

Tourist Perceptions of Planning and Design Sustainable Tourism in Puncak

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Abstract: This paper aims to understand tourists' perceptions of planning and designing sustainable tourism in Puncak, Indonesia. The sample size for the study was 300 respondents who had experienced at least once visiting Puncak. The findings suggest that respondents between the ages of 25 and 44 years prefer tourism sustainability. Secondly, they also believed that the price in Puncak is higher than in other destinations in Indonesia. Frequent travelers urge policymakers to maintain products and services by implementing tourism sustainability innovation for the operators. In addition, they also suggested cultural preservation and development, such as festivals, performances, and cultural tourism attractions in the Puncak area. Finally, it is found that collaboration with MSMEs owned by the local community is given a place in conjunction with large tourism businesses located in the Puncak area.

Keywords: Tourist Perception, Planning, Design, Sustainable Tourism

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Introduction

The United Nations World Tourism Organization has rolled out Sustainable Development Goals (SDG) and vowed to end extreme poverty, reduced inequality, and protected the environment. The SDGs are upheld through universal, integrated, and inclusive principles to ensure no one is left behind (Bappenas, 2015). The SDGs contain 17 Goals and 169 Targets, which are expected to be achieved by 2030. The SDGs consist of No Poverty, Zero Hunger, Good Health and Well-being, Quality Education, Gender Equality, Clean Water and Sanitation, Affordable and Clean Energy, Decent Work and Economic Growth, Industry, Innovation, and Infrastructure, Reduced Inequalities, Sustainable Cities and Communities, Responsible Consumption and Production, Climate Action, Life Below Water, Life on Land, Peace, Justice and Strong Institutions, and Partnerships for the goals (SDGS UN, 2022).

Puncak area surrounds the Bogor-Puncak-Cianjur districts, which cover the natural mountain and agricultural attractions for various recreational and tourist activities. This area is famous as a destination for domestic and foreign tourists. Furthermore, these areas are also one of the main tourist destinations as the distance is relatively

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close to Jakarta, with excellent access and infrastructure to support tourist activities, strengthening the area's appeal. Approximately 9.59 million lived in Jakarta Special Capital Region; about 8.18 million in the five cities of Bogor, Depok, Bekasi, Tangerang, and South Tangerang; and about 10.23 million in the three regencies (Bekasi Regency, Bogor Regency, and Tangerang Regency (World Population Review, 2023).

Sustainable tourism respects the environment and, as a consequence, does not aid its own disappearance. Sustainable tourism is responsible tourism (Bramwell *et al.*, 1993). Furthermore, Sustainable tourism is concerned with social justice, economic viability, and the physical environment and is also about the future. (Horner & Swarbrooke, 2007). Moreover, economic and social impacts on local people have been considered as a long-term tourism destination guarantee to maintain tourism activity and tourist satisfaction at tourist sites (Nestoroska, 2012). In addition, sustainable tourism activity also positively impacts the local community in social and economic sectors by increasing their income and reducing poverty and the unemployment rate around tourism destinations (Tung & Cuong, 2020).

This commitment is represented in management, tourist, and government acts to preserve local culture, ecological cyclic processes, biodiversity, and other life support systems. Sustainability in tourism sites can only be achieved when every stakeholder, including tourists and local communities, can actively participate in sustainable activities and destination decision-making. This activity will positively enhance the tourism activity experience and raise sustainable tourism awareness for tourists, local communities, and other related stakeholders (Sasidharan & Krizaj, 2018; Wibowo *et al.*, 2019). Additionally, sustainable tourism leads to achieving a positive economic impact without the adverse effects of human activities on natural resources (Prasetyo *et al.*, 2018).

Literature Review

Tourism companies are called upon to respond to global challenges and increase societal well-being in a broader sense instead of exclusively "producing economic profits not only for a privileged few" (Torelli, 2020). Focus on sustainability issues while developing tourism strategies, including environmental protection, stakeholder engagement, and an integrated approach that links natural, environmental, and historical resources (Sotiriadis, 2020). The SDGs and targets are interconnected and influence each other, so achieving a target contributes to accomplishing other goals (Torelli, 2020; Sima, 2014).

A vast growth tourism sector has some environmental and other consequences. For sustainable tourism development, there is a need to understand the relationship between tourism, economic growth, and its impact (Danish & Wang, 2017; Gidebo, 2021). Tourism development has economic, socio-cultural, and environmental positive and negative effects on the local community (Uslu *et al.*, 2020). In this way, the effects of the tourism industry are among the priority issues as this change the life of the local community in many ways (Fil'a *et al.*, 2015; Nematpour & Faraji, 2019). Understanding the perspective of the local community on the development of tourism help in minimizing its negative impact and will maximize the benefits for them (Thetsane, 2019). It is of utmost importance to sustainably plan and develop tourism by balancing society's environmental, economic, and social goals. Sustainable tourism development focuses on tourist needs, assures significant experiences for consumers, and tries to inculcate sustainable tourism among them (Streimikiene *et al.*, 2020). The first step for sustainable tourism or sustainability in tourism is identifying problems. After identifying problems, there is a need to develop a plan of measures and strategy, and last is its implementation (Murava and Korobeinykova, 2016).

Socio-cultural sustainability, in turn, is linked to the relationship between human beings and the surrounding environment and to the protection of the cultural resources of the host community (Solis-Radilla *et al.*, 2019). The environmental and socio-cultural dimensions together form the aggregate tourism resources; in other words, they are the determining factors of the attractiveness of the tourist destination and the basis of tourist demand (Hanafiah & Zulkify, 2019; Kamel, 2020). Sustainability should be a line of research in the context of tourist

destination competitiveness (Cronje and Plessis, 2020). Competitiveness without sustainability is an illusion (Gallardo-Vasquez et al., 2019; Goffi *et al.*, 2019). Sustainability dimensions are synergistic and not antagonistic (Rodriguez-Diaz & Espino-Rodriguez, 2016). Sustainable tourism activity development should be undertaken based on socio-economic aspects following regional and national economic development growth in the destination area (Pavlic *et al.*, 2019).

Research Method

This study used a quantitative descriptive approach by conducting interviews, observations, and distributing questionnaires in the Puncak area (Bogor-Puncak-Cianjur) West Java to 300 respondents using random sampling. This research is descriptive, where it is conducted to connect one variable to another variable. The most common type of descriptive research includes attitude or opinion research on individuals, organizations, situations, or procedures. Descriptive data is generally collected through a list of questions in questionnaires, interviews, and observations. The unit of analysis is the unit under study, which can be in the form of individuals, groups, objects, or backgrounds of social events such as individual or group activities as research subjects.

Results and Analysis

Table 1 summarizes the demographic profile of the respondents. Most respondents were male (57.0%), aged below 25 years (34.0%), and operational staff (43.7%). In addition, the biggest income segment is between 3.000.000 IDR – 5.000.000 (36.0 %) and has visited Puncak more than four times (46.7%).

Table 1. Demographic Profile

Measurement	N	%
Gender		
Male	170	57
Female	130	43
Age		
< 25 years	102	34
25-44	95	31.7
45-54	73	24.3
>55	30	10
Occupation		
Student	88	29.3
Operational staff	131	43.7
Entrepreneur	54	18
Housewife	27	9
Income		
< 3.000.000 IDR	90	30
3.000.000 IDR – 5.000.000 IDR	108	36
5.000.000 IDR – 10.000.000 IDR	66	22
> 10.000.000 IDR	36	12
Experienced Visiting Puncak		
1 Time	67	22.3
2 - 3 Time	93	31
> 4 Time	140	46.7

Based on the descriptive analysis, planning and designing sustainable tourism in Puncak has fulfilled basic human rights fairly and equally to improve the welfare of all communities in the Puncak area (M=3.52, S.D. 0.901). Secondly, the management of natural resources and the environment supports all life in the Puncak area (M=3.68, S.D. 0.860). Table 2 summarizes the description of the planning and designing of sustainable tourism in the Puncak area.

Table 2. Descriptive Statistics of Planning and Designing Sustainable Tourism in Puncak

Measurement (Planning and designing sustainable tourism in Puncak has ...)	Mean	Std. Deviation
Fulfilled quality basic human rights in a fair and equal manner to improve the welfare of all communities in the Puncak area.	3.52	0.901
Fulfilled sustainable management of natural resources and the environment to support all life in the Puncak area.	3.68	0.860
Fulfilled quality economic growth through sustainable employment and business opportunities, innovation, inclusive industry, adequate infrastructure, affordable clean energy, and supported partnerships in the Puncak area.	3.64	0.832
Fulfilled the realization of legal certainty and effective, transparent, accountable, and participatory governance to create security stability and achieve a state based on the law in the Puncak area	3.82	0.831

Recommendation and Conclusion

The limitations of this research are that the respondents or informants will become a primary data source on tourist perceptions of planning and designing sustainable tourism in Puncak. So the focus of the study will analyze the planning and design of sustainable tourism in Puncak. Further research should be broader, such as dividing domestic and international respondents and tourism business categories such as hotels, restaurants, tourist attractions, and souvenir shops for sustainable tourism in Puncak. Finally, it is concluded that the tourists' perceptions of planning and design sustainable tourism in Puncak are suitable and can be developed. However, the Puncak Area needs improvement in collaboration and synergy with all sectors to create a tourism strategy for development at the macro level in the Puncak area.

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