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Ecotourism development Ujung Kulon national park (tnuk) as a tourist destination

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Abstract

Estimation of the number of visits by socioeconomic factors to each individual newborn calves per year visits was made by using the Individual Travel Cost Method (ITCM) with use of descriptive and explanatory survey method. As a result, to balance the demand for visits to the national park and the protection of resources needs to put in place a strategy/ plan so that both of these can be carried out properly. In conclusion, cooperation and synergy between all stakeholders is the answer to overcome various obstacles in the development of ecotourism.

Keywords: Ujung Kulon, National Park, TNUK.

Desarrollo del turismo ecológico Parque Nacional Ujung Kulon (tnuk) como destino turístico

Resumen

La estimación del número de visitas por factores socioeconómicos a cada ternero recién nacido individual por año se realizó mediante el método de costo de viaje individual (ITCM) con el método de encuesta descriptiva y explicativa. Como resultado, para equilibrar la demanda

de visitas al parque nacional y la protección de los recursos.³⁹⁶
Darchud et al.

, es necesario establecer una estrategia / plan para que ambos puedan llevarse a cabo correctamente. En conclusión, la cooperación y la sinergia entre todas las partes interesadas es la respuesta para superar varios obstáculos en el desarrollo del ecoturismo.

Palabra clave: Ujung Kulon, Parque Nacional, TNUK.

1. INTRODUCTION

Tourist destinations, ie geographic areas that are within one or more administrative regions in which there are tourist attraction, public facilities, tourism facilities, accessibility, and community are interrelated and complementary realization of kepariwisataan. One of province in Indonesia which has a variety of objects and Banten. Provinsi Banten tourism potential is known with a unique traditional art that is Debus, besides Bantam has a natural beauty and cultural tourism menarik. Pengembangan Banten province identified over 204 Destination Region (DTW) which is the largest in the entire province Banten. Based on data from the Department of Tourism Banten, we can conclude that the rate of visits to the National Park Ujung Kulon still low, amounting to 1.47% for foreign tourists, and 0.74% for the tourists in the archipelago. Whereas Ujung Kulon National Park is a tourist destination that has been recognized by UNESCO as a world heritage, in addition, the Ujung Kulon National tman is a tourist destination that has a special interest for siwatwaan uniqueness

compared to other destinations in the province of Banten and Indonesia in general (Iyiola, 2014)

Some of the strategies that have been made to increase the number and competitiveness of Ujung Kulon National Park is through ecotourism oengembangan strategy, market orientation, and marketing communications. Declaration Quebee Damanik and Weber (2006), Azhar & Meiryani specifically states that: "Ecotourism is a form of tourism that adopt the principles of sustainable tourism that distinguishes it from any other form of tourism" (Azhar & Meiryani, 2018: 15). This can be seen in the form of tourist activities that actively contribute and buadaya nature conservation activities, involve local society in designing, development and management of tourism, and carried out in the form of an independent tourist or organized in the form of small groups.

Lukas & Ferrell (2000) states that: "Market orientation is a process issuing market intelligence with a view to creating superior for consumers" (Lukas & Ferrell, 2000: 15). Narver and Slater state that:

Market orientation is an organizational culture that is most effective in creating superior value for buyers as well as the performance of the business. Market orientation is a corporate culture that fundamentally establishes the principle of organizational behavior with regard to customers, competitors and the function internal (1990: 20).

Selanjutnya Lukas & Ferrell (2000) suggests three components of market orientation, the orientation of the customer; competitor

orientation; and interfunctional coordination. Kotler and Keller (2009) state that: a marketing communication tool company to inform, persuade and remind consumers, either directly or indirectly, on the products and brands they sell. Communications marketing provides optimal distribution of each method promosi. Kotler and Keller (2009), Azhar & Meiryani (2018) further states that the marketing communication consists of eight elements of advertising, sales promotion, experiences and events, public relations and publicity, direct marketing, interactive marketing, marketing mulu to the mouth, and personal selling. Based on the description of the background of the problem, it is necessary to do some research as outlined in central theme: Ecotourism Development Ujung Kulon National Park (TNUK) As Tourist Destinations.

2. LITERATURE REVIEW

2.1. Concept of Ecotourism

The notion of ecotourism has developed from time to time. No effect, the notion of ecotourism is a form of tourism that is responsible for the preservation of pristine areas (natural area), provide economic benefits and maintain the integrity of the culture for the community setempat. This basis, the form of ecotourism is basically a form of conservation movement performed by residents of the world. In its beginnings, ecotourism tourists carried by nature lovers who want in tourist destinations remains intact and sustainable, in addition to

cultural and welfare remains. Ekowisata's experience is a new form of responsible travel to natural areas that can create and adventure tourism industry. Ecotourism commonly interpreted as tourist activities bedar paying attention to environmental sustainability. Declaration Quebee Damanik and Weber (2006), Meiryani (2017) specifically states that:

Ecotourism is a form of tourism that adopt the principles of sustainable tourism that distinguish to form another tour: it was visible in the form of tourist activities that actively contributes conservation activities nature and culture, involving local communities in the planning, development and management of tourism, and conducted independent atai performance organized form of tourism in the form of small groups.

Ecotourism is tourism activities that pay great attention to the preservation of tourism resources. International Ecotourism Society Damanik and Weber (2006) states as a natural tourist trips responsible manner conserve the environment and improve the welfare of local communities (responsible travel to natural areas that conserves the environment and improves the well-being of local people). From the above definition of ecotourism can be seen from three perspectives, namely:

- a) Ecotourism as a product is all the attractions based on natural resources;
- b) Ecotourism as a market is a trip aimed at environmental conservation efforts;

c) Ecotourism as a development approach is the method of use and management of resources in an environmentally friendly tourism.

2.2. Market Orientation

In general, the term market orientation shows a broad focus, by giving equal attention to the customer once the competitor. However, there is a general consensus that states that the market orientation of a company illustrates the need for market-oriented or motivated by the market/market driven. Lukas and Ferrell state that: “Market orientation is a process to generate and expand market intelligence with a view to creating superior value for customers” (Lukas and Ferrell, 2000: 18).

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Best (2004) states that Integration with low market orientation have only a superficial understanding of competition and customer needs. Customers are more easily drawn to a competitor who offers customer value (customer value) is better or even equal. For the company, this will cause a competitive position that is not focused.

Market orientation has an important role in retaining customers and take a competitive position. Customers who persist and new customers were successfully drawn will affect the market share of the company. In addition, the real advantage gained with a strong market orientation and high level of customer satisfaction is high customer retention rate. Retaining customers should be a top priority in a market-based management karea satisfied customers and survive is the key to profitability for the company.

Lukas and Ferrell (2000) suggest three components of market orientation, the orientation of the customer; competitor orientation; and coordination of customer and competitor orientation interfunctional. Orientasi includes all activities involved in obtaining information about the buyer and its competitors on the target market and leads through the business, while the interfunctional coordination based on customer information as well as competitors and consists of businesses that coordinated. Customer needs are limited to the product they already know or products associated. Companies prefer to launch new products that have similarities with existing product lines if they rely on the innovation process at the customer input (Lukas and Ferrel, 2000; Khan and Rasheed, 2016). The company will succeed brilliantly when they carefully choose target markets and prepare a marketing program designed specifically for these markets. In addition to doing a market-oriented strategic planning, the company will be able to achieve its objectives in accordance with the source's expertise has Dyad (Kotler and Amstrong, 2008).

Competitor orientation means that companies oriented competitors often seen as a company that has a strategy on how membagian information about competitors, how to respond to the actions of competitors, and also how the top management in discussing the strategies of competitors (Meiryani & Lusianah, 2018). Competitor orientation was essentially centered on the statement: who are the competitors? What ditawrkan technology on consumers? Are they an alternative from the standpoint of our target consumers Narver and Slater (1990) states that competitor orientation means that the seller understands the power of short-term and long-term ability, good strategy from the current key competitors and potential competitors. Interfunctional coordination based on an information customer and competitors and consists of business alignment efforts, as well as involving more than the marketing department, creating superior value for buyers. With the trend. The better the orientation of the competitors, the new products will be introduced. The better the interfunctional coordination, it is a completely new product will be introduced (Lukas and Ferrell, 2000).

2.3. Marketing Communications

Marketing is the key to the success of a business concept, taking into account, the wishes and needs of customers to achieve fulfillment, satisfaction and a positive impact on companies in the era of business competition is so sophisticated adult. Marketing is one of the most important functional areas within a business organization as Visitors

primary, like the operational viability of a business. Understanding marketing for the context of the introduction of the needs and desires of customers, market target determination which can served as well as possible by a relatively firm, determination of target market which can be served as well as possible by the company, as well as designing products, services and programs the right to serve that market. Kotler and Armstrong (2008) state that marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and the exchange of valuable products. Definition of marketing is based on concepts that consist of: a) the needs, wants, and demands; b) the product, value, cost, and satisfaction; c) exchange, transactions, and relationships; and d) market, marketing, and market.

Marketing communications are the process of development and implementation of various forms of persuasive communication programs to customers and prospective customers, either directly or indirectly and in a sustainable manner. Kotler and Keller state that: "Marketing communications are the means by the which firms attempt to inform, persuade, and remind consumers directly or indirectly about the product and brand that they sell" (Kotler and Keller, 2009: 18). Marketing communications is a means of the company to inform, persuade and remind consumers, either directly or indirectly, on the products and brands they sell. Belch and Belch (2007) states that: marketing communication is a strategic business process used to plan, develop, execute, and evaluate coordinated, measurable, persuasive brand communications programs over time with consumers,

customers, prospects, employees, associates and other targets relevant external and internal audiences.

3. THEORETICAL FRAMEWORK

Lukas and Ferrell (2000) suggest three components of market orientation, the orientation of the customer, competitor orientation and interfunctional coordination. Marketing communications are the process of development and implementation of various forms of persuasive communication programs to customers and prospective customers, either directly or indirectly and in a sustainable manner. Kotler and Keller state that: "Marketing communications are the means by the which firms attempt to inform, persuade, and remind consumers directly or indirectly about the product and brand that they sell" (Kotler and Keller, 2009: 14). Marketing communications are companies facilities to inform, persuade, and remind customers, either directly or indirectly, on the products and brands they sell. Belch and Belch (2007) states that: marketing communication is a strategic business process used to plan, develop, execute, and evaluate coordinated, measurable, persuasive brand communications programs over time with consumers, customers, prospects, employees, associates and other targets relevant external and internal audiences. The goal is to generate both short-term financial returns and build the long-term brand and shareholder value.

Marketing communications are the process of strategic business used to plan, build, implement, and evaluate is lacking a coordinated, measurable, of course, brand communication persuasive from time to time on consumers, customers, potential customers, employees, partners, and the corresponding target both externally and internally. The goal is to make an impact, both short-term financial gains, and long-term brand building and value for stakeholders. Marketing communication provides optimal distribution of each promotion method. Kotler and Keller (2009) state that the marketing communication consists of eight elements of advertising, sales promotion, experiences and events, public relations and publicity, direct marketing, interactive marketing, word of mouth marketing, and personal selling. Travelers tend to a customer or user of products and services. Understanding of consumer behavior includes an understanding of the direct action by the consumer in obtaining, consuming, and spent products and services, including the decision processes that precede and follow the action (Tatik, 2008). In this study, the decision is an adaptation of the theory of purchasing decisions, where the purchase decision is part of consumer behavior that can be observed and observed directly. Decision-making visit is the stage where the tourists actually make the purchase of tourism products (Kotler and Armstrong, 2011). Lukas and Ferrell argue that: "The decision to travel was the norm are purchasing decisions, ie to spend money to get satisfaction" (Ferrell, 2000: 12). Haryanto (2009) states that the purchase decision, namely decision making of individual consumers was conducted in two phases, namely the editing stage and evaluation stage. The editing stage, the individual through

the mental process of decision alternatives by packing simplify and facilitate the decision-making process becomes simpler. Evaluation phase, ie individuals evaluate alternatives that have been simplified in editing and assumed to calculate the value of each alternative and choose the alternative with the highest score.

4. MATERIALS AND METHODS

Based on the type, this research includes descriptive and verification research. According to Zikmund, "Descriptive research is research designed to describe the characteristics of a population or phenomenon" (Zikmund, 2003: 7). Another opinion expressed by Aaker et al. (2013) which states: "Descriptive research is a tentative and speculative nature" (Aaker et al., 2013: 16). Descriptive research is research that is generally designed to provide a summary of several aspects of the environment when hypotheses are natural and chance. Malhotra states that: "Descriptive research is a type of conclusive research that has the main purpose of describing something" (Malhotra, 2004: 13). Through this type of descriptive research, it can be obtained a description of ecotourism development strategies, market orientation, marketing communication, visiting decisions, and competitiveness. Verification research according to Mashuri and Zainudin is: "Checking whether or not it is explained to test a method with or without improvements that have been carried out in other places by overcoming problems similar to life" (Mashuri and Zainudin, 2009: 10). Next Arikunto states that: "Verification research

is research that basically wants to test the truth through data collection in the field” (Arikunto, 2010: 18). Through this type of verification research, it can be seen how the influence of ecotourism development strategies, market orientation, and marketing communication on tourists visiting decisions to Ujung Kulon National Park Conservation Area; and the influence of ecotourism development strategies, market orientation, marketing communications, and decisions to visit the competitiveness of the Ujung Kulon National Park Conservation Area.

Given the type and nature of the research used, the design of this study is a non-experimental explanatory, using survey methods. Wibisono states: "survey is a research technique in which information is gathered through the use of questionnaires" (Wibisono, 2005: 19). Zikmund's more in-depth opinion was expressed, "Survey experience is an explanatory research technique in which individuals are knowledgeable about particular research problem are questioned” (Zikmund's, 2003: 19). Experience surveys are explanatory techniques of each individual who knows about the research problem being asked). The characteristics of the survey method are that they can be descriptive and verification, explanatory or confirmatory. Data is collected from a predetermined sample, the data of the research variables are collected using certain data collection tools, namely the questionnaire (Kerlinger & Elazar, 1990; Sekaran, 2011). This research will carry out a survey of tourists visiting the Ujung Kulon National Park Conservation Area. This research was carried out within a certain period of time whose validity was tied to the methods and types of research applied. With this understanding, this research was

developed in a cross-sectional development model. According to Hermawan, "Cross sectional research is often called one snapshot research, which is a research that data collection is carried out at a certain point in time" (Hermawan, 2006: 13).

5. RESULT AND DISCUSSION

To balance the demand for visits to the national park and the protection of resources within the national park, the national park needs to put in place a strategy/ plan so that both of these can be carried out properly. This Public Use (Pop) contains various strategies for managing visitors to the national park, so that their visit contributes to the protection of the area. This activity was carried out in collaboration with UNESCO.

In order to develop community-based natural tourism Ujung Kulon National Park in collaboration with WWF-UK facilitates the formation of KAGUM cooperatives engaged in tourism services. This cooperative consists of members of the community around the area, trying to sell tour packages to the Ujung Kulon National Park. This cooperative accommodates homestay managers, associations of guides and porters as well as craftsmen or souvenir providers. There are benefits sharing in the results of operating profits, where some of the profits are set aside for community development around the area.

Porters or freight forwarders that are usually needed by visitors, especially for trekking or hiking in the Ujung Kulon National Park are fostered and enhanced through training. These porters come from communities around the area. Likewise with guides, especially those from the community. Besides management activities that are directly under the five major management programs above, there are also programs that are integrated into a part of all programs, namely: conservation Campaign (Pride Campaign), which is an activity to provide knowledge to the target group in order to increase understanding of conservation efforts, influence attitudes and mindset, and encourage action support from target groups to actively participate in conservation activities.

6. CONCLUSION

The potential of natural resources with megadiversity is a very potential opportunity for the development of ecotourism. Ecotourism can contribute and produce a funding mechanism for conservation activities and will economically empower local communities. Community involvement in ecotourism activities will ensure the security and existence of natural resources. Indonesia as a country that has a variety of biodiversity and is supported by its enchanting natural beauty, and has a variety of cultures, has a huge opportunity to rely on natural tourism (ecotourism) as a source of foreign exchange. With integrated management, ecotourism has the potential to drive the national economy and prosper the people around the area developed as

natural tourism. In order to develop ecotourism in an area, for example in the National Park, several stages are needed, namely the planning stage, the implementation phase, and the monitoring and evaluation stage. In each of these stages it has several criteria points that must be done so that the development of ecotourism in the national park can run successfully. So that the natural tourism areas developed can attract domestic or foreign tourists who can generate foreign exchange. Cooperation and synergy between all stakeholders is the answer to overcome various obstacles in the development of ecotourism.

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