

Between Natural Tourism

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Between Natural Tourism, the Booming of Laskar Pelangi Film, and the Image of Environmental Damage: Measuring the Perception of Regional Tourist on Bangka Belitung Tourism

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Abstract. Image, impression, and tourist information sources are three important things to be explored in tourism development. Bangka Belitung which in the last few years has been trying to promote the economic sector based on post-tin and plantation tourism dealing with preparedness in management. This study wants to find out how tourists perceive Bangka Belitung, related to the tourist destinations, general views of tourists, and what issues are important to be considered by stakeholders. The study was designed to measure the perceptions of tourists from outside the area in looking at Bangka Belitung on the tourist side based on a quantitative design with a survey model. This research found that visitor arrivals to Bangka Belitung are basically planned as holiday trips from the beginning, not incidental trips. Another thing that was found is that the initial negative impression that emerged in general was environmental damage and the impression of a quiet area. The study also found that information sources for tourists in general are still conventionally based, namely relying on information from friends or family, not yet using a social media or technology base. It was also found the fact that culinary and historical visits have not become an important magnet in the planning of tourists' trips. In the end, this study found the tendency to visit tourist destinations based on natural beauty, but it is somewhat different from Bangka, tourists in Belitung tend to visit more varied places as an implication of the popular Laskar Pelangi Film. The study concluded that at least the issues that were important as weaknesses were still felt by visitors, including limited transportation, facilities at tourist sites visited that were still minimal, local government support that was considered not optimal, and environmental damage that was considered to be potential for disrupting tourism.

1. Introduction

Bangka Belitung is an area which currently is generally still dominated by the plantation and mining sectors [1]. However, in the last few years, regional governments, both provincial and regency / city, are focusing on developing new economic alternatives, namely the tourism sector [see 2]. Both Bangka and Belitung are two islands that have tourism potential, especially in the sector of natural beauty and marine



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potential. Actually, the tin has been mined for a long time [3, 4, 5, 6, 7], tourism is expected to become a new economic source for this region [8, 9]. As an area rich in natural resources, Bangka Belitung is known to produce tin, pepper and rubber commodities [5; 1]. As a beautiful area, Bangka Belitung is known to have a beautiful and charming coastline. As a friendly population, Bangka Belitung is known as an area that has a harmony between Malays and Chinese [10, 3, 11].

Since the booming of the Laskar Pelangi novel which was followed by the Laskar Pelangi film in 2008-2009, Bangka Belitung developed into a small area that was included in the list of tourist destinations. The Laskar Pelangi film is able to display a very simple, but quality story setting, and is able to make Belitung's nature an area that has a beautiful and amazing coastline [12]. Be Belitung specifically and Bangka Belitung is generally known as the Laskar Pelangi area. In line with the momentum of the popularity of the Laskar Pelangi film, it was also with the Regional Government and tourism activists at the local level who began to make the tourism sector a new economic alternative [13]. Moreover, in the past decade, tin and pepper began to experience a decline in production quantity. The tourism sector was then boosted by almost all districts and cities in the province [14, 15, 16].

The increase in the number of tourists did occur significantly, the growth in the number of hotels increased, and new facilities and tourist attractions increased [8; 9], but then it became important to map out the general views of regional tourists about Bangka Belitung. There is an interesting question that must be asked: is it true that tourism is always identical just by displaying the beauty of nature and letting that beauty work alone as an attraction? How far the actual needs of tourists to the context of tourism support is, and how the impression of the role of local government and managers is an important thing to track.

The image and initial impression of regional potential are important and main things in developing tourism in an area. Lestari et al. [17] said that in the economy issue, tourism cannot be separated from facilities and services. Through positive initial images and impressions, alternative tourism development in an area will be easy to map. Likewise with the plans prepared by tourists, it will be important to map, and will be directed according to the development of tourism potential. This study tries to measure the perceptions of regional tourists to Bangka Belitung tourism. This study is important in order to provide planning support to local governments and related stakeholders in order to develop tourism potential based on data. This study places different attention between Bangka and Belitung because basically these two regions depart with the same local context physically, but differ in their perspective on tourism management with regard to mining aggression in the two regions. It is important to see how tourists perceive in general and their disparities in a number of key issues.

2. Methodology

This study was designed in a quantitative survey-based manner by targeting tourists from outside the region (regional tourist) as the main source of information. The sampling technique used is purposive sampling, which is the determination of respondents based on the consideration that the respondent knows the data needed by the researcher. The criteria of the respondents are (1) tourists from outside the Bangka Belitung Islands (2) tourists who stay in one of the hotels in the Bangka Belitung region (3) the respondents are group leaders, and between one respondent and another respondent from a different group (4) outside tourists who come in sequence and are willing to be interviewed for a period of time between 28 June and 2 July 2019. This time was chosen with consideration that this time was school vacation time. The location of the research that was decided was tourists in hotels that were used as places to stay, in this case include Santika Hotel, Sol Marina Hotel, Puri 56 Hotel, Sahid Hotel, Novilla Hotel, Tanjung Pesona Hotel, Jasmin Hotel, A3 Hotel, Guest Hotel, Grand Hatika Hotel, Fairfield Hotel, Golden Tulip Hotel, and Maxone Hotel. The total number of respondents is 65 people with details of 25 people on the island of Belitung and 40 people on the island of Bangka. The data analysis technique used is the percentage

technique with closed and opened question models. To enrich the data, depth interview is also used in this study.

3. Finding and Discussion

3.1. Research Result

Table 1. Overall Answer Percentage

Destination of Arrival		Initial Negative Impression	
a. Traveling	48 %	a. The environment is broken	38 %
b. Business	0 %	b. Expensive living costs	14 %
c. Family	1 %	c. Expensive ticket and transport costs	14 %
d. Certain business + travel	51 %	d. Quiet atmosphere	34 %
Total	100 %	Total	100 %
Travel Personnel		Bangka Belitung tourist information source	
a. Alone	8 %	a. Printed / electronic media	17 %
b. Couples	8 %	b. Social media	29 %
c. Family	46 %	c. Friends / family	45 %
d. Friend	38 %	d. From many people	9 %
Total	100 %	Total	100 %
Reasons for choosing		Travel Planning	
a. Because of its beauty	63 %	a. Planned long ago	52 %
b. Because of the distance	9 %	b. Planned before the holidays	23 %
c. Because the estimated cost is low	2 %	c. Not planned / sudden	20 %
d. Because of its convenience	26 %	d. Just follow others	5 %
Total	100 %	Total	100 %
Early Positive Impression		Besides tours, which will be visited	
a. Beautiful nature	63 %	a. Historical place	12 %
b. Mining area	9 %	b. Culinary	34 %
c. The people are friendly	25 %	c. Certain spots	45 %
d. A pluralistic society	3 %	d. Family	9 %
Total	100 %	Total	100 %

Based on general data from all respondents, it can be seen that in general the purpose of tourists coming from outside is indeed to travel. There are 48 percent whose purpose is deliberately for traveling and approximately 51 percent of them state that for certain matters and tourism is the main reason for tourist arrivals to Bangka Belitung. In general, tourist trips are carried out together with family followed by joint trips carried out together with friends. Meanwhile, the reason for choosing Bangka Belitung, generally 63% of respondents stated that they visited Bangka Belitung for reasons of its natural beauty. A small percentage, about 25% said that due to the friendliness of their residents they visited this area. The same thing was stated when questions were asked about the initial positive impression of their arrival, generally the impression was beautiful nature. Meanwhile, the initial negative impression that arises from tourists is generally the damaged environment and the factors of the population and the area that is considered deserted.

Based on survey data, it can be found also the fact that friends and family information sources are still the main source of information for tourists visiting Bangka Belitung, while social media options still rank

second, and print / electronic media still occupy the third business. If you see this, it can be said that both the regional government and tourism stakeholders are still not optimal in utilizing information technology for tourism development purposes, both socialization and promotion to the wider public. Though as said by Putra [18], the use of technology in the world of tourism is not only cheap, but also can reach a wider public.

Based on questions regarding the planning of trips, it can be concluded that in general tourist travel has been planned for a long time. That is, for tourists coming to Bangka Belitung is something that has been prepared, not just come and take time to visit. Meanwhile, outside tourism, other things that most want to visit are certain spots. The option to visit the culinary center has not been able to attract the attention of tourists. Still based on data, if separated between Bangka and Belitung, there are at least 4 dimensions whose answers spread quite different disparities. The four things are about the purpose of the visit, the reason for choosing, the initial negative impression, and the source of information, while for other questions in general it is not much different.

In the question regarding the purpose of attendance, it appears that tourists to Belitung are more dominant because the main reason is to intentionally come on vacation, while in Bangka generally due to certain reasons that all want to travel. Based on this data, it can be concluded that tourists to Belitung are generally dominated by special reasons for traveling. Dari In terms of reason, when choosing Bangka and Belitung, the majority of tourists were in Belitung, approximately 80% stated the reason for their natural beauty as a reason to visit, while those in Bangka, 52% of tourists stated for their natural beauty, while about 35% declare because of interest in aspects of comfort for visiting.

3.2. Bangka and Belitung : Different Dimensions

Based on the data from the research, several interesting things have been found regarding the different dimensions of perception between Bangka and Belitung. Some things related to travel personnel, initial positive impressions, trip planning, and other things to visit besides tourism, the following different things are considered interesting to present:

Table 2. Comparison between Bangka and Belitung

Purpose of Attendance			Initial Negative Impression		
Option	Bangka	Belitung	Option	Bangka	Belitung
a. Traveling	35 %	68 %	a. The environment is damaged	52 %	16 %
b. Business	0 %	0 %	b. Cost of living is expensive	15 %	12 %
c. Family	2 %	0 %	c. The cost of tickets and transport is expensive	8 %	24 %
d. Certain business + travel	63 %	32 %	d. Quiet	25 %	48 %
Total	100 %	100 %	Total	100 %	100 %
Reasons for choosing			Tourism Information Sources		
Option	Bangka	Belitung	Option	Bangka	Belitung
a. Because of its beauty	52 %	80 %	a. Print / electronic media	10 %	28 %
b. Because of the distance	13 %	4 %	b. Social media	20 %	44 %
c. Because the estimated cost is low	0 %	4 %	c. Friends / family	60 %	20 %
d. Because of its convenience	35 %	12 %	d. From many people	10 %	8 %
Total	100 %	100 %	Total	100 %	100 %

3.3. Main Destinations

Based on the data on the results of the study, there are quite a variety of major destinations that will be visited by tourists. This study divides the main tourist destinations on Bangka Island and Belitung Island. Based on field data, the following tourist locations show the order of priorities visited:

Tabel 3. Main Tourism Destinations

Bangka	Belitung
Tanjung Pesona Beach	Tinggi Cape
Kaolin Lake	Laskar Pelangi School
Parai Beach	Replica
Puri Tri Agung	Lengkuas Island
Tikus Emas Beach	Ahok Village
Tongaci Beach	Andrea Hirata Museum
Pasir Padi Beach	Kelayang Cape
Batu Berdaun Beach	Perahu Hill
Belimbing Stone	Coffee shop
Kerasak Cape	Garuda Island
Kapur Stone	-
Otak-otak ASE	-
Menumbing	-

The data above was obtained from open interviews by asking informants to mention the 5 most wanted places to visit on their arrival. The result is at least 2 tourist areas on Bangka Island that more than 10 people want to visit and 3 tourist sites in Belitung that more than 10 people want to visit. While tourist destinations are yellow as in table 3, which is relatively often mentioned, while those below are areas mentioned by only a few people.

Based on the data above, it can be seen that in general tourism destinations that want to be visited are coastal areas based on natural beauty. Of the 13 destinations, only one destination is setting religious tourism destination, 1 culinary destination, and 1 historical destination. While in Belitung, from 9 destinations, the variation is relatively good, although beach and island tourism destinations are still the main choice. Another variation is the existence of the Laskar Pelangi Replica tourist destination, Ahok Village, Kata Museum, Bukit Perahu, and Coffee Shop. This condition shows that variations of tourism destinations in Belitung are indeed far more diverse for visitors than in Bangka Island. The choices above show data that coastal tourism is still dominant in Bangka with a low level of choice diversity, while in Belitung it is more diverse.

3.4. Building Image : The Weakness and Environmental Damage Issues

The view of tourists is an important issue in the process of identifying problems faced by a region in developing tourism. Based on interviews in the field with the informants, it was found that the main view was an important ingredient for local governments and tourism stakeholders. The tourism sector which was later boosted by each region can be said to be relatively massive. But how do people view the condition, this study found several important things. The issue of transportation is a common thing complained by tourists. As an area with little population, mass transportation is an issue that is widely questioned. The fact is that public transportation only operates in urban areas and that the population is

dense, but does not reach the tourist destinations that they want to go. Rental vehicles eventually become a choice and naturally cause costs to be greater.

The issue of facilities at tourist sites is also considered an important issue in order to increase the comfort of tourists. Many tourist areas do not provide adequate toilet facilities so that comfort becomes disturbed. The limitations of lodging facilities at tourist locations are also considered to be things that reduce comfort. Other facilities that were complained about were the availability of souvenir shops at tourist spots, road access to tourist sites, and the existence of scattered rubbish which was considered to be a problem in preparing tourist sites that were convenient for visitors. Interestingly, many tourists provide important notes to encourage the role of regional governments in preparing adequate tourism. This is related to the regulation of facilities that must exist in each tourism destination. Some informants still doubt the seriousness of the local government technically in the development of tourism.

Interviews with informants also showed interesting things, namely the views of informants about environmental damage. Almost all informants linked the issue of environmental damage as an important matter. The author posed a question of rapid response to the words 'Sea' and 'Mine', in general the informants expressed their concern about environmental damage and marine mining which was considered to damage the tourism potential of the region [see also study results 19, 20, 21, 22, 23]. Even some informants said that the government should not let the sea be mined if it is close to tourist areas.

When speaking of the initial negative impression of Bangka and Belitung, respondents on Belitung Island in general considered environmental damage a negative image, while in Belitung the image of a quiet atmosphere was generally more dominant. This seems to depart from the condition of environmental damage which is indeed easier to see on Bangka Island than on Belitung Island. Another interesting thing is that tourists on the majority of Bangka Island rely on information from friends or family rather than information from social media. This is different from Belitung tourists who generally come to visit because information from social media is more dominant as its source of information. This indicates that tourism managers and the government in Bangka are more conventionally managed, while on Belitung Island have tended to use information technology as a basis for tourism social information and promotion.

Thus, if we look at the data and discussion above, an important point can be drawn regarding the packaging of tourism in Bangka Belitung. The data above shows that tourism in Bangka Belitung still relies on natural resources as an attraction, but supporting devices such as negative impression support that cannot be overcome, the promotion process that still uses conventional methods, and other supporting tourism sub-sectors have not been optimally managed. Whereas as defined by Fennel [24], tourism is the interrelation of the system between a visitor and his services such as facilities, performances, transportation, and accommodation [see also 25]. And therefore according to Wood [26] tourism development must involve many parties, such as the government, business world, non-governmental organizations, and local communities [see also 27, 28].

Meanwhile, based on interviews in the field, it was found a general view that the Bangka Belitung nature was beautiful and potential to be developed as a tourist destination. However, based on an interview with one of the informants in Pangkal Pinang said that tourist destinations other than nature, it should also be developed such as historical tourism and mining areas as alternative destinations.

The data above shows that although it is acknowledged to have beautiful natural potential as a tourist destination, tourism development is acknowledged to still have many weaknesses. The role of local government in standardization is needed as a form of regional government intervention. Image as a popular tourist destination that still has many limitations. That is, the effort to build an image must be seriously followed by intervention and seriousness by various actors.

4. Conclusion

Based on the results of the research and analysis above, some conclusions can be drawn. *First*, that the arrival of tourists to Bangka Belitung is generally intended to travel, although some of them still include several other reasons to complement their tour. Bangka and Belitung are different in this regard, namely the arrival of tourists to Belitung Island is more in the majority because it is specifically a tourist reason, compared to tourists in Bangka who still have other reasons to complete their tourist visits. *Second*, the election of Bangka Belitung as a tourist destination is generally due to its natural beauty. This is in line with the initial positive impression captured that the beautiful nature was the main reason for choosing Bangka Belitung. *Third*, there are at least two basic negative impressions at the beginning, namely environmental damage and a quiet atmosphere. For tourist tourists on Bangka Island, environmental damage is an initial negative perception, while in Belitung the question is generally a quiet situation.

Fourth, tourist information sources from friends / family are still a source of information in getting information about tourism in Bangka Belitung. This means that in general the government and managers have not optimally utilized social media as the main source of information in tourism development, while if data is separated between Bangka and Belitung data is found that for Belitung Island, optimization of social media use is quite good compared to Bangka which in general is still conventional. *Fifth*, culinary options and historical sites have not been strong enough to become a magnet beyond the reason of visiting tourist attractions. *Sixth*, in the midst of efforts to develop the world of tourism in Bangka Belitung, several problems still arise as weaknesses, including difficult transportation issues, limited facilities in tourist destinations, which are relatively considered the role of local governments in providing support, and environmental damage. which is considered to be a crucial issue. *Seventh*, this study finally concluded that in terms of potential development, there is still a lot of homework that must be prepared and done by the government and tourism managers so that the area which is said to be preparing to enter the post mining can effectively transform tourism potential as a new alternative economic source to this area.

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