ABSTRACT

Nature Interest Tourism Visitors Preference and Segmentation Analysis at Gede Pangrango National Park

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Mega biodiversity in the Indonesian conservation forest could be precise destination to the nature interest tourism. Since 2006, Forestry Department stated Gunung Gede National Park (TNGGP) as a model national park. This mean the National Park can be managed by the institution self with the authority to manage their legal incomes and expenses, sustain without subsidization from the government. Nature interest tourism is the most expected activity that can be the sources incomes to TNGGP. Other than since 2006 up to 2009, number of TNGGP visitor are decreasing.

The average of TNGGP visitor for the last 8 years (2002 – 2009) reaches 66,526 visitors per year (98.64% domestic visitor). In term to analyze the constraints that need to face by TNGGP to become the model national park trough their tourism, understanding on consumer segmentation and preference that influence people to visit TNGGP are needed. The aim of this research is to analyze the characteristic of consumer to find their preference and formulate the managerial implication in TNGGP tourism development based performance priority and visitor segmentation.

This research used conjoint analysis, k-means cluster, and importance and performance analysis based on service quality attributes as a tools. The result shown that TNGGP visitors is dominated by 30 years old and younger, male, high school education background, profession as student, and monthly income less than IDR 1 million. Three visitor segments is resulted, they are 25% as vacationer, 39% as adventurer, and 36% as nature minder. Most TNGGP visitors prefer to find mountainous air with cheaper price and ticketing through recreation activities. The entire TNGGP services performance is not yet suit with visitor expectancy, especially to information media completeness, hygiene of toilet facility, and information center facilities completeness.

Keywords: nature interest tourism, visitors segmentation and preference, Gede Pangrango National Park, conjoint analysis, cluster analysis, importance and performance analysis