

THE BEHAVIOR OF LOCAL/NUSANTARA TOURISTS IN MAINTAINING ENVIRONMENTAL CLEANLINESS OF THE SEBANJAR COASTAL MARINE NATURE RESERVE TOURISM OBJECT, ALOR REGENCY

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ABSTRACT

This study aims to determine the perception, knowledge and participation of tourists' behaviour in maintaining the cleanliness of the environment at the TSAP beach attraction in Alor Regency. The sample in this study amounted to 85 tourists from the 603 total population determined by the Solvin formula. The data analysis technique used is multiple linear regression analysis. The research study results show that perception positively affects tourist behaviour, as indicated by a significance value of $0.025 < 0.005$. Knowledge positively affects tourist behaviour, indicated by a significance value of $0.011 < 0.005$. The participation variable positively affects tourist behaviour, indicated by a significance value of $0.008 < 0.005$. In addition, perception, knowledge, and participation positively and significantly affect tourist behaviour with a significance value of $0.000 < 0.005$ or 67.2%. The remaining 32.8% explains that other factors influence tourist behaviour. indicated by a significance value of $0.011 < 0.005$. The participation variable positively affects tourist behaviour, indicated by a significance value of $0.008 < 0.005$. In addition, perception, knowledge, and participation have a positive and significant effect on tourist behavior with a significance value of $0.000 < 0.005$ or 67.2%. The remaining 32.8% explains that other factors influence tourist behaviour. indicated by a significance value of $0.011 < 0.005$. The participation variable positively affects tourist behaviour, indicated by a significance value of $0.008 < 0.005$. In addition, perception, knowledge, and participation have a positive and significant effect on tourist behavior with a significance value of $0.000 < 0.005$ or 67.2%. The remaining 32.8% explains that other factors influence tourist behaviour.

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1. Introduction

Indonesia is one of the developing countries. Having an archipelago has a tourist attraction. Almost all islands in Indonesia have tourist destinations that are a mainstay to be developed. In addition to increasing tourist visits to Indonesia, they can even increase its foreign exchange. One of the areas in Indonesia that is rich in culture and natural panorama is Alor which is one of the tourist areas that has a variety of tourist attractions, both natural beauty and in the form of culture as a result of community creation so that it is in great demand by both local and foreign tourists.

In the context of nation and state, the territory is not just a geographical definition. The sense of environment includes the people who inhabit the environment. These people, who as a whole are the owners of the sovereignty of the Republic of Indonesia and are the implementers and goals of development, have reminded us that the success of national development is not only determined by the discipline and spirit of state administrators but also by the participation of the Indonesian people. Each region seeks to explore the potential of natural resources the possibility of human resources, including the potential of culture to be used as a source of income for the implementation of development, one of which is from the tourism sector.

As an area that has a lot of tourism potential, the Alor district government should pay great attention to developing the tourism sector as a mainstay sector because the advancement of the tourism industry will affect the expansion of job opportunities, increase people's income and introduce natural and cultural beauty to increase knowledge and cultivate a love for the homeland, as outlined by the Directorate General of Tourism, namely the implementation of general tourism policies with goals and objectives, increasing foreign exchange earnings and economic development that provide more job opportunities as well as the unity and integrity of Indonesia's national identity.

Tourism with a unique culture, souvenirs, and beautiful panoramas can give an excellent impression to every tourist to create a sense of love for nature, culture, and passion for the Indonesian homeland. Indonesia is a country that has extraordinary natural wealth potential. This potential needs to be preserved to ensure the continuation of development. Efforts to maintain sustainability are to make an environment rich in biodiversity and natural potential into a conservation area. One of them is a nature conservation area managed with a zoning system and is used for research, science, education to support culture, tourism and recreation, one of which is the Sebanjar Beach Marine Nature Reserve (TSAP).

Cleanliness is an essential element in realizing health which is a human right and one of the elements of welfare that must be recognized following the ideals of the Indonesian nation. In this regard, Law No. 36 of 2009 concerning health states that the highest degree of public health is achieved through healthy development and cannot be separated from problems closely related to hygiene.

In the context of life, the development of beaches as tourist attractions for the community requires good environmental hygiene management because tourism demands very high ecological cleanliness. Environmental cleanliness cannot be borne solely by the government or tourism management institutions, and this must involve all relevant parties, including visitors who want to visit these tours. Therefore, it is necessary to participate in cleanliness management to create beach tourism that involves visitors and the surrounding community to run well.

The existence of tourists is an inseparable part of the management of tourist attractions. The problem that is often experienced by the development of tourist attractions is the involvement of visitors around the tourist attraction. Tourism has now become a global industry because humans in general love to travel based on curiosity, which is why the reason for enjoying the trip.

Beautiful beaches located in bays or headlands have a high attraction for tourists—white sand in a basin or headland with a flat beach on top of coloured sand. The beach is formed by the confluence of land and sea where high and low tides occur. The stretch of sand is usually black and white sand is dominantly found in this area. It is undeniable that the beach is an asset; on the one hand, this location becomes a fascinating object, on the other hand, is the location in which tourism support facilities are built, especially hotels, villas, cottages, restaurants and other recreational facilities that will add to the beautiful panorama and complete tourism facilities. (Arjana, 2015:50).

Tracing the history of East Nusa Tenggara (NTT) tourism is not easy because the institutions that have the authority to manage it are relatively young. The Regional Tourism Development Agency (Bapparda) was formed in 1978 at the provincial level. Through Regional Regulation (Perda) No. 13 of 1981, the organization and work procedures of the local tourism office at the first level of NTT were established. The central government stipulates it through the Minister of Home Affairs Decree No. 061.131.842 (Arjana, 2015:206).

Alor Regency is an archipelagic area with geographical conditions consisting of high mountains bordered by steep valleys. The highlands in the Alor district are suitable areas for agricultural development because they have a high fertility rate. At the same time, the slopes are ideal for expanding rice fields and fields for food crops. Alor Regency also has a lot of potential in the sea so that it is used as capital in improving the regional economy and society. As an archipelagic district, it has various threats due to its location, such threats as isolation, the impact of climate change and natural disasters. Alor Regency is also the smallest and outermost regency according to the Alor Regency Regional Regulation, No. 37 of 2008.

Coastal areas that are built into tourist attractions will experience environmental changes, both natural and not, especially if the development of the coastal regions is followed by several other activities, such as residential areas, local culinary food, lodging for local and foreign tourists and at the same time a place of recreation for tourists. Local and foreign. One of the beach resorts that combines these activities is the Sebanjar beach TSAP tourist attraction, Alor district, according to the Decree of the Head of the Alor Regency Marine and Fisheries Service Number: DKP.165/VIII/2017 regarding the determination of the implementation/management of the Sebanjar Beach TSAP which is a unit of fishery service to carry out recreation and conservation of coastal and marine resources.

Sebanjar village is part of the Northwest Alor sub-district, consisting of 19 villages and one kelurahan. Northwest Alor sub-district is also one of the sub-districts designated as border sub-districts. The composition of the Sebanjar village community consists of the indigenous people of the area and the people in the surrounding area. The condition of people who still hold tightly to customs can be seen in the patterns of social behaviour that adhere to applicable ethics and norms.

Sebanjar Beach is a beach located in the marine tourism area of Alor Regency; specifically, the Sebanjar beach area was originally a fishing village. It is located approximately 18 kilometres in the direction of the city of Kalabahi. It can be said the facilities available at Sebanjar beach tourism are information points, large parking areas, toilets, logos, lodging, information boards and various interesting writings plastered on multiple corners of Sebanjar beach. Sebanjar Beach is crowded on holidays and weekdays by local and foreign tourists

Based on the list of tourist visits at Sebanjar beach attractions above, over the last five years (2013-2017), it can be said that the number of tourist visits to Sebanjar beach attractions decreased in 2017, the decline in the number of tourists is thought to be due to the increasingly damaged road infrastructure, the lack of promotion through advertising, and the tourist environment that seems dirty and dirty, especially in coastal areas that are in great demand by foreign tourists. This can happen because of visitors who throw garbage and waste carelessly and the lack of care about cleanliness at the tourist sites. This is thought to impact decreasing interest in tourist visits to the Sebanjar Beach tourist attraction. Many visitors throw garbage carelessly.

2. Methods

According to its purpose, this type of research is classified as applied research, namely research directed at obtaining information that can be used to solve practical life problems (Suriasumantri, 2012). This research is classified as survey research and ex Post facto if viewed from the method. It is called survey research because it is carried out on large and small populations, but the data studied are taken from samples taken from the population so that relative events, distributions, and relationships between sociological and psychological variables are found (Kerlinger, 1990).). The location of the research was carried out at the Sebanjar beach TSAP Tourism Object, which is located in Sebanjar village, Northwest Alor sub-district, Alor district. The object of this research is tourists who visit the TSAP Tourism Object with parameters according to the theoretical concept above. The population of this study was 589 people consisting of 364 men and 239 women who visited the TSAP tourism object, which was surveyed in January 2019, and classified into three categories, namely adults, adolescents and children. The population determination was carried out using the affordable population technique. These tourists visited TSAP tourism objects and were included in the study when the initial survey was carried out.

3. Results and Discussion

This study aims to influence the perception, knowledge and participation of tourists' behaviour in maintaining the cleanliness of the environment at the Sebanjar beach TSAP tourist attraction, Alor Regency. Based on the research data that has been analyzed, a discussion of the research results is carried out as follows:

3.1 Tourist perceptions of tourist behaviour in maintaining the cleanliness of the environment of the Sebanjar beach TSAP tourist attraction

The results of this study indicate that tourists' perception partially affects tourists' behaviour in maintaining the cleanliness of the environment of the Sebanjar beach TSAP tourist attraction. This can be seen. The results of correlation analysis using product moment between tourists' perceptions of tourist behaviour in maintaining the environment of the Sebanjar beach TSAP tourist attraction show a positive correlation of 0.025. Furthermore, to check whether the correlation is significant or not, a comparison is made with the *r* table price. Because the value of count is 0.025 at a significant level of 0.05 per cent, it can be concluded that there is a positive influence between tourist perceptions of behaviour in maintaining the cleanliness of the environment of the Sebanjar beach TSAP tourist attraction.

Tourist perception variables are influenced by indicators such as views, ratings and opinions. Based on the descriptive analysis of the tourist perception variable, it is known that the highest and lowest percentages in this questionnaire are found in indicators of assessment and views and opinions. The lowest rate relates to the views and opinions of tourists in maintaining environmental cleanliness, while the highest percentage relates to the evaluation of tourists in maintaining environmental cleanliness.

This means that the higher the perception, the higher the level of tourist behaviour. This is in line with the opinion. According to Walgito (2003:15), mentioning behaviour as behaviour or activities manifests psychological changes. So the activities that exist in individuals or organizations do not arise by themselves but as a result of a stimulus or stimuli regarding the individual.

Observing the opinions of experts and the results of the analysis in this study, it is clear that tourist perceptions affect behaviour in maintaining environmental cleanliness. Tourists do not only judge in terms of cleanliness but also need to be given attention related to views and opinions so that the cleanliness of the environment in the TSAP Sebanjar beach tourism object is always kept clean.

3.2 The influence of tourist knowledge on behaviour in maintaining the cleanliness of the environment of the Sebanjar beach TSAP tourist attraction

This study indicates that tourist knowledge partially influences behaviour in maintaining the cleanliness of the TSAP beach tourism object environment. The results of the correlation analysis using the product-moment between tourist knowledge and behaviour in maintaining the cleanliness of the environment at the Sebanjar beach TSAP tourist attraction shows a positive correlation of 0.011. Furthermore, to check whether the correlation is significant or not, a comparison is made with the r table price because the value of the count is 0.011 at a significant level of 0.05 per cent.

Tourist knowledge variables are influenced by indicators such as facts, concepts and procedures. Based on the descriptive analysis of the tourist knowledge variable, it is known that the highest and lowest percentages in this questionnaire are found in indicators of procedures and facts. The lowest rate relates to facts, while the highest percentage relates to procedures.

The results of this study are in line with previous research conducted by Darwis Darmawan and Siti Fadjarajani (2016); the purpose of the study is to determine the relationship between knowledge and attitudes of environmental conservation with tourist behaviour in maintaining environmental cleanliness in tourist attraction areas. Based on the results of this study, it shows that the relationship between knowledge about environmental conservation and behaviour in maintaining environmental cleanliness is in a very close category with a spearman rank correlation value of 98.4%. Meanwhile, the relationship between environmental conservation attitudes and behaviour in environmental conservation has a determination value of 9.1%.

This supports the opinion of Gagne and Robert (1997). They argue that knowledge is a framework of information about facts arranged in an orderly manner. They have meaning or meaning and can be applied, where the knowledge is stored in memory and can be extracted or recalled when needed. Therefore, knowledge is formed after a person makes observations through his senses of various environmental phenomena, which then manages various experiences obtained in the cognitive sphere into information organized regularly and meaningfully and stored in memory.

Observing the opinions of experts and the results of the analysis in this study, it is clear that tourist knowledge affects behaviour in maintaining environmental cleanliness. Tourists do not only judge in terms of hygiene procedures but also need to be given attention to the facts so that the cleanliness of the environment in the TSAP Sebanjar beach tourism object is always kept clean.

3.3 The influence of tourist participation on behaviour in maintaining the cleanliness of the environment of the Sebanjar beach TSAP tourist attraction

The results of this study indicate that the participation of tourists partially affects the behaviour in maintaining the cleanliness of the environment at the beach TSAP tourist attraction. The correlation analysis results using the product moment between tourist participation and behavior in maintaining the cleanliness of the environment of the Sebanjar beach TSAP tourist attraction shows a positive correlation of 0.008. Furthermore, to check whether the correlation is significant or not, a comparison is made with the table price because the count value is 0.008 at a significant level of 0.05 per cent.

The tourist participation variable is influenced by indicators such as role and participation. Based on the descriptive analysis of the tourist participation variable, it is known that the highest and lowest percentages in this questionnaire are included in the participation and role indicators. The lowest rate relates to the role of tourists in maintaining environmental cleanliness, while the highest percentage relates to the participation of tourists in maintaining environmental cleanliness.

This supports the opinion of Tilaar, (2009: 287), who reveals that participation is a manifestation of the desire to develop democracy through a decentralized process where efforts are made, including the need for bottom-up planning by involving the community in the planning process and community development.

3.4 The influence of tourists' perceptions, knowledge and participation on behaviour in maintaining the cleanliness of the environment of the Sebanjar beach TSAP tourist attraction

Based on the results of the multiple correlation analysis, it can be seen that the conditional variables are tourist perceptions (X1), tourist knowledge (X2), tourist participation (X3) on behaviour in maintaining the cleanliness of the Sebanjar beach TSAP tourist attraction. This can be seen from the significance value obtained, namely $p\ 0.000 < 0.005$, which means that the three independent variables in this study together have a positive influence on behaviour in maintaining the cleanliness of the Sebanjar beach TSAP tourist attraction. So it can be concluded that there is an influence between the perception, knowledge and participation of tourists on behaviour in maintaining the cleanliness of the environment of the Sebanjar beach TSAP tourist attraction. Thus H1 is accepted because there is a positive and significant influence between there is an influence between perception, knowledge and participation of tourists on behaviour in maintaining the cleanliness of the environment of the Sebanjar beach TSAP tourist attraction. This means that the higher the perception, knowledge and participation of tourists, the higher the behaviour in maintaining the cleanliness of the environment of the Sebanjar beach TSAP tourist attraction. This is supported by Soebagio's opinion in Mar'at (1982: 1-2) that behaviour is an observed human action (activity and behaviour). Behaviour is a function of the interaction between humans and their environment. This interaction involves a complex human personality with an environment with a certain order. Differences in human personality with the atmosphere it faces cause different human behaviour. This means that the individual and his environment directly determine the behaviour of both.

4. Conclusion

Based on data analysis, hypothesis testing and the results of the discussion that have been found above, it can be concluded several things as follows:

1. There is an influence of tourists' perceptions on behaviour in maintaining the cleanliness of the environment of the Sebanjar beach TSAP tourist attraction, Alor district. Tourist perception variables are influenced by indicators such as views, ratings and opinions. Based on the descriptive analysis of the tourist perception variable, it is known that the highest and lowest percentages in this questionnaire are found on indicators of assessment, views and opinions. The lowest rate is on tourists' views and opinions in maintaining environmental cleanliness, while the highest percentage is on tourist assessment indicators in maintaining environmental cleanliness.
2. There is an influence of tourist knowledge on behaviour in maintaining the environment of the Sebanjar beach TSAP tourist attraction, Alor district. Tourist knowledge variables are influenced by indicators such as facts, concepts and procedures. Based on descriptive analysis of tourist knowledge variables, it is known that the highest and lowest percentages are found in indicators of procedures and facts. The lowest rate is on the fact indicator, while the highest percentage is on the procedure indicator.
3. There is an influence of tourist participation on behaviour in maintaining the environment of the Sebanjar beach TSAP tourist attraction, Alor district. The tourist participation variable is influenced by indicators such as role and participation. Based on the descriptive analysis of the tourist participation variable, it is known that the highest and lowest percentages of this variable are found in the participation and role indicators. The lowest percentage relates to the role of tourists in maintaining environmental cleanliness, while the highest percentage is located in the tourist gauge participation in maintaining environmental cleanliness.
4. There is a joint influence between perceptions, knowledge, and participation of tourists on behaviour in maintaining the cleanliness of the environment at the Sebanjar beach TSAP tourist attraction, Alor district.

Tourist behaviour variables are influenced by indicators such as actions and reactions. Based on the descriptive analysis of the joint variables between perceptions, knowledge, and participation of tourists in tourist behaviour, it is known that the highest and lowest percentages in this questionnaire are in the action and reaction indicators. The lowest rate is found in the tourist action indicator in maintaining a clean environment, while the highest percentage relates to the reaction of tourists in maintaining a clean environment.

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