

CHAPTER 1

INTRODUCTION

A. Background

Tourism is one of the most important economic sectors for a country. It is denoted as the second largest sector in the world after oil and gas. Initially, tourism sector cannot be separated from economic, social and environment aspect. Tourism can be defined as an activity of people or group taking journey and staying from one place to another which only takes in short period of time as an effort to encounter harmony and happiness from social, cultural, natural, and scientific dimensions (Kodhyat, 1983 in Spillane, 1985). In addition, to Pitana (2008) via Badar (2012), an activity that indirectly touches and engages the community which has an impact on the local community is called tourism. Tourism also can be means for every person to experience different ambience and develop himself in various aspects. According to the Law Number 10 year2009 concerning tourism. Tourism happens in various kind of activities which are supported by facilities and services that have been provided by local governments, local communities, tourists, and the central government.

Indonesia as an archipelagic country deserves natural and cultural diversity which certainly potential to attract local and foreign tourists. West Java is one of Province which has big potential in tourism sector, especially Indramayu Regency. Indramayu Regency is located on the coast,which is strategic to become a tourism destination. However, Indramayu Regency's

potential has not properly developed like other West Java regions such as Bandung, Bogor, and Garut. Nevertheless, tourism destinations in Indramayu cannot be underestimated. Indramayu has attractive and interesting tourism objects such as Biawak Island, Karangsong Mangrove Forest, Tirtamaya Beach, Bali Beach (Balongan Indah), Tjimanoeck Park, Bojongsari Waterboom, Indramayu Canal, Tugu Perjuangan Indramayu, Bumi Patra, and other historical places.

Table 1. 1
Number of Foreign and Domestic Tourists in West Java
Province in 2012-2016

Year	Number of Tourists		Total
	Foreign	Domestic	
2012	1.905.378	42.758.063	44.663.441
2013	1.794.401	45.536.179	47.357.580
2014	1.962.639	47.992.088	49.954.727
2015	2.027.629	56.334.706	58.362.335
2016	4.428.094	58.728.666	63.156.760

Source: BPS West Java Province, 2017

Table 1.1, shows an increasing number of tourist, for both foreign and domestic, in West Java since 2012 to 2016. It indicates the potential of West Java is tourism sector for foreign and domestic tourists. Then, it can be seen that every area which is visited by tourists will get positive impact for area development. The benefits of the tourism sector one of as a resource of income for regional development. Optimize the potential benefits, it is necessary to collaborate between the local and central government to maintain the preservation of natural resources in the region (Sasmi, 2016).

Table 1. 2
Growth of number of visitors Tourist Attractions in
Indramayu Regency

No	Name of tourist attraction	Number of visitors			
		2009	2010	2011	2012
1	Water Park Bojongsari	125.000	147.243.000	126.642	145.534
2	Pantai Tirtamaya	38.965	42.630	33.345	52.300
3	Koloni Kera Banjar	8040	10.572	13.324	14.500
4	Pulau Biawak	1670	185	230	370
5	Situ Bolang	22.53	5.000	55.000	56.420
6	Pantai Glayem	23.648	35.700	42.000	61.000
7	Pantai Karangsong	1032	11.457	12.400	10.522
8	Pantai Balongan Indah	12.300	23.400	24.637	30.465
9	Wisata Sindang Ayu	24.647	27.500	31.000	29.840

Source: DISPORABUDPAR Indramayu Regency 2013

Table 1.2 shows us about the number of tourists in each tourist attraction in Indramayu since 2009 to 2012. Tirtamaya Beach experienced an increasing number of tourists since 2009, as many as 38,965 to 42,630 in 2012. However, in 2011 there was a decrease in the number of visitors which only reached 33,345 people, but increased again in 2012 to reach 52,300 people. These numbers indicated that Tirtamaya Beach has significantly developed based on the tendency of the realization number of visitors. Tirtamaya beach is ± 60 km far from the city of Indramayu, it is towards the city of Cirebon. Tirtamaya beach it can be reached by both private vehicles and public transportation.

The increasing number of visitors every year will affect the environmental conditions of tourist attractions. Moreover, if visitors do not pay attention to the sustainability of the tourist attraction. In general, the more the number of visitors, the more garbage is generated. Therefore, it is necessary to

improve the facilities, infrastructure, and management of tourism objects so that the sustainability of Tirtamaya Beach can be obtained.

The limitation of attractive tourism places that can be visited in Indramayu region makes the majority of its citizens prefer to go out of town or visit tourist attractions in other places outside Indramayu. Although Indramayu is located in West Java, which is counted as part of Pasundan Land with its own most Indramayu citizens use Javanese language as language of instruction. Indramayu has cultural traditions, arts and natural potential that can be made as an attraction for tourism. Its natural resource potential consists of agriculture, fisheries and petroleum management.

In Islamic perspective, keeping nature in order to be maintained is a must for every mankind. Humans as caliphs (representatives of God) on earth are supposed to preserve and develop nature (earth) which is the occupancy of humanity the word of God in the Qur'an. Surrounding nature is one of the important elements that need to be discussed. The source is closely related to human life and all God's creatures. The term natural environment in Arabic is known as *Al-bi'ah* which means environment or circumference. The term *Al-biah* according to oral *Al-'Arab* means the house of a people located in a valley. In addition, he may also interpret gentleness as a place for beautiful surroundings. The environment may also be defined as the human environment. This environment is produced through the values of life that have sources for life such as food, clothing, medicine and also a place to live.

So there can be interactions and relationships between humans in this environment.

Nature-based on the perspective of the Qur'an is the creation of Allah SWT and it is owned by Allah SWT. This is based on Surah *Al-A'raf* verse 56:

وَلَا تُفْسِدُوا فِي الْأَرْضِ بَعْدَ إِصْلَاحِهَا وَادْعُوهُ خَوْفًا وَطَمَعًا إِنَّ رَحْمَةَ اللَّهِ قَرِيبٌ مِنَ الْمُحْسِنِينَ

“And do not cause damage on the earth, after (Allah) repairs it and pray to Him with fear (will not be accepted) and hope (will be granted). Surely the mercy of Allah is very near to those who do well”

Natural resources are things created by God on this earth that can be utilized by humans so that their needs are fulfilled and prosperous. Natural resources are everywhere such as land, water, air and all kinds of things such as plants, animals, all kinds of mines in the ground and so on. Allah SWT created everything so abundantly as natural resources that humans could use. However, unfortunately, there are still humans who destroy it. Their lusts are so high, which makes them cannot utilize the sources given properly. Humans use their natural resources excessively and do not use them effectively. Excessive use of natural resources will also have fatal consequences for those who did it.

Previous research is also about Contingent Valuation Method on tourism objects that have been conducted by Masruroh (2017) with several variables and using the CVM method. Used age, gender, education level, income, and distance variables, the research resulted in no evidence for age and gender

variables to affect WTP. Meanwhile, there is enough statistical evidence where education level variable has a positive influence on WTP and distance variable has a negative influence on WTP. The WTP value obtained is IDR 8.685 with a total ticket value as much as IDR 33.685.

Another WTP research was conducted by Saptutyningsih (2017) which used income, age, gender, education, travel costs, frequency of visits as the independent variables. The results of the study show willingness to pay of visitors at ecotourism sites is IDR. 6,800. Income and education variables have positive and significant effect on willingness to pay. Meanwhile, the other variables have no significant influence to willingness to pay.

Then research conducted by Pantari (2016) used travel costs, facilities, age, income level, and frequency of visits variables. Indicates that by using the Travel Cost Method (TCM), travel costs, age, and facilities significantly influence the frequency of visits. By using the Contingent Valuation Method (CVM), the income level significantly and positively affect WTP to improve the environmental quality of Gembira Loka Yogyakarta Botanical Gardens and Zoos. Whereas the frequency of visits significantly affect WTP to improve the quality of the GembiraLoka Yogyakarta Botanical Gardens and Zoos.

Another research was conducted by Nugroho (2013) to determine whether age, education, income, number of family dependents, visit costs, frequency of visits will affect willingness to pay as an effort to improve the environmental quality of tourist villages in Sleman District after the Merapi

eruption. This study was conducted in Sleman Regency, Yogyakarta Special Province. This study used primary data by interviewing 150 respondents. The calculation of the cost estimates that the community is willing to pay to improve environmental quality. This study was carried out using the Contingent Valuation Method approach to Srowolan tourism village, Brayut tourism village, Kelor tourist village, Kembangarum tourist village, and Pentingsari tourist village. The analytical tool in this study was multiple linear regression. The results of the study indicated that age, education, income, the number of family dependents influence willingness to pay in an effort to improve the quality of the tourism villages in Sleman Regency after the eruption of Merapi.

Sasmi (2016) using the method of the Contingent Valuation Method (CVM) approach aimed to determine the influence of the Age, Last Education, and Income Level on Willingness To Pay of visitors of Goa Cemara Beach. The results of this study showed that age has positively influenced on WTP of visitors to Goa Cemara Beach. The last education has negatively influenced WTP of visitors of Goa Cemara Beach. The level of income has a positive and significant influence on WTP visitors to Goa Cemara Beach.

Tourism development needs to be supported not only for the economic orientation. Tourism has a very big role in ensuring the balance of national culture so the national pride can arise as a competitive advantage in the global era. The development of national cultural and tourism activities, as one of the manifestations of Pancasila and the preamble of 195 constitution of republic

Indonesia as a vision and mission that will guide all parties in developing Indonesian culture and tourism coordinated in facing the challenges of global change and competitiveness.

Preservation of tourism object needs cooperation and support from the government, managers, communities and other related institutions and parties. Because the efforts to preserve tourism objects are very important to do, the author conducted a study entitled "**WILLINGNESS TO PAY QUALITY IMPROVEMENT AND DEVELOPMENT OF TIRTAMAYA BEACH IN INDRAMAYU**" by using the Contingent Valuation Method (CVM) approach.

B. Limitation of problem

In this study, the problems that will be examined are limited only to the Tirtamaya Beach Tourism Object, located in Juntinyuat Village, Juntinyuat District, Indramayu Regency, and West Java Province.

C. Research Question

Based on the background explanation above, the problem formulated in this study is the need for efforts to improve the quality and development of Tirtamaya Beach. So that it can continue to be enjoyed by local and foreign tourists.

The research question in this study as follows:

1. How much does the Willingness to Pay for improvement and development of Tirtamaya beach in Indramayu?
2. How does age influence to the Willingness to Pay for improvement and development of Tirtamaya beach in Indramayu?

3. How does income influence to the Willingness to Pay for improvement and development of Tirtamaya beach in Indramayu?
4. How does level of education influence to the Willingness to Pay for improvement and development of Tirtamaya beach in Indramayu?
5. How does distance influence on Willingness to Pay for improvement and development of Tirtamaya beach in Indramayu?
6. How does frequency of visits influence to Willingness to Payfor improvement and development of Tirtamaya beach in Indramayu?
7. How does level of visitor satisfaction influence Willingness to Pay for improvement and development of Tirtamaya beach in Indramayu?
8. How does recreation budget influence Willingness to Pay for improvement and development of Tirtamaya beach in Indramayu?
9. How does visiting hours influence Willingness to Payfor improvement and development of Tirtamaya beach in Indramayu?

D. Research Purposes

Based on the background and formulation of the problem described, the objectives of this study are:

1. To determine the value of Willingness to Pay for improvement and development of Tirtamaya beach in Indramayu.
2. To determine the influence between age and Willingness to Pay for improvement and development of Tirtamaya beach in Indramayu
3. To determine the influence between income and Willingness to Pay for improvement and development of Tirtamaya beach in Indramayu

4. To determine the influence between level of education and Willingness To Pay for improvement and development of Tirtamaya beach in Indramayu
5. To determine the influence between distance and Willingness to Pay for improvement and development of Tirtamaya beach in Indramayu
6. To determine the influence between frequency of visit and Willingness to Pay for improvement and development of Tirtamaya beach in Indramayu
7. To determine the influence between level of visitor satisfaction and Willingness to Pay for improvement and development of Tirtamaya beach in Indramayu
8. To determine the influence between Recreational budget and Willingness to Pay for improvement and development of Tirtamaya beach in Indramayu
9. To determine the influence between visiting hours and Willingness to Pay for improvement and development of Tirtamaya beach in Indramayu

E. Benefits of Research

This research is expected to provide several benefits including:

1. Theoretical benefits

- a. For the author

This research has been improved the researcher knowledge and applied the analytical skill which exist in the field.

- b. For further researchers

It is expected to be useful as a reference for further research.

2. Practical benefits

a. For the government

This research is expected to be useful as information and development for local governments in term of planning, development and improve the quality of Tirtamaya beach tourism management.

b. For the community

As a reference and information concerning the development of Tirtamaya quality tourism management.

