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RESEARCH ARTICLE

Tourist Attraction and Tourist Motivation in The Patuha Mountain Area, West Java

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Abstract. The Bandung Regency Spatial Plan for 2007-2027 regulates The Patuha Mountain Area as one of the regions that have a special role in the tourism sector. This research was conducted to find out the attractiveness value and motivation of tourists on tourist attractions as well as the relationship between them in The Patuha Mountain Area. Assessment of tourist attractions value was based on the completeness of attractions, tourist facilities, and accessibility. Meanwhile, tourist motivation was based on tourist preferences, tourist needs, and tourist travel status. The variables were analyzed using spatial analysis and chi-square test statistics. The results indicated that the high attractiveness value has a nodal destination system, while medium and low attractiveness value has a linear destination system. Tourist motivation was being dominated by flashpacker types. Tourists who visited The Patuha Mountain Area are not being influenced by the attractiveness value of tourist attractions. Although tourist attraction has complete tourist facilities, tourists only focus on the attraction compared to the tourist facilities and accessibility.

1. Introduction

The destination is defined as a place to offers a mixture of tourism products and services with some brand name (Buhalis, 2000). A region can be used as a destination due to the existence of attractions, accessibility, and facilities (Pendit, 1994). Destination will be successful in the tourism market depends on the attractiveness of their attractions. It can give an impact on the frequency of visits and intention to revisit (Henkel *et al.*, 2006; Cheng-Fei *et al.*, 2009; Pratama, 2016).

Tourist attractions are considered attractive if tourist needs can be fulfilled (Vengesayi, 2003). It can be based on the availability of facilities and ease of accessibility that provided by tourist attractions (Var *et al.*, 1977; Restuti, 2008; Devina, 2011; Maulana, 2013; Pratama, 2016; Ramadhan, 2016; Hasanah, 2017). Burton (1995) divided these facilities into three categories. First, the primary category is a permanent attraction. Second, the secondary and conditional categories which are as a facility that can fulfill the main needs of tourist.

Table 1. Indicators of Tourist Motivation

Indicators	Type of each indicator
Tourist preference	Allocentric, mid-centric, and psychometric
Tourist needs	Physical needs, social needs, status needs, intellectual needs, and mental needs
Tourist travel status	Drifter, explorer, individual mass tourist, and organized mass tourist

Sources: Plog (1972); Cohen (1972); Leipper (1994)

Along with the attractiveness of tourist attractions, tourist motivation has been an important subject in tourism for decades (Tomic *et al.*, 2014). It can also explain the reason some tourist attractions look more attractive than others (Moutinho, 1987; Yusuf, 2020). Krippendorf (1997) explain that tourist when traveling has more than one particular motivation (Table 1). Below are some examples of tourist motivation in choosing tourist attractions.

According to The Bandung Regency Spatial Plan for 2007 – 2027, The Patuha Mountain Area has a special role in the tourism sector (Bappeda Kabupaten Bandung, 2007). It can be seen by the increasing number of tourists with 47% from 2015 – 2017 (Disparbud Kabupaten Bandung, 2018). However, not all their tourist attractions are considered attractive by tourists. Their attractiveness of tourist attractions is still defeated to Lembang in the Bandung Raya Area (Maryani, 2004). Therefore, this study was conducted to find out the attractiveness value and tourist motivation on tourist attractions as well as the relationship between them. It can be able to make an empirical contribution that can be used as a reference in maximizing the potential and marketing of tourism in The Patuha Mountain Area.

2. The Method
The Attractiveness of Tourist Attractions

The Patuha Mountain Area is located in the southern part of the Bandung Regency which includes Ciwidey District, Rancabali District, and Pasirjambu District. There are two types of tourist attractions in here, namely nature and special interest such as carter, camping ground lake, waterfall, and hot spring. As for the tourist attractions – Kawah Putih,

Kawah Rengganis, Curug Tilu Water Park, Patenggang Lake, Walini Hot Spring, Cimanggu Hot Spring, Cai Ranca Upas, and Rancabali Glamping Lakeside – were obtained from The Bandung Regency of Tourism and Culture Department in 2018 (Figure 1).

Tourist Motivation

Identification of tourist motivation used a quantitative research design with quota sampling and random sampling methods. Quota sampling was used because the population of each tourist attraction was not balanced. So it was only discussed the phenomena that occur in the sample and didn't represent the population. Respondents were divided into 15 respondents for each tourist attraction. It was because this

study used *chi-square* analysis which is will less reliable with a sample size above 200 or less than 100 respondents (Siddiqui, 2013).

The questionnaire contained two main sets of questions. The first set of questions focused on the tourist preferences such as famous level of tourist attractions, intention to revisit, and quality of tourist facilities. The questions in this section consisted of 10 questions with the Likert Scale method which ranging from 1 (strongly disagree) to 5 (strongly agree) and based on allocentric type. The second set of questions focused on the tourist needs and tourist's travel status such as their reasons to travel, amount of travel members, and traveling ways. The questions in this section were open-ended with multiple choices.
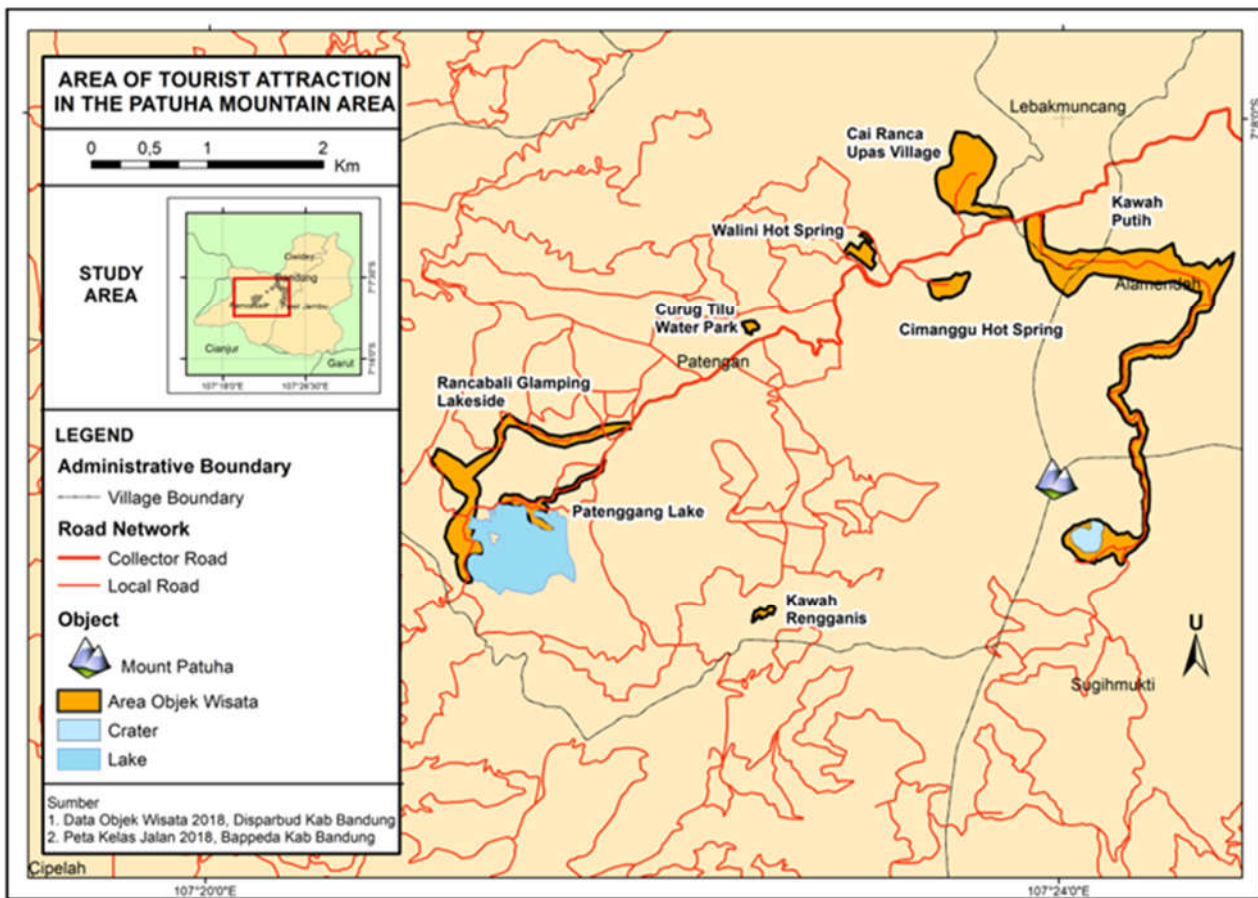

Figure 1. The Map of The Patuha Mountain Area

Table 2. Weight Value for Attractiveness of Tourist Attraction

Criteria	Indicator	Weight Value
Primary Facilities	Site Attraction	0,375
	Event Attraction	0,070
Secondary Facilities	The Lodging Place	0,110
	Restaurant	0,106
	Souvenir Shop	0,083
Conditional Facilities	Mosque	0,023
	Toilet	0,021
	Parking Lot	0,019
Accessibility	Public Transportation	0,072
	Road Class	0,076

Sources: Var et al. (1977); Pratama (2016)

Based on the problem proposed, the statistics test analysis was used to describe the relation between tourist attraction and tourist motivation. As for a method of the statistics test analysis used chi-square (x^2) based on cross-tabulation. Chi-square test (x^2) used error tolerance level (α) of 5% with the hypothesis of H0 as no significant correlation between attractiveness of tourist attraction and the tourist motivation in The Patuha Mountain Area.

3. Result and Discussion

Primary Facilities

Primary facilities are defined as main attractions that are divided into site attraction and event attraction. Site attraction is a permanent attraction, while event attraction is cultural or ritual activities. The main site attractions in The Patuha Mountain Area are consisting of a carter, camping ground, lake, waterfall, and hot spring (Figure 2). Curug Tilu Water Park is the only tourist attraction that doesn't have a diverse site attraction. It also has the smallest area in The Patuha Mountain Area. Ritual activity only exists in Kawah Rengganis because it used to be a meditation place before being made as a tourist attraction (Table 3).

Secondary and Conditional Facilities

Secondary and conditional facilities are being used to fulfill the main needs of tourists. Secondary facilities are divided into lodging places, restaurants, and souvenir shops. Walini Hot Spring, Cimanggu Hot Spring, and Rancabali Glamping Lakeside are the only of tourist attractions that have complete secondary facilities (Table 4). All of them have the largest area in The Patuha Mountain Area. Rancabali Glamping Lakeside has a type of lodging place in the form of a tent-shaped building with facilities like star hotels. Maybe due to the location of Rancabali Glamping Lakeside which is surrounding by the forest. Whereas Walini and Cimanggu Hot Spring have cottage types. Restaurants and souvenir shops are dominated in the form of small huts.

Figure 2. Main Site Attractions in The Patuha Mountain Area

Table 3. Primary Facilities in The Patuha Mountain Area

Tourist Attraction	Site Attraction	Event Attraction
Kawah Putih	Carter, poton bridge, ATV, horse riding, andpandang shelter	-
Kawah Rengganis	Carter, heated swimming pool and mud pond	The ritual activity of giving offerings
Curug Tilu Water Park	Waterfall and fish pond	-
Patenggang Lake	Lake, boats or water bikes, tea farm, and Cinta rock sites	-
Walini Hot Spring	Swimming pool, fish pond, vehicle attractions (mini train, bajaj, ATV), archery, and flying fox	-
Cimanggu Hot Spring	Swimming pool, flying fox, nature park, target shooting, and canoe boat	-
Cai Ranca Upas	Camping ground, dear breeding, fun games, horse riding, archery, and swimming pool	-
Rancabali Glamping Lakeside	Flying bridge, pinisi resto, lake, star terraces, rabbit park, glamping circuits, boats, tea farm, and Cinta rock sites	-

Source: Data Processing (2019)

Table 4.Secondary and Conditional Facilities in The Patuha Mountain Area

Tourist Attraction	Secondary Facilities			Conditional Facilities		
	The Lodging Place	Restaurant	Souvenir Shop	Mosque	Toilet	Parking Lot
Kawah Putih	-	28	13	4	4	2
Kawah Rengganis	-	12	-	1	1	2
Curug Tilu Water Park	-	5	-	-	2	1
Patenggang Lake	-	20	15	2	4	2
Walini Hot Spring	1	24	13	1	5	3
Cimanggu Hot Spring	1	20	5	2	3	3
Cai Ranca Upas	-	12	-	1	5	3
Rancabali Glamping Lakeside	1	4	4	1	2	2

As conditional facilities are divided into mosques, toilets, and parking lots. Curug Tilu Water Park is the only tourist attraction that doesn't have a mosque (Table 4). The condition of conditional facilities in The Patuha Mountain Area, in general, can be said to be less good. And also there is fraud in parking fees where Walini Hot Spring and Cai Ranca Upas have to give additional fees for parking lots other than those listed at the entrance.

Accessibility

Accessibility in this study refers to the class of roads and the availability of public transportation. Tourist attractions are located in the collector road classes between Bandung and Garut. Therefore, only one route to reach them. The disadvantages of the road network are the width of the road which is only enough to be traversed by two vehicles. Sadly, there is only one public transportation that can be used to reach tourist attractions except for Kawah Rengganis. Even though tourist attractions are on the collector's road network, not all can directly reach the main attraction. Kawah Putih and Kawah Rengganis provide transportation services within their area.

Attractiveness Value of Tourist Attraction

According to Restuti (2008), the attractiveness value of tourist attraction due to diverse attractions, complete facilities, and adequate accessibility. In this study, high attractiveness value can be seen with a large number of attractions, facilities, and good quality of accessibility. However, accessibility doesn't make a meaningful contribution because all of the tourist attractions are in the same road class. The diversity of tourist attractions can be seen in Table 6 and Figure 3.

Table 5. Accessbility Condition within Tourist Attraction Area

Tourist Attraction	Distance to Site Attraction (from main road)	Transportation Services within Tourist Attraction Area
Kawah Putih	5 km	Ontang-Anting (mini car)
Kawah Rengganis	2 km	Taxibike
Curug Tilu Water Park	-	
Patenggang Lake	2 km	
Walini Hot Spring	200 m	
Cimanggu Hot Spring	-	
Cai Ranca Upas	1 km	
Rancabali Glamping Lakeside	3 km	

Source: Data Processing - (2019)

Table 6.Attractiveness Value of Tourist Attraction in The Patuha Mountain Area

Tourist Attraction	Attractiveness Value	Classification
Kawah Rengganis Curug Tilu Water Park Cai Ranca Upas	< 3,2	Low
Rancabali Glamping Lakeside	3,32 – 4,92	Medium
Cimanggu Hot Spring Patenggang Lake Walini Hot Spring Kawah Putih	> 4,92	High

The destination has two characteristics in the spatial system of tourism, namely nodal and linear (Holloway, 2002). Nodal destination in which tourist attractions are closely grouped geographically with the type of attraction interconnected. Tourist attraction with high attractiveness has a nodal destination system in The Patuha Mountain Area. They have the same characteristics in the form of hot springs. Even though Patenggang Lake has a different characteristic in high attractiveness but its facilities are more than the other. It helped it to become high attractiveness.

Meanwhile, the linear destination is the opposite without any specific focus of tourism. Medium and low attractiveness has a linear destination system. Kawah Rengganis and Curug Tilu Water Park as low attractiveness are 3.67 kilometers apart. Whereas Cai Ranca Upas and Rancabali Glamping Lakeside as medium attractiveness are 4.06 kilometers apart. So, it can be said this study is in line with existing theories.

Tourist Motivation

Classification of tourist motivation is obtained based on the results of a research questionnaire with indicators such as tourist preferences, tourist needs, and tourist's travel status. Table 7 is based on the largest number of respondents.

Tourist Preferences

Tourist preferences in The Patuha Mountain Area consist of near allocentric, mid-centric, and near psychometric types. Near allocentric choose tourist attractions with less diverse attraction, while near psychometric is the opposite. All tourist attractions with near allocentric tourists have below 4 attractions. Kawah Rengganis and Curug Tilu Water Park have fewer types of attractions but have more activities than Patenggang Lake.

Tourist Needs

Tourist needs in The Patuha Mountain Area consist of physical needs, social needs, and mental needs. Physical need is defined as the desire to rest from feeling physically tired. The mental need is defined as the desire to escape from saturation and relaxation from the daily routine. Whereas, the social need is defined as the desire to strengthen social relations while traveling. Cai Ranca Upas is a tourist attraction that only has mental needs. Deer breeding attraction and camping activities attract tourists to release saturation.

Tourist Travel Status

Tourist travel status in The Patuha Mountain Area consists of explorer, individual mass tourist, and organized mass tourist. Explorer is tourists who travel in less than 3 people and arranged their trips. Individual mass tourist is tourists who traveled in small groups and arranged their trips. Whereas, organized mass tourist is tourists who traveled in large groups and used the services of tourism agents. Only four tourist attractions that have organized
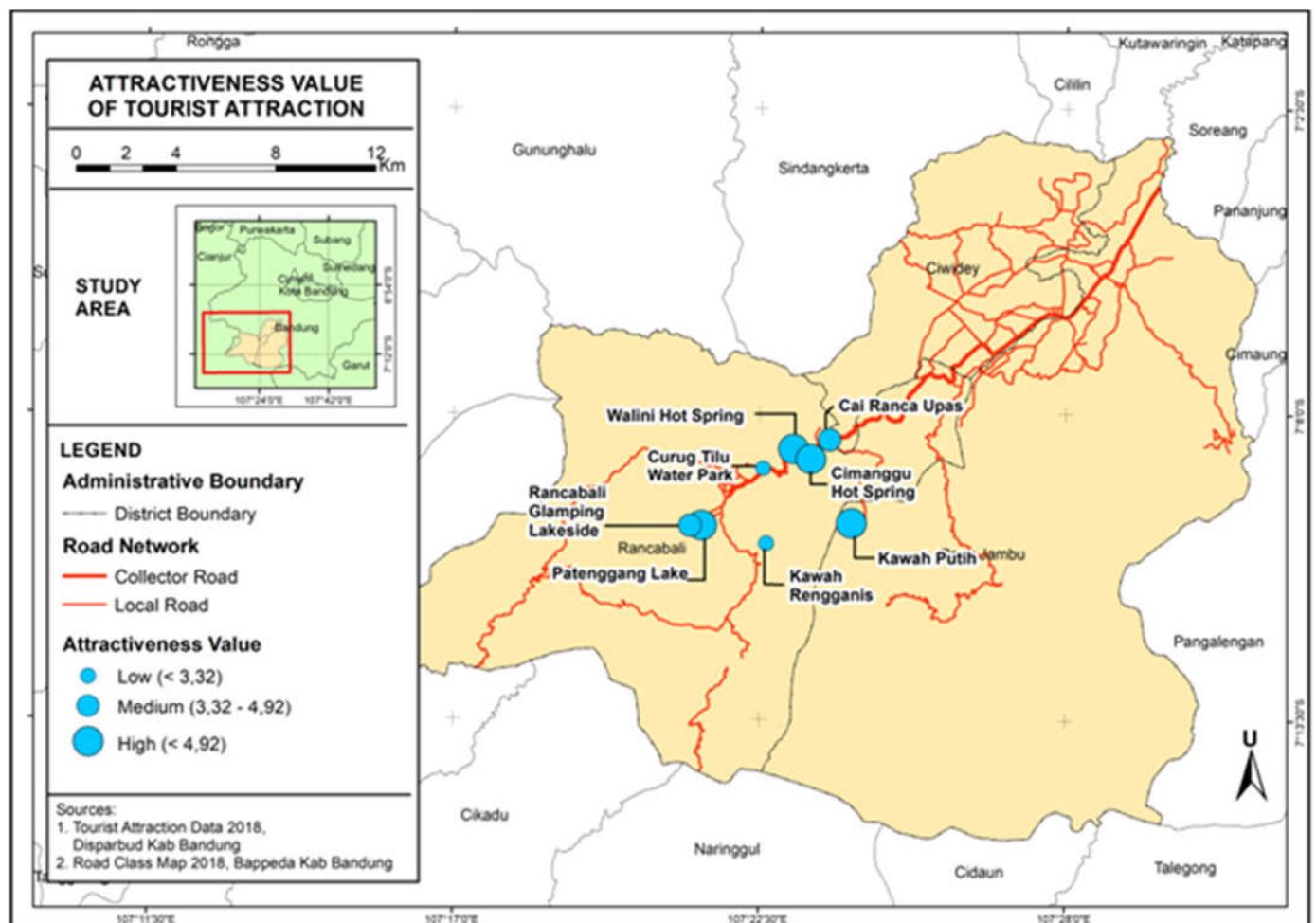

Figure 3. Map of Attractiveness Value in The Patuha Mountain Area

mass tourist. That is because they are more famous compared to the other.

Based on observation, tourist motivation is more influenced by tourist preferences and travel status. It was because generally tourists the only vacation without any specific needs. Tourist needs will be per tourist preferences. All of the indicators are being compiled and categorized to be institutionalized and non-institutionalized tourists (Cohen, 1972; Makimoto and Manners, 1997). Therefore, these tourist motivations consist of backpackers, flashpackers, and tourists. The characteristics of tourist motivation and their option of tourist attraction can be seen in Table 8 and Table 9.

The diversity of tourist motivation in The Patuha Mountain Area can be seen in Figure 4. In general, backpackers choose to vacation only with a friend and fewer attractions. It is following their choices to visit Kawah Rengganis, Curug Tilu Water Park, and Patenggang Lake.

All of these attractions have fewer attractions and activities. Flashpackers choose to vacation with family and prefer to many attractions. Such as Kawah Putih, Walini Hot Springs, Cimanggu Hot Springs, Cai Ranca Upas, and Rancabali Glamping Lakeside. However, tourist types are only in three tourist attractions. It was because Kawah Putih, Patenggang Lake, and Rancabali Glamping Lakeside become the icons for tourism in Bandung Regency

Correlation between Attractiveness Value of Tourist Attraction and Tourist Motivation

The diversity of tourist motivation is based on the most dominant in tourist attractions (Table 10). It can be said not all types of tourist motivation are in the classification of attractiveness value. Low and medium attractiveness are consistent with the tourist motivation theories. They choose tourist attractions in accordance amount of attractions and facilities.

Table 7. The diversity of tourist motivation indicators

Tourist Preferences		
Near Allocentric	Mid Centric	Near Psychocentric
Kawah Rengganis	Kawah Putih	Cai Ranca Upas
Curug Tilu Water Park	Walini Hot Spring	Rancabali Glamping Lakeside
Patenggang Lake	Cimanggu Hot Spring	
	Tourist Needs	
Physical Needs	Mental Needs	Social Needs
Kawah Rengganis	Kawah Putih	Kawah Putih
Walini Hot Spring	Patenggang Lake	Patenggang Lake
Cimanggu Hot Spring	Cai Ranca Upas	Curug Tilu Water Park
	Rancabali Glamping Lakeside	
	Curug Tilu Water Park	
	Tourists Travel Status	
Explorer	Individual Mass Tourist	Organized Mass Tourist
Kawah Rengganis	Kawah Putih	Kawah Putih
Patenggang Lake	Curug Tilu Water Park	Patenggang Lake
Rancabali Glamping Lakeside	Walini Hot Spring,	Cai Ranca Upas
	Cimanggu Hot Spring	Rancabali Glamping Lakeside
	Cai Ranca Upas	

Table 8. Identified Tourist Motivation based on Indicators

	Backpacker	Flashpacker	Tourist
Tourist Preferences	Near Allocentric	Mid Centric	Near Psychocentric
Tourist Needs	Mental Needs / Physical Needs	Mental Needs / Physical Needs	Social Needs
Tourist Travel Status	Explorer	Individual Mass Tourist	Organize Mass Tourist

Table 9. Characteristics of Tourist Motivation

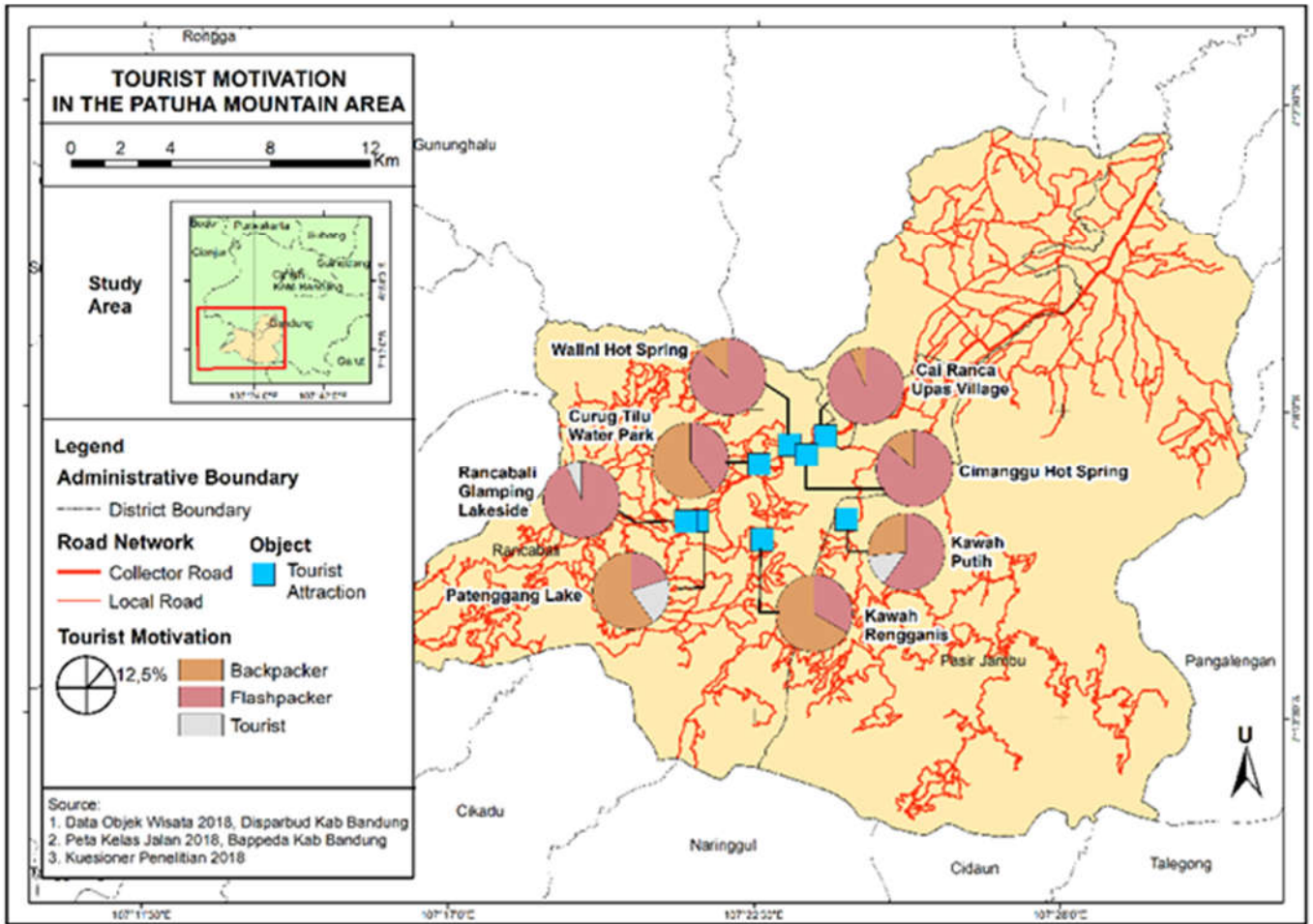| Tourist Motivation	Characteristic of Tourist Motivation
Backpacker	Not disputing the condition of tourist facilities that are inadequate
	Does not require a lot of activity on tourist attraction
	Choosing to explore the destination by themselves
	Travel in small members (under 3 people)
Flashpacker	Choosing a tourist attraction with the conditions of facilities that have been developed
	Choosing tourism objects that are already known in advance
	Traveling in groups and arranging their own trips
Tourist	Only accepting tourist facilities with some luxuries
	Traveling in groups with large numbers
	Using travel agents

Figure 4. Map of The Diversity of Tourist Motivation in The Patuha Mountain Area

Table 10. Crosstabulation between Attractiveness Value of Tourist Attraction and Tourist Motivation Count

		Tourist Motivation			Total
		Backpacker	Flashpacke	Tourist	
Attractiveness Value of Tourist Attraction	Low	2	0	0	2
	Medium	0	2	0	2
	High	1	2	1	4
Total		3	4	1	8

Different things happened in high attractiveness. It has all types of tourist motivations. High attractiveness has many attractions and complete facilities that can attract much more tourists to visit. It will lead to more diverse tourist motivation in there. However, Patenggang Lake is the only tourist attraction being dominated by backpackers despite its high attractiveness. Patenggang Lake has less attraction but much more facilities.

The chi-square statistic test results show that there is no relationship between the attractiveness of tourist attraction and tourist motivation in The Patuha Mountain Area. This study indicated that not all tourist attractions with high attractiveness always have tourist types. Although tourist attraction has complete tourist facilities, tourists only focused on the attraction compared to the tourist facilities and accessibility.

4. Conclusion

The Patuha Mountain area as one of the regions that play a special role in the tourism sector in Bandung Regency has a high potential. But sadly, not all their tourist attractions are considered attractive by tourists. Attractiveness value depending on the completeness of facilities and accessibility. However, accessibility does not make a meaningful contribution because all tourist attractions are in the same road class. The relationship between the attractiveness value of tourist attraction and tourist motivation is not significant based on the completeness of attraction, tourist facilities, and accessibility. It shows that not all high attractiveness values have the tourist types. Although tourist attraction has complete tourist facilities, tourists only focused on the attraction compared to the tourist facilities and accessibility. This study hopefully can be able to make an empirical contribution to maximizing the potential and marketing tourism in The Pathua Mountain Area.

Acknowledgment

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