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Development of self-guided tour ecotourism Bandung Regency

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ABSTRACT

The development of ecotourism in the South Bandung Region has empirically impacted nature and society. To overcome the negative impacts of these developments, efforts are needed to educate tourists about the protection of nature and society and the purpose and principle of sustainable ecotourism development. This article contains the process of designing a guidebook for self-guided ecotourism tours in South Bandung to support sustainable tourism management in the region. By involving 134 South Bandung tourist respondents, this design has successfully applied the Technology Acceptance Model theory as a design platform. The results of this design in the form of a travel guidebook are expected to be widely used by stakeholders and become empirical evidence of the application of TAM as a framework for designing the latest travel guidebook.

INTRODUCTION

Ecotourism is a form of tourism that focuses on experiencing and preserving nature (Pham & Khanh, 2020). As special tourism, ecotourism uses a natural and cultural environment platform to contribute to environmental conservation, ecological diversity, and the economy (Oviedo-García et al., 2017). Ecotourism is a tourist trip to a relatively undeveloped natural destination to gain knowledge, enjoy nature and various ecosystems, and learn about culture, history, and everything that contributes to the conservation environment (Lee & Jan, 2018). Summing up this understanding, it is concluded that ecotourism is a special interest tourism activity to preserve nature, environmental conservation, and study culture and history. West Java Province, especially in the Southern part of Bandung Regency, is one of the destinations in Indonesia with natural tourist attractions. Some tourist attractions in South Bandung are considered ecotourism areas (Perda Kabupaten Bandung No. 4 Tahun 2019, Tentang Rencana Induk Pembangunan Kepariwisataan DaerahTahun 2018-2025, 2019), namely Situ Patenggang, Malabar Recreative Agrotourism Area, White Crater, Kamojang Crater, and Situ Cileunca. In 2021, tourist visits to Bandung Regency reached 1.8 million people (Pemerintah Kabupaten Bandung, 2022), with a market share of 3.8% of West Java tourists. This fact shows that the South Bandung Area has become the backbone of tourism development in Bandung Regency.

The development of ecotourism in South Bandung has threatened environmental damage. This is due to 1) the preference of the mass-tourist target market, which is the choice of tourist activity providers; 2) the need for environmental education towards these target markets; 3) limited educational media applicable to ecotourism. This systematically pressures the quality of the ecotourism experience and the destination's sustainability. Some facts in the field are increased plastic waste in camping tourism areas and river and forest tourism in South Bandung. Furthermore, the issue of overtourism in the peak season of tourist visits results from the accumulation of the number of tourists who need to be distributed to the buffer area. This problem ultimately impacts the quality of tourist visits and the non-optimal benefits of ecotourism on natural sustainability and community welfare.

Considering these problems, this study offers an alternative solution by designing an electronic guidebook for self-guided ecotourism tours in South Bandung. The design of the electronic book is intended as a guide for tourists visiting South Bandung to travel independently, accompanied by educational content about environmentally friendly tourist visit procedures. A study (Mazor-Tregerman

et al., 2017) shows that travel guidebooks are essential in building traveler motivation in the decision-making process before and during the trip. Travel guidebooks can also provide broader information about the destination's characteristics, improve its image and become a means of education for its users (Putri et al., 2019; Susanto & Bonita, 2022).

It is known that tourism destination managers in South Bandung still need an electronic ecotourism guidebook for visitors. The marketing media currently owned is in the form of flyers and brochures, both print and electronic, which are more oriented toward price information and sales channels. The presence of self-guided electronic guidebooks is seen as an alternative complement to existing marketing communication media and to overcome the urgency of managing visits to ecotourism areas in South Bandung. To obtain good design results, the guidebook needs to consider the aspects of convenience and expediency for users. The Technology Acceptance Model (TAM) theory is used based on this. (Davis, 1989), a theory that developed from the Theory of Planned Behaviour. TAM explains that adopting a technology product will accelerate if the technology is perceived as easy to use (perceived ease of use) and beneficial (perceived usefulness). Perceived ease of use indicators can be reflectively measured by the user's perception that the technology product is: 1) comfortable to use; 2) easy to operate; 3) the information is easy to understand; and 4) relevant technologies. Furthermore, indicators of perceived usefulness of travel guidebooks can be reflectively demonstrated by: 1) assisting with trip planning; 2) assisting in the search for information; 3) providing benefits and advantages; 4) role in making decisions (Natalia et al., 2019).

A study (Luthfiya et al., 2021; Trakulmaykee et al., 2015) has shown that the design of travel guides with technological content needs to pay attention to the adoption aspect for its users. A new technology offering will get a different perception for potential users. Satisfaction with a technology product will increase the technology's utility intention (Kang et al., 2018). This satisfaction can be built by the perception of ease and expediency of the user experience as understood in the theory of the Technology Acceptance Model (Davis, 1989; Venkatesh & Davis, 2000). Based on the TAM theory, the ideal travel guidebook should be easy to use, easy to access, convenient for users, easy to understand information, contain the latest news, help tourists plan their travels, and make it easier to get information about a destination. Considering these phenomena and concepts, this scientific article aims to provide an overview of the design process of the South Bandung ecotourism self-guided tour guidebook that pays attention to the principles of the Technology Acceptance Model. In practical terms, the design of a self-guided ecotourism tour guide in Bandung Regency aims to provide ease of travel to South Bandung to improve the quality of the ecotourism activity experience and provide balanced benefits for the natural environment and society.

RESEARCH METHODS

By employing multiple regression analysis methods, this study adopts a quantitative analysis approach. The research uses a descriptive-quantitative approach (Creswell & Creswell, 2018), applying univariate analysis to the Technology Acceptance Model variables as a design model. Procedurally, the design process is carried out according to Figure 1.

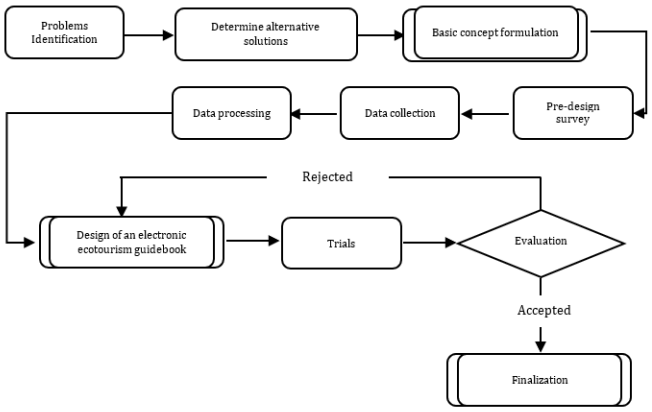

Figure 1. Design Process
(Source: researcher modification, 2021)

To obtain data on the preferences of prospective users of the self-guided tour guidebook, researchers distributed questionnaires online in June – July 2021 to respondents who have visited the South Bandung tourist area for the last 2 (two) years. The target of respondents is at least 80 (eighty) people assuming 5-10 times the number of research indicators (Hair et al., 2019). The selection of research samples uses a random-sampling quota, considering that the research samples do not gather on the same geography, as well as consideration of the cost-effectiveness of the design. Secondary data in the form of documentation and literature is used to support the fulfillment of data in this design. The research instrument was developed by constructing variable operationalization, as presented in Table 1.

Table 1. Operationalization of Variables

Variable	Sub Variable	Indicators	Statement
Technology Acceptance Model	*Perceived of Ease Use*	Convenient to use	The guidebook needs to provide comfort when operated.
			Guidebooks need to be designed to be easy to use
		Easy to operate	The guidebook needs to be accessible via a gadget with minimum specifications.
			The guidebook needs to be accessible without an internet network.
			The choice of grammar in the guidebook needs to be easy to understand
		Information is easy to understand	Instructions for using the manual need to be easy to understand
			The information contained in the guidebook needs to be easy to understand
		Relevant information	The information contained in the guidebook must follow the conditions in the field.
			The information contained in the guidebook needs to be kept simple but informative.
	Perceived Usefulness	Assist with travel planning.	Guidebooks need to provide information on a series of tours.
			Guidebooks need to provide information on things that tourists need to prepare for
		Assist in making travel decisions.	Guidebooks must present a selection of attractions, amenities, accessibility, and support.
			Guidebooks must provide information on attractions, amenities, accessibility, and support providers.
		Provide useful information	Guidebooks need to provide travel tips to South Bandung.
			Guidebooks need to provide the most optimal travel experience options.
			Guidebooks need to provide the best travel route options.

Source: modifications of the Technology Acceptance Model (Davis, 1989; Venkatesh & Davis, 2000)

RESULTS AND DISCUSSION

Ecotourism has been known as an effort to utilize the natural and social environment through the extensibility of land functions in the form of tourism activities. In its implementation, as happened in the South Bandung region, ecotourism development still faces obstacles, especially in visitor awareness regarding the importance of travel ethics in natural and cultural areas. South Bandung with the potential for ecotourism that is growing, especially in the Situ Cileunca Area, Palayangan River Camping Area, Ciwidey Plateau Area, Situ Patengan, and Kawah Putih, as well as several tourist villages (Alam Endah and Gambung), have attracted *the mass-tourist* market. From an economic point of view, entering the mass-tourist market is quite profitable for managers. Still, ecologically it can cause faster damage to the natural environment when compared to niche markets (*explorers and drifters*). The design of the *ecotourism self-guided tour* guidebook offered in this study is likely to provide alternative

educational media for ecotourism visitors in South Bandung, which boils down to efforts to reduce the negative impacts of exclusive tourism development in the region.

Based on the survey activities that have been carried out, a total of 134 respondents were obtained who have visited the South Bandung tourist area for the last 2 (two) years. This number is believed to meet the predetermined *sampling quota* criteria of at least 5-10 times the research indicators (Hair et al., 2019). The respondent's profile data is presented in Table 2.

Table 2. Respondent Profile

Respondent Profile	Amount	Percentage
Gender		
Male	86	35,8%
Female	48	64,2%
Age		
17-26	121	90,3%
27-36	7	5,2%
37-46	3	2,2%
47-56	2	1,5%
>56	1	0,7%
Profession		
Student	103	76,9%
Private Employees	10	7,5%
Civil Service	7	5,2%
Entrepreneurial	3	2,2%
Other	11	8,2%
Education		
High School/Equivalent	73	54,5%
University/Equivalent	46	34,3%
Bachelor	10	7,4%
Master	3	2,2%
Doctor	0	0%
Other	2	1,5%

Source: research data, 2021.

The data in Table 2, available mode on the sex criteria of 64.2% female; 90.3% of respondents aged from 17-26 years with 76.9% of students and last high school education with a percentage of 54.5%. Based on these data, the design of the *self-guided tour* guide is adjusted to the characteristics of the respondents so that minimalist design and informative language selection are the design theme choices. Furthermore, the *self-guided tour* guide features photos that will attract users.

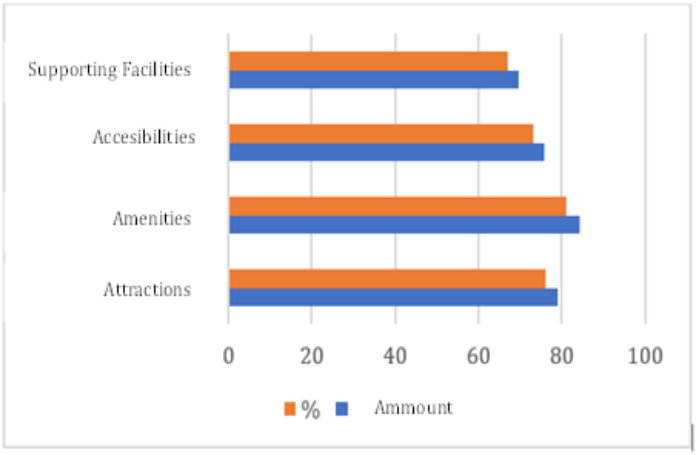

Figure 2. Information Content Preferences
Source: research data, 2021.

Based on the data presented in Figure 2, it is known that respondents have a high need for the information content of attractions, amenities, accessibility, and supporting facilities. Of the 134 respondents, 77.2% *were the mean* of information content needs. This shows that the self-guided tour guide needs information on four components of tourist products.

Table 3. Tourist Attraction Information Preferences

Indicators	Amount	%
Facilities	118	88,06
Activity	110	82,09
Price	127	94,78
Operating Hours	105	78,36

Source: processed research data, 2021.

Table 3 shows the preference information on tourist attractions, including activity types, prices, facilities, and operating hours. Meanwhile, in contact and maps, it occupies the bottom priority. Furthermore, the data in Table 4 shows that respondents hierarchically need information in the form of routes, transportation types, location maps, and geographical conditions.

Table 4. Travel Accessibility Information Preferences

Indicators	Amount	%
Types of Transportation	114	85,07
Route	127	94,78
Geographical Conditions	78	58,21
Location Map	101	75,37

Source: processed research data, 2021.

Table 5 shows that respondents prefer amenity prices regarding facility information, contacts, products, and operating hours.

Table 5. Travel Amenity Information Preferences

Indicators	Amount	%
Price	125	93,28
Operating Hours	86	64,18
Product	89	66,42
Facilities	117	87,31
Contact	93	69,40

Source: processed research data, 2021.

Table 6 data on supporting facilities, respondents provided information on the needs of places of worship as the highest component. Furthermore, information on information centers, medical, and security services becomes necessary.

Table 6. Travel Support Information Preferences

Indicators	Amount	%
Places of Worship	130	97,01
Medical Services	109	81,34
Information Center	115	85,82
Security Services	107	79,85

Source: processed research data, 2021.

Based on the analysis of the results of the questionnaire distribution that has been carried out, it is known that respondents gave a robust assessment (mean 4,293 out of a scale of 5) on the need that the travel guide must meet the aspect of perceived ease of use. Similarly, in the Perceived Usefulness

(perception of usefulness), travel guides must be utilized according to their functions, reflected in the mean data at 3,986. Data is presented in Table 7.

Table 7. TAM Descriptive Statistics

	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
PoU	4.293	4.714	1.000	5.000	1.024	3.315	-1.838
PoU	3.986	4.000	1.000	5.000	1.028	2.052	-1.417

Source: processed research data, 2021.

Based on the consideration of the pre-designed survey data above, a draft ecotourism *self-guided tour* guide can be formulated with the following specifications.

Table 8. *Self-Guided Tour* Design Concept

No	Component	Indicator	Information
1.	*Attraction*	Tourist Objects	Pangalengan: *Sunrise Point* Cukul, Situ Cileunca, Hutan Pinus Rahong, dan Tea PlantationMalabar (Graves and Homes of Bosscha/*Malabar Tea Villages*) Ciwidey: Kawah Putih, Ranca Upas, Ecopark Curug Tilu, and Situ Patenggang.
2.	*Accessibility*	Transportation	Transportation options that can be used to reach tourist attractions include buses, HiAce, private vehicles, and public transportation.
		Route	Selection of two routes starting from the Kopo Toll Gate and the Soreang Toll Gate and making travel routes using google earth and google maps.
		Accommodation	Pangalengan: a. Bumi Sadam Palayangan: is an inn near Situ Cileunca b. *Shinta Corner Ranch and Resort*: The hotel with the first thematic concept in Pangalengan. c. *The Bloem Villa*: Villa with a unique and family concept that has a view directly overlooking Cileunca Lake Ciwidey: a. *Glamping Lakeside*: The location is close to Situ Patenggang and is one of the famous lodgings b. *Saung Gawir*: has the concept of a country house with wood and bamboo booths c. *Wind's Cabin*: lodging owned by residents, which is designed with a unique triangular shape
3.	*Amenity*	Restaurant	Pangalengan: a. Asti Restaurant: A typical Sundanese restaurant with a mainstay menu in the form of oxtail soup. It has a large dining and parking area. b. Erna Restaurant: A restaurant serving various processed meat types such as satay, curry, and meat soup. c. Tangek Restaurant: A typical Sundanese restaurant with a cross-legged concept. Ciwidey: a. Pinisi Resto: Located inside Glamping Lakeside, shaped like a large pinisi ship. b. Saung Gawir: A restaurant dominated by bamboo with a selection of Sundanese food c. *Bamboo Berry: A restaurant that provides a variety of typical Sundanese food and bamboo materials as its specialty*.
		Gift Shop	a. KPBS Pangalengan: This is a typical souvenir from Pangalengan, a milk-producing area. Products produced such as fresh milk, UHT milk, and yogurt.

No	Component	Indicator	Information
			b. TK Caramel: Typical souvenirs from Pangalengan are caramel milk candies, dodol, and crackers. c. Pia Kawitan Cake: Pangalengan's typical pia cake has a soft texture and various flavors, such as chocolate, cheese, and nuts. d. Sari Intan Ciwidey: This is one of complete souvenir centers in Ciwidey e. Bandrek Abah: Typical Ciwidey souvenirs in the form of ginger-based drinks f. Kalua Jeruk Pasti Legit: Typical Ciwidey souvenirs made from grapefruit peels.
		Medical Services	a. Klinik Sehat Medika Utama b. KPBS Hospitals c. Public health center Rawabogo d. Public health center Rancabali e. Public health center Pasir Jambu f. Public health center Sugih Mukti
4.	*Ancillary*	Mosque	a. An-Nur Mosque b. Great Mosque of Pangalengan c. Great Mosque of Ciwidey d. Husnul Khotimah Mosque
		Security Service	a. Pangalengan Police Office b. Ciwidey Police Office
		Tourist Information Center	*Bandung Regency Tourism Information Center*

Source: research data, 2021

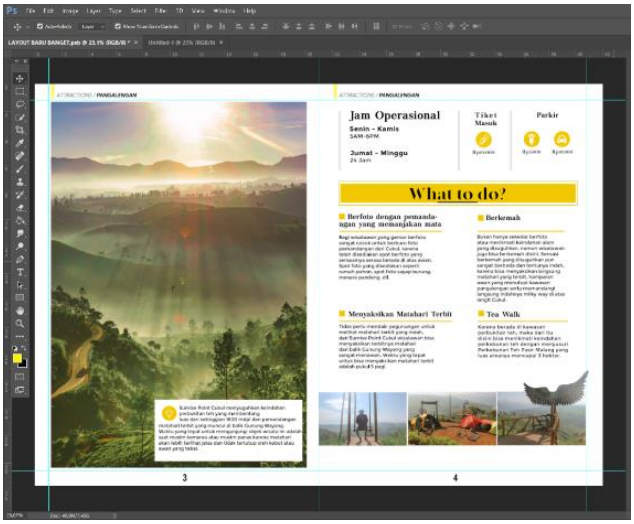

Figure 3. Layout Attractions
Source: Processed Research Data (2021)

Self-guided ecotourism tour guides are presented through barcodes connected to Google Drive and/or tourism information sites so they can be accessed for free. The attractions section contains information about operating hours, entrance ticket prices, and parking for activities that tourists can do. Supporting images of each tourist attraction are displayed as a visualization for tourists regarding the state of the tourist attraction. Figure 3 shows a visualization of the parts of tourist attractions contained in this tour guidebook, including Sunrise Point Cukul, Situ Cileunca, Rahong Pine Forest, and Malabar tea plantations for the Pangalengan area as well as Kawah Putih, Ranca Upas, Ecopark Curug Tilu, and Situ Patenggang for the Ciwidey area.

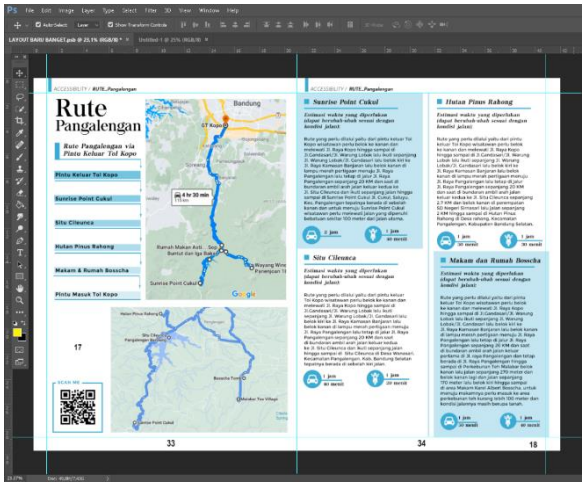

Figure 4. Layout Attractions
Source: Processed Research Data (2021)

In the accessibility section, there is information on travel routes to Pangalengan and Ciwidey from the Kopo toll exit gate and the Soreang toll exit gate as distribution points. This travel route comes with a travel map image and a barcode connected to Google Earth and Google Maps. In this accessibility indicator, there is information related to vehicle choices that tourists can choose to go to Pangalengan and Ciwidey. There is route information for each tourist attraction, the name of the road that needs to be traveled, and the trip duration.

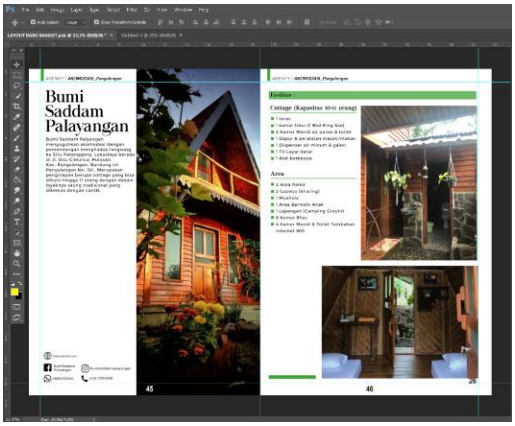

Figure 5. Amenity Layout
Source: Processed Research Data (2021)

The amenity section contains information on accommodation, restaurants, and souvenir places, primarily information on types of rooms/villas/cottages provided at each accommodation in the Pangalengan and Ciwidey areas. Accommodation in Pangalengan includes Bumi Saddam Palayangan, Shinta Corner Ranch, and De Bloem Villa. While in the Ciwidey area includes Saung Gawir Resort, Glamping Lakeside Rancabali, and Wind's Cabin, which are lodgings owned by residents. The restaurant options in this tour guidebook are Saung Gawir Resto, Bamboo Berry, and Pinisi Resto for the Ciwidey region, Asti House, Tangek Restaurant, and Erna Restaurant for the Pangalengan region. Furthermore, there is information about specific souvenir places from Ciwidey and Pangalengan, such as Caramel Shop, KPBS, Pia Kawitan Cake, Bandrek Abah, Kalua Jeruk, and Sari Intan souvenir center. This section is equipped with supporting pictures from the accommodation, restaurants, to souvenir places as a visualization for tourists and a reference for tourists to choose the restaurant or accommodation they want.

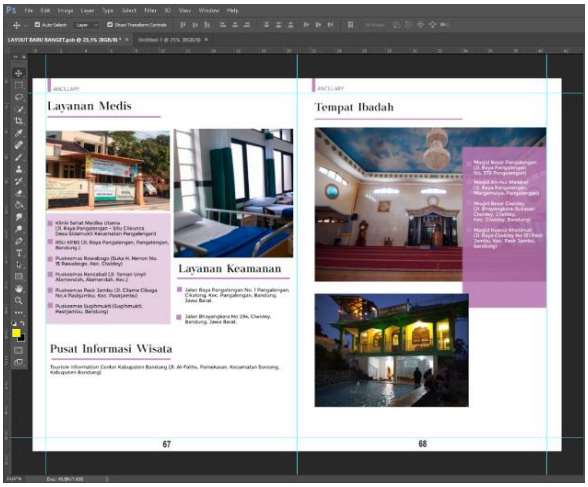

Figure 6. Layout Ancillary Services
Source: Processed Research Data (2021)

A post-design survey was conducted on 34 respondents who had tried the ecotourism self-guided tour guide to improve the design results. Table 9 shows that respondents strongly perceived that the product had met the Perceived Ease of Use aspect with a mean of 4.28 on a scale 5. Skewness at -0.86 indicates that the distribution of collected data is more on the right side of the curve. In the perceived aspect of usefulness, data were obtained that respondents had a very strong perception of the guide self-guided tour.

Table 9. Post-Design Descriptive Statistical Analysis

	Mean	Median	Std Dev	Excess Kurtosis	Skewness
PEU	4,28	4,60	0,59	- 0,86	- 0,39
PU	4,37	4,00	0,65	- 0,70	- 0,25

Source: research data, 2021.

Based on the results of product tests that have been carried out, it can be concluded that the design of the ecotourism self-guided tour guide has benefits and is easy to use; the information is complete and can help in tourist travel activities. This ecotourism guide also provides information needed for traveling, such as tourist attractions, accommodations, restaurants that sell regional specialties, regional souvenir places, and preliminary information related to ecotourism and guides to become responsible tourists.

CONCLUSION

The development of ecotourism in West Java, especially in the South Bandung Region, is found to have increased along with the entry of the mass-tourist market segment into this region. Tourism activities with an increasingly high number of visits must be balanced with efforts to protect against natural and social sustainability. To overcome the negative impacts of overtourism and provide a good tourist experience, a guidebook for a self-guided tour of South Bandung ecotourism has been carried out. Respondents recognize the results of this design that met the elements of convenience and expediency according to the principles of the Technology Acceptance Model. Theoretically, this design process has become empirical evidence that TAM can be systematically used as a guideline for designing technological products. Applicatively, a guidebook containing information on tourist products is expected to be widely used for ecotourism development in the South Bandung area, especially in providing an optimal visiting experience and educating users about the importance of protecting natural and social tourism resources in the region.

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