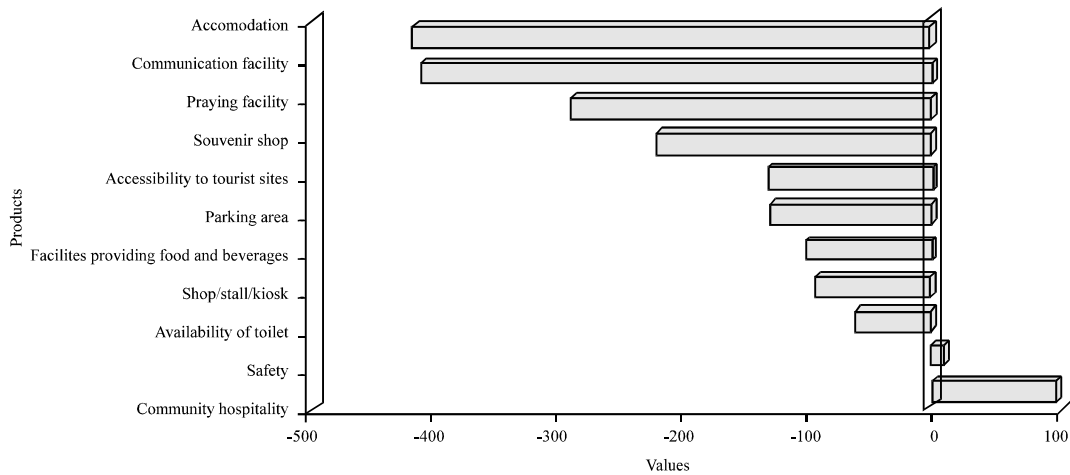


Fig. 6: Supporting tourism product

The results of assessment on satisfaction level indicate that there are many tourism products which have not met tourist expectation represented with negative score including.

**Main products:** Community activities (-570), art and culture (-480), homestay (-470), local transportation (-290) and typical or handicrafts (-270).

**Supporting products:** Accommodation or meeting room (-420), communication facility (-410), praying facility (-290), souvenir shop (-220), parking area (-130), accessibility to tourism sites (-130), facility providing food and beverage (-100), shop (-90) and availability of toilet (-60) (Fig. 5 and 6).

These results are references for tourism development in tourism villages situated in Borobudur sub-district and therefore, tourist dissatisfaction will receive more attention and then improvement will be made.

## RESULTS AND DISCUSSION

A great potential of local tourism such as natural beauty becomes the biggest attraction for tourists. However, the management and services have not been able to meet tourist's demand. Main tourism products including community activities, art and culture, homestay, local transportation and local handicrafts need to be improved for both the management and the services.

A large number of tourism activities proves a close relationship between tourism and local community in which tourism activities occur (Mgonja *et al.*, 2015). The term "community" is used either implicitly or explicitly in many tourism initiatives such as pro-poor tourism,

responsible tourism, sustainable tourism, ecotourism and Community- Based Tourism (CBT). The presence of tourism villages is expected to encourage local community participation in improving their welfare and quality of life and at the same time, serve as avant garde in maintaining environment and conserving cultural heritage (Mgonja *et al.*, 2015).

Long-run achievement of CBT project depends on the integrated main tourism industry, particularly through establishing partnership with private sectors (Hamzah, 2014). CBT development is carried out based on the principles of balanced and harmonious interests of various stakeholders, including government, private parties and society in tourism development. Cooperation among stakeholders will succeed tourist service improvement, improve tourist's satisfaction and interest to visit and finally improve local community economic growth. The availability of supporting products, including accommodation (meeting room), communication facility, praying facility, souvenir shop, parking area, accessibility to tourism sites, facility providing food and beverages, shop and toilet, will be complied with cooperation among all parties (stakeholders).

## SUMMARY

Tourist characteristics are inputs for tourist market segmentation in the tourism villages. The characteristics cover productive age of tourists, the need of promotion to attract both local visitors and foreign tourists to visit, tourist's motivation to visit, especially in group/with family using personal transportation who have not made use of homestay, tourist's involvement which requires more motivation to be actively involved in tourism

activities and tourist's interest in natural tourism. For further research, market segmentation and tourist's satisfaction level can be combined to determine strategies for developing tourism products properly.

### CONCLUSION

This study attempts to analyze tourism potential for the development of the Borobudur tourism villages since tourism is regarded as a powerful agent of change.

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