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DOMESTIC TOURISTS' RESPONSE TO TOURIST ATTRACTIONS IN SABANG AND BANDA ACEH, INDONESIA¹

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Abstract

This research aimed to determine the response or complaints of domestic tourists about the tourism in Sabang and Banda Aceh. The types of data used were primary and secondary data. The primary data was obtained using Non Probability Sampling method. In-depth interview was conducted with 50 domestic tourists in Sabang and 60 domestic tourists in Banda Aceh. The secondary data was obtained from Statistics Indonesia, Sabang and Banda Aceh Tourism Offices, as well as from relevant literature review. The research revealed that the domestic tourists in Sabang and Banda Aceh had similar responses regarding waste management, environmental hygiene, and adequate lavatories with clean water supply. Another complaint from the domestic tourists in Sabang was regarding transportation such as the ferryboat management and the local ground transportation, availability of restaurants and eateries with wide-ranging types of food, as well as the availability of mushollas or praying spaces. One way to encourage domestic tourists to visit Sabang and Banda Aceh is to address their complaints about waste management and environmental hygiene, availability of restaurants or eateries with a diverse menu, and availability of praying spaces.

Keywords: *Response, Domestic Tourists, Tourist Attractions, Sabang, Banda Aceh*

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A. Introduction

1. Tourist Attractions and the Number of Domestic Tourist Visits to Sabang

Sabang has an area of 153 km² which is divided into two sub-districts, 18 *kemukiman*, and 72 villages. The topography includes lowland with hills, mountains, and rocky coasts. Weh is the largest island in the group of islands also consisting of Klah Island, Rubiah Island, Seulako Island, and Rondo Island. Sabang Tourism Office recommends a number of tourist attractions to be visited in Sabang (Figure 1).

No	Sub-district Sukakarya	Sub-district Sukajaya
1	Hutan wisata Iboih	Pantai Pasir Putih
2	Pulau Rubiah	Pantai Panas Keunekai
3	Pantai Gapang	Pantai Tapak Gajah
4	Pantai Teupin Layeu	Pantai Aroun
5	Pantai Teupin Sirkui	Pantai Sumur Tiga
6	Pantai Lueng Anging	Pantai Reuteuk
7	Pantai Kasih	Air Panas Jaboi
8	Pantai Pria Laot	Pantai Balohan
9	Danau Aneuk Laot	Pantai Chum
10	Tugu KM Nol	
11	Gua Sarang	
12	Swim Bath	
13	Pantai Paradiso	
14	Air Terjun	

Figure 1. Tourist Attractions in Sabang
Source: Sabang Tourism Office, 2014

Due to its marine tourism potential, Sabang has seen an increase in the number of domestic tourist visits for the past six years, with the highest level recorded in 2013. Sabang Tourism Office has been contributing to the increase by organizing numerous events to attract tourists to Sabang (Figure 2).

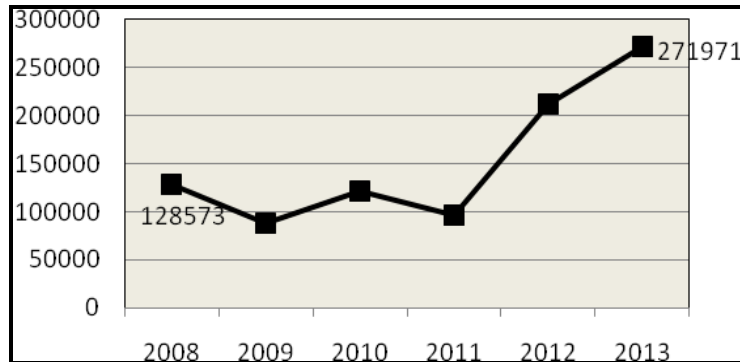


Figure 2. Number of Domestic Tourist Visits to Sabang 2008-2013 (Person)
 Source: Aceh Tourism Office, 2014

The increasing number of tourist visits will have impacts on the quality of the environment in Sabang, one of which is in the area of waste management. A sustainable development process which is closely related to environmental issues and the sustainability of the next generations calls for constant attention and efforts from all stakeholders, including in the area of research. Therefore, an effort to determine the complaints of domestic tourists in Sabang and Banda Aceh is deemed necessary.

2. Tourist Attractions and the Number of Domestic Tourist Visits to Banda Aceh

Banda Aceh has a number of marine tourism sites which are presented in Figure 3. There are 12 popular tourist attractions in Banda Aceh, one of which is Masjid Raya Baiturrahman. It is the most visited site because of its city center location. It also has great historical values as it has witnessed the struggle of Acehnese people against the Dutch colonial. After the 2004 tsunami, Banda Aceh has had even more tourist attractions. The most famous is the Tsunami Museum designed by Ridwan Kamil. This museum has a collection of tsunami memorabilia such as tsunami related photos, an airplane wrecked in the event, etc.

No.	Tourist Attraction	Location
1	Mesjid Raya Baiturrahman	Banda Aceh city center
2	Pinto Khop	Jln. Insinyur Haji Muhammad Tahir Kuta, Near Gunongan, Banda Aceh

3	Gunongan	Banda Aceh city center, Kec. Baiturrahman, Jl. Teuku Umar
4	Kapal Apung Lampulo	Gampong Lampulo Kecamatan Kuta Alam
5	Sultan Iskandar Muda Tomb	Jln. Sultan Alaidin Mahmud Syah (Japakeh), Baperis Aceh Museum Complex, next to Pendopo Gubernur
6	Gerbang Peutjoet Kerhkoff	Jl. Teuku Umar, Gampong Sukaramai, Kec. Baiturrahman, Kota Banda Aceh
7	Mesjid Baiturrahim	Ulee Lheu
8	Tsunami Museum	Jln. Iskandar Muda, opposite Blang Padang
9	Museum Negeri Aceh	Jln. Sultan Alaidin Mahmud Syah
10	Pantai Cermin	Ulee Lheu
11	Syiah Kuala Tomb	± 3 kms from Banda Aceh
12	RI 001 Seulawah Monument	± 250 meters from Banda Aceh city center

Figure 3. Tourist Attractions in Banda Aceh
 Source: Aceh Tourism Office, 2015

The number of tourist visits to Banda Aceh has been increasing for the past five years. This indicates that Banda Aceh has a tremendous tourism potential, especially with all the tourist attractions available in the city. The number of domestic tourist visits to Banda Aceh is shown in Figure 4.

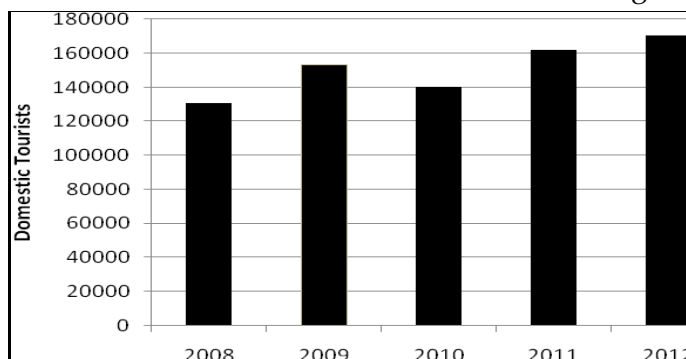


Figure 4. Number of Domestic Tourist Visits to Banda Aceh 2008-2012 (Person)
 Source: Aceh Tourism Office, 2014

Tourism demand is an individual or a group of people intending to travel to Sabang and Banda Aceh which depends on a number of factors. Foster (1985) mentions several main factors influencing the travel such as: 1) the tourist profiles which can be categorized into: (a) the social and economic characteristics

consisting of age, education, and income rate, (b) the behavioral characteristics consisting of motivation, attitude, and aspiration of the tourists, 2) the knowledge to do the traveling consisting of the information on the tourist destination as well as its facilities and services 3) the travel characteristics consisting of distance, length of stay at the destination area, cost, and travel time, 4) the resources and characteristics of the destination consisting of types of attraction, accommodation, availability and quality of services and facilities, environmental condition, and so on.

McEachern (2001) mentions the factors that influence demand other than the price such as income, price of related goods, taste and preference, change in the estimation of future relative price, and people. And then, Clawson and Knetsch (1975) state that the recreational demand is generally shown in the form of a list of volumes or visit rates at various levels of travel cost. They also add that there are several factors influencing the demand for recreation sites, namely: 1) Individual factors or factors associated with potential users which consist of: a) the number of individuals present in the vicinity of the recreation site, b) geographical distribution of the potential consumers in relation to the ease and inconvenience to reach the recreation site c) social and economic characteristics such as age, sex, occupation, number of family members and education level, d) average income and its allocation, e) average leisure time allocation, f) special education, experience and knowledge related to recreation, 2. Recreational factors such as: a) beauty and attractiveness, b) intensity and management system, c) number of alternative recreation sites, d) recreation site's capacity to accommodate visitors, e) characteristics of climates and weathers of the recreation site, 3. Factors related to the link between the potential demand and recreation site such as: a) length of time spent traveling from home to a recreation site and back, b) comfort in traveling, c) travel cost, d) travel expenses to visit the recreation site, e) promotion cost.

B. Method

This is a descriptive qualitative study using the triangulation method by means of in-depth interviews. The acquired data will be sharpened in each phase in such a way that a result can be obtained.

Sabang and Banda Aceh were chosen as the location of the study because both places have rich tourism potential and have attracted a large number of domestic tourists. This study was conducted in 2015 and the respondents were the domestic tourists visiting Sabang and Banda Aceh at that particular time.

The types of data used were primary and secondary data. The primary data was obtained using Non Probability Sampling method. In-depth interview was conducted with 50 domestic tourists in Sabang and 60 domestic tourists in Banda Aceh. The secondary data was obtained from Statistics Indonesia, Sabang and Banda Aceh Tourism Offices, as well as from relevant literature review.

C. Research Finding and Discussion

1. Trip to Sabang

When visiting Sabang, tourists will find more than marine tourism because there are mountains, lakes, white and black sandy beaches, and unspoiled forests. Sabang can be reached by either 45 minute or 1,5 hour ferry trip from Ulee Lheue port in Banda Aceh. The fast ferry takes approximately 45 minutes, but the slow ferry takes approximately 1.5 hours.

National airlines have regular flights from Jakarta to Banda Aceh via Medan. International flights to Banda Aceh are available from Malaysia which is operated by Firefly and Lion Air (from Penang) and Air Asia (from Kuala Lumpur).

2. The City of Banda Aceh

The city of Banda Aceh lies in the Northern Hemisphere on the geographical coordinates of 05°16'15" - 05°36'16" N and 95°16'15" - 95°22'35" E. Banda Aceh is situated at an average elevation of 0.80 meter above sea level. There are 9 sub-districts and 90 villages in Banda Aceh, as presented in Figure 5.

No	Sub-district and Capital	Village
1	Meuraxa/ Ulee Lheue	1. Surien, 2. Asoi Nanggro, 3. Lamjabat, 4. Gampong Baro, 5. Punge Jurong, 6. Lampaseh Aceh, 7. Punge Ujong, 8. Gampong Pie, 9. Deah Glumpang, 10. Lambung, 11. Blang

		Oi, 12. Alue Deah Teungoh, 13. Deah Baro, 14. Uleelheue, 15. Cot Lam Kuweuh, 16. Gampong Blang.
2	Jaya Baru/ Lampoh Daya	1. Ulee Pata, 2. Lamjamee, 3. Lampoh Daya, 4. Emperom, 5. Geuceu Meunara, 6. Lamtemen Barat, 7. Bitai, 8. Lamtemen Timur, 9. Punge Blang Cut.
3	Banda Raya/ Lam Lagang	1. Lam Ara, 2. Lampuot, 3. Mibo, 4. Lhong Cut, 5. Lhong Raya, 6. Peunyeurat, 7. Lam Lagang, 8. Geuceu Komplek, 9. Geuceu Iniem, 10. Geuceu Kayee Jato.
4	Baiturrahman/ Neusu Jaya	1. Ateuk Jawo, 2. Ateuk Deah Tanoh, 3. Ateuk Pahlawan, 4. Ateuk Munjeng, 5. Neusu Aceh, 6. Seutui, 7. Sukaramai, 8. Neusu Jaya, 9. Peuniti, 10. Kampung Baru.
5	Lueng Bata/ Lueng Bata	1. Landom, 2. Cot Mesjid, 3. Batoh, 4. Lueng Bata, 5. Blang Cut, 6. Lampaloh, 7. Sukadamai, 8. Panteriek, 9. Lamseupeung.
6	Kuta Alam/ Banda Baru	1. Peunayong, 2. Laksana, 3. Keuramat, 4. Kuta Alam, 5. Beurawe, 6. Kota Baru, 7. Bandar Baru, 8. Mulia, 9. Lampulo, 10. Lamdingin, 11. Lambaro Skep.
7	Kuta Raja/ Keudah	1. Lampaseh Kota, 2. Merduati, 3. Keudah, 4. Peulanggahan, 5. Gampong Jawa, 6. Gampong Pande.
8	Syiah Kuala/ Lamgugob	1. Ie Masen Kaye Adang, 2. Pineung, 3. Lamgugob, 4. Kopelma Darussalam, 5. Rukoh, 6. Jeulingke, 7. Tibang, 8. Deah Raya, 9. Alue Naga, 10. Peurada.
9	Ulee Kareng/ Ulee Kareng	1. Pango Raya, 2. Pango Deah, 3. Ilie, 4. Lamteh, 5. Lamglumpang, 6. Ceurih, 7. Ie Masen Ulee Kareng, 8. Doi, 9. Lambhuk.

Figure 5. Villages in Banda Aceh

Source: Village Master File of Banda Aceh, Statistics Indonesia, 2014

3. Characteristics of Domestic Tourists in Sabang

The characteristics of the domestic tourists in Sabang are: 1) Male tourists 61.3% and female 38.7%. The majority of respondents are male due to their position as the heads of households who play a determining role in making decision regarding recreation, 2) 73.5% of the respondents do not specifically allocate funds for holiday purposes, while 26.5% do, 3) The domestics tourists come from Medan (68%), Aceh (23%), Jakarta and Java region (9%).

4. Characteristics of Domestic Tourists in Banda Aceh

The characteristics of the domestic tourists in Banda Aceh are: 1) Male tourists 67.8% and female 32.2%. The majority of respondents are male due to their position as the heads of households who play a determining role in making

decision regarding recreation, 2) 82.4% of the respondents do not specifically allocate funds for holiday purposes, while 17.6% do, 3) The domestic tourists come from Medan (42.1%), Aceh (51.8%), Jakarta and Java region (6.1%).

5. Response of Domestic Tourists in Sabang

The main complaints of the domestic tourists during their stay in Sabang are about waste management (76%), transportation (14.11%) which relates to the ferry management i.e. unreliable scheduling of Sabang-bound ferry during peak holiday seasons (long holidays and public holidays). A study by Muhammad et al (1997) maintains that tourists are not satisfied with the local transportation services in Sabang which are not well-managed. Unreliable ferry schedules during long holiday periods are an example. Other complaints are related to availability of restaurants or eateries and clean water (9.89%), which is shown in Figure 6.

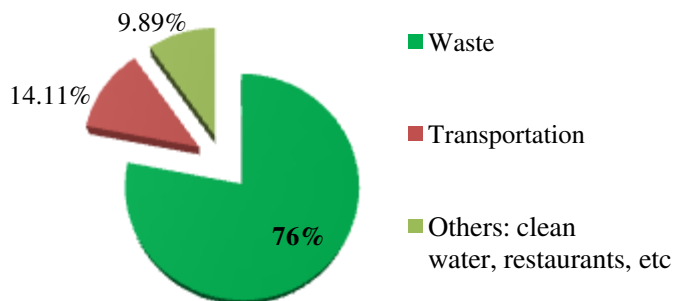


Figure 6. Domestic Tourists' Complaints in Sabang
Source: primary data, 2015

6. Response of Domestic Tourists in Banda Aceh

There are two primary complaints of the domestic tourists regarding their visits to tourist attractions in Banda Aceh: sufficient toilet hygiene and availability of clean water (83.43%) and environmental hygiene (16.56%), including the provision of garbage bins. This means that there is a similarity of response regarding waste management and environmental hygiene.

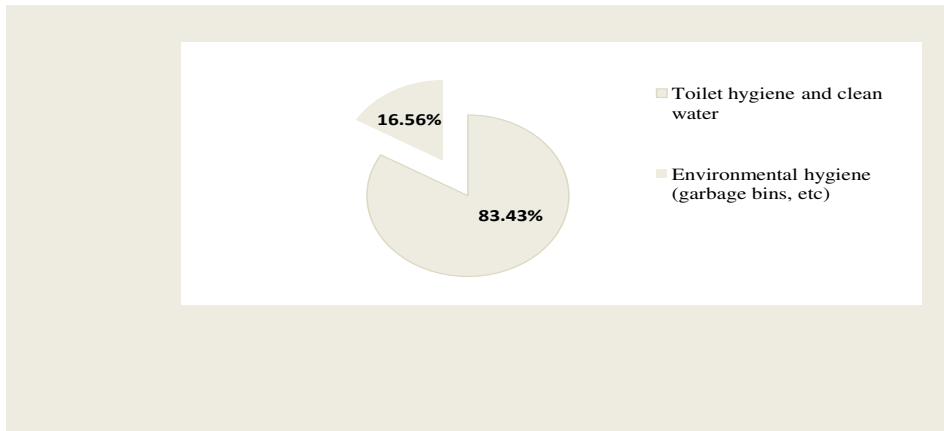


Figure 7. Domestic Tourists' Complaints in Banda Aceh

D. Conclusion.

It can be concluded from this research that the domestic tourists in Sabang and Banda Aceh had similar responses regarding waste management, environmental hygiene, availability of adequate lavatories and clean water. Another complaint from the domestic tourists in Sabang was regarding transportation such as the management of Sabang-bound ferryboats and local ground transportation in Sabang, availability of restaurants or eateries with wide-ranging types of food as well as *mushollas* or praying spaces.

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