

DEVELOPMENT OF VISITS ON THE MAIN TOURISM OBJECT IN WEST SUMATERA

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ABSTRACT: The number of visits has an important in the development of tourism objects. This research purposed to know the development of the main tourist objects in West Sumatera based on the number of visits using the theory by Buttler 1980 with the Tourism Area Life Cycle (TALC) model. The method of this research is descriptive. The sample is the main tourist attraction in West Sumatera based on the number of local tourist visits. The type of data analysis used secondary data analysis through TALC models with exploration, involvement, development, consolidation, stagnation, decline levels, and the rejuvenate stage. Data sources used are secondary data from the Central Statistics Agency (BPS). The results of this research in five-years (2012-2016), the development of the number of visits to the main tourism objects in West Sumatera: a) Bukittinggi City and Padang City are at the development stage, b) Padang Panjang City and Sawahlunto City at the decline stage, c) Pariaman city at the stage of stagnation, and d) Payakumbuh City and Solok City at the rejuvenate stage.

Keywords: Development, Visits, Tourism Object

1. INTRODUCTION

Tourism is a travel activity carried out by a person or group of people from one place to another outside the environment with the aim of having fun and not for work. Tourism activities involve several tourism industries starting from the beginning of planning a trip, at the destination and go back to the area of origin.

In the past seven years, world tourism has grown from year to year as a contribution to the country's foreign exchange. In 2017, based on the number of tourists, the tourism growth rate increased to 6.8%. This is the highest increase since the 2009 global economic crisis and far from the UNWTO estimate of 3.8% per year for the period 2010 to 2020 [1].

Tourism development in a country, one of wh/ich can be seen from the number of tourist visits. In 2017, the ten countries in the world with the largest number of visits were: France, Spain, USA, China, Italy, Mexico, United Kingdom, Turkey, Germany and Thailand. Thailand is one of the Southeast Asian countries that entered the top ten. In the Southeast Asian region, Indonesia is in fifth position.

Indonesian tourism is the easiest and cheapest contributor to Gross Domestic Product (GDP), foreign exchange and employment. Tourism as the core economy of Indonesia: 1) the largest foreign exchange earner, with predictions in 2019 will contribute the largest foreign exchange of US\$ 24 billion, 2) Best in the Southeast Asia Regional, Country Branding Wonderful Indonesia, 3)

Indonesia Incorporated, 4) Indonesia as a Tourism Hub Country, and 5) Allocation of Resources [2].

Tourism is seen as a functional system through the Demand and Supply approach. Demand in tourism is a community or tourism market that has the will and desire to travel. While Supply is a tourism component consisting of attractions, services, transportation, information and promotions that exist in a tourism area [3]. The existence of a tourism is supported by elements of tourism namely: tourism attractions, facilities and services, accessibility, accommodation and promotion. Tourism object is an area with its own characteristics that have the characteristics of the region both natural, cultural and man-made and influenced by the state of the community [4].

West Sumatra as one of the provinces of destination for foreign and domestic/local tourists has very interesting potential and tourism objects, with various tourist attractions in each city or district. The number of domestic tourist visits is more dominating in the main tourism objects in West Sumatra. The increasing number of tourist visits encourages an increase in tourism development. Therefore, it is necessary to see how the number of visits using [5] theory through the Tourism Area Life Cycle (TALC) model on the main tourism object in West Sumatra.

2. METHODS

Descriptive research is the type of research to see the development of tourism in the main tourism in West Sumatra. The sample of this

research is the main tourism objects in West Sumatra based on the number of local tourist visits in Bukittinggi, Padang, Sawahlunto, Padang Panjang, Pariaman, Payakumbuh, and Solok City.

The type of data analysis used is secondary data analysis through TALC models with exploration, involvement, development, consolidation, stagnation, decline, and the rejuvenate stage. The data source used is secondary data from the Central Bureau of Statistics.

TOURISM LIFECYCLE

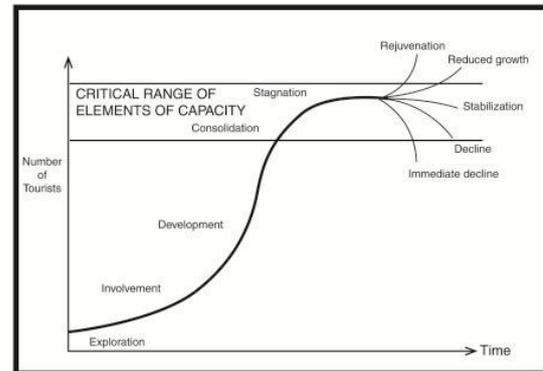


Fig 1. Stages of TALC Model by Butler

Table 1. Stages of Main Tourism's Development Based on TALC Model by Butler

| No | Stages | Characteristics |
|----|---------------|--|
| 1 | Exploration | a. The new tourism potential is found by tourists, tourism players, and the government. b. The number of visitors is small, tourists are attracted to areas that have not changes by human activities and are still natural. c. The location is far from the crowds and the interest only from a small number of tourists. d. This tourist area is generally still natural and there are no tourist facilities. |
| 2 | Involvement | a. The number of tourist visits began to show improvement, especially on certain days and months. b. Starting a small-scale promotions to introduce more about the tourism objects. |
| 3 | Development | a. The number of tourist visits is increasing, many foreign and local investors are competing to invest their capital. b. Emerging tourist attractions, tourism facilities, and ease of accessibility and accommodation. |
| 4 | Consolidation | a. The increase in tourist visits is not too significant. b. Economic activities began to be taken over by international network companies, various tourist facilities were maintained, repaired, built and upgraded to the standard quality, promotion was still widely carried out. |
| 5 | Stagnation | a. The highest number of tourists visit has been reached and this area has begun to be abandoned. b. At this stage there is an effort to maintain the number of tourists visiting intensively. |
| 6 | Decline | a. Almost all tourists have turned to other tourism objects. b. This area which was originally a big tourism has turned into a small tourism. c. At this stage government efforts are needed to rejuvenate the tourism objects. |
| 7 | Rejuvenate | a. At this stage, consideration is needed to change the use of tourism areas. b. A new model or collaboration between the government and the private sector is needed. |

Source: [4]

3. RESULTS AND DISCUSSION

West Sumatra as one of Indonesia's tourism destinations, has diverse natural, cultural and man-made tourism potential. Each city or district has its own potential. The city as one of the tourism

destinations in West Sumatra offers (supply) attractive potential in increasing the number of tourist visits including attraction, amenities, accessibility and hospitality. Several tourist attractions are offered to the main attractions of West Sumatra, as follows:

Table 2. Tourist Objects of the Main Destinations of West Sumatran Tourists

| No | Kota Tujuan Utama | Atraksi |
|----|-------------------|--|
| 1 | Bukittinggi | Jam Gadang, Lobang Jepang, Ngarai Sianok, Janjang Saribu, Benteng Fort de Kock, Jembatan Limpapeh, Taman Margasatwa dan Budaya Kinantan, Museum Rumah Adat Baanjuang, Museum Rumah Bung Hatta, Gedung Negara Tri Arga, Taman Panorama, Taman Ngarai Maaram, Janjang Ampek Puluah, great wall koto gadang, Museum Tri Daya Eka Dharma |
| 2 | Padang | Pantai Padang, Jembatan Siti Nurbaya, Pantai Pasir Jambak, Pantai Nirwana, Pantai Air Manis, Pulau Cubadak, Pulau Sikuai, Museum Adityawarman, Pantai Caroline, Miniatur Makkah, Pemandian Lubuk Minturun, Panorama Sitinjau Lauik, Taman Gunung Padang. |
| 3 | Padang Panjang | Lembah Anai Waterfall, Minang Fantasi Waterboom, Lubuak Mata Kuciang, Air Terjun Tujuh Tingkat, Goa Batu Batirai, Museum Kebudayaan Minangkabau |
| 4 | Sawahlunto | Danau Biru, Masjid Agung Nurul Islam, Puncak Cemara, Puncak Poland, Kawasan Silo Sawahlunto, Museum Gudang Ransoem, Tugu Talawi, Air Terjun Sungai Bikan (Desa Wisata Rantih), Lubang Kalam. |
| 5 | Pariaman | Pulau Angso Duo, Pulau Kasiak, Pantai Gondoriah, Pantai Cermin, pantai Kata Pariaman, Pantai Ketaping, Pantai Tiram, Pantai Nareh, Rawa Mati. |
| 6 | Payakumbuh | Bukik Bulek Taram, Air Terjun Lubuk Bulan, Ngalau Indah, Panorama Ampangan, Padang Mangateh, Ngalau Sompik |
| 7 | Solok | Kebun Teh, Objek Wisata Pulau Belibis. |

Source: Secondary Data Processing, 2018

The existence of tourist attractions offered in each city as the main tourism sector has a positive impact on income for the city, followed by the development of the tourism industry. Besides positive impacts also have a negative impact. Therefore, it is necessary to develop sustainable tourism by balancing the growth of tourism and the utilization of natural resources, the potential of art and culture and the environment to ensure sustainability for the future.

Based on the table above, Bukittinggi City, Padang City, Sawahlunto City and Pariaman City provide more tourist attractions compared to other cities in West Sumatra as the main destination for local tourists. The more attractions offered in an area will indirectly increase the number of tourists arriving, this is because of the high supply of tourism [5].

Tourism demand is a heterogeneous group of people/tourists who travel after certain motivations to travel to a tourist area influenced by supply in the destination area with consideration of several things, namely: 1) Basically service supply,

products offered by tourism objects are different from offered other services with the principle that tourists must go directly to the location because it is intangible. 2) It Is Rigid, the product offered is rigid and cannot be changed for the purpose and target of the user. 3) tourism is not a basic need of man, tourism needs compete with other needs, because tourism at this time has not become a basic need for humans.

Based on the table above, Bukittinggi, Padang, Sawahlunto, and Pariaman City provide more tourist attractions compared to other cities in West Sumatra as the main destination for local tourists. The more attractions offered in an area will indirectly increase the number of tourists arriving, this is because of the high supply of tourism.

From the results of secondary data processing, obtained data on the number of local tourist visits in 2012-2016 for the main tourist destinations, namely Bukittinggi, Padang, Padang Panjang, Sawahlunto, Pariaman, Payakumbuh, and Solok City. In this study, researcher used the Tourism Area Life Cycle (TALC) theory or the stage of the

tourism object development introduced by [4]. [4] stated that a tourism object will experience a development stage which is divided into 7 parts, namely 1) Exploration Stage, 2) Stage of involvement, 3) Development Phase, 4) Consolidation Stage, 5) Stage of stability

(stagnation), 6) Stage of quality degradation (decline), and 7) Stage of rejuvenation. These seven stages will be experienced in seven cities as the main destination of West Sumatra tourism by analyzing data on the number of tourist visits in each tourist destination in 2012-2016, as in the following table 3:

Tabel 3. The number of tourist visits in each tourist destination in 2012-2016

| Year | Bukittinggi | Solok | Padang | Padang Panjang | Pariaman | Payakumbuh | Sawahlunto | Solok |
|------|-------------|---------|-----------|----------------|-----------|------------|------------|---------|
| 2012 | 360,191 | 14,590 | 2,965,807 | - | 750,220 | 120,109 | 496,271 | 14,590 |
| 2013 | 404,145 | 15,200 | 3,001,306 | 697,192 | 791,624 | 105,770 | 677,306 | 15,200 |
| 2014 | 400,538 | 91,082 | 3,199,392 | 340,961 | 1,233,668 | 116,540 | 345,838 | 91,082 |
| 2015 | 434,935 | 105,120 | 3,298,454 | 315,201 | 2,674,523 | 128,807 | 432,393 | 105,120 |
| 2016 | - | 136,656 | 3,632,820 | 277,830 | 2,907,194 | 163,662 | 465,841 | 136,656 |

Source: Secondary Data Processing (2018).

Based on the table above:

1. Bukittinggi City : Bukittinggi is at the Development stage, where the number of tourist arrivals is increasing, and is marked by many foreign and local investors who invest and begin to bring tourist attractions, tourism facilities, and ease of accessibility and accommodation for tourists.
2. Padang City : The city of Padang is also at the Development stage. Marked by the increasing number of tourist arrivals, many foreign and local investors who invest and begin to bring tourist attractions, tourism facilities, and ease of accessibility and accommodation for tourists.
3. Padang Panjang City : The city of Padang Panjang is at the stage of a degradation in quality (decline). Marked by the decreasing number of tourist visits, almost all tourists have switched to other tourism that is similar to the tourism offered in Padang Panjang, and this area which was originally a large tourism has turned into a small tourism that is only in particular interest. The need for government efforts to rejuvenate.
4. Sawahlunto City : The attraction offered is quite a lot but in the number of tourists visiting has decreased. Sawahlunto City is at the stage of a degradation in quality (decline). The decreasing number of tourists visiting, almost all tourists have switched to other tourism which is similar to the tourism offered and the government needs to rejuvenate.
5. Pariaman City : Pariaman is at the stage of stability (stagnation). This stage the highest number of tourists has been reached and some tourist attractions in this region have begun to be abandoned. In the starting phase, there are efforts to maintain the number of tourists visiting intensively.

6. Payakumbuh City : Payakumbuh is at the rejuvenate stage. At this stage, consideration is needed to change the use of tourism areas and the development of new models or cooperation between the government and the private sector in tourism management
7. Solok City : Solok is also at the rejuvenate stage. Consideration is needed to change the use of existing tourism areas and the development of new models or cooperation between the government and the private sector.

The results of the analysis and processing of the data are visualized in the Tourism Area Life Cycle (TALC) tourism theory, as follows:

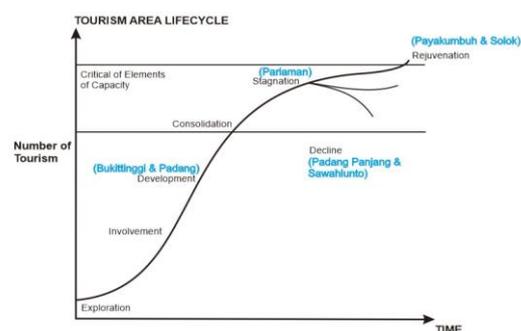


Fig 2. The Tourism Area Life Cycle (TALC) tourism theory

So it can be concluded that the development of the number of visits to the main tourism objects in West Sumatra is influenced by the involvement of visitors or the number of tourists. Tourism is a local phenomenon and always tends to be concentrated in certain places that have a limited area of local impact of tourism impact.

Based on an analysis of the development of the number of local tourist visits, the results of the research are in accordance with the Tourism Area Life Cycle (TALC) theory:

1. Bukittinggi and Padang are in the development stage. The number of tourist visits increased from 2012 to 2016, foreign and local investors played a role in raising capital, and more promotions were carried out.
2. Padang Panjang and Sawahlunto are at a degradation in quality (decline stage). The number of tourist visits has decreased from 2012-2016, tourists are starting to get bored with existing tourism because the tourism offered the same as other places, and the function changes from the initial function.
3. Pariaman at the stage of stability (stagnation). Tourist visits have reached the highest peak and the creation of artificial tourism in addition to the natural attractions offered on tourist attractions.
4. Payakumbuh and Solok City are at the rejuvenate stage. The number of tourist visits began to increase, the new innovations offered on tourist attractions, and the rearrangement of several new tourist areas to give a new impression on tourism.

Developing of tourism objects are influenced by Supply and Demand tourism components, which work as a functional system. In accordance with what was stated by Gunn (1988), Tourism as a functional system with the Demand and Supply approach. Demand in tourism is a community or tourism market that has the will and desire to travel. While Supply is a tourism component consisting of attractions, services, transportation, and information and promotions that exist in a tourism area.

4. CONCLUSION

Based on the results of the analysis and discussion, the development of the number of visits to major tourism objects in West Sumatra: a)

Each main destination city has different and the same tourism objects, thus affecting the number of tourists visiting the location. The more innovations that are raised and offered will give a better impression on the number of tourists (Payakumbuh and Solok City). Conversely, if an area offers the same tourism object as other regions, but does not renew or innovate, it will indirectly reduce the number of tourist visits (Sawahlunto and Padang Panjang); and b) Tourists tend to choose attractive tourist attractions with a distinctive impression (nature, culture, man-made and special interests), access to a good location with distance and travel time, facilities that support tourism and hospitality at tourist objects.

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