

**SUPPLY AND DEMAND IDENTIFICATION OF ECOTOURISM SECTOR
(Case Study : Kota Bengkulu)**

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ABSTRACT

Ecotourism is a prospective sektor of Bengkulu, and ecotourism development is the once focus concept to increase economic development. The aim of research is to identify supplay and demand of ecotourism sektor. And object research is Kota Bengkulu as a capital city of Bengkulu and also have a lot of potensial tourism product. Primary datas get from Bps Kota Bengkulu dan Dispar Kota Bengkulu. And secondary datas get from observation at the research object. Descriptifve metode use to interprate data findings. The result of the research is to facilitate government of Kota Bengkulu to create a grand strategy of ecotourism sektor.

Key words : *Ecotourism, Supply Demand Identification, Kota Bengkulu.*

A. PREFACE

In Indonesia tourism sektor is one of the significant contributor of foreign exchange for the country. In overall, tourism sektor became the fifth contributor in 2008, the fourth in 2009 and the fifth in 2010. Regarded as the contribution of non oil and gas sektor, tourism sektor lies in the second and third rank (Dewi, 2011:4). In connection with the implementation of decentralization policy through Law No.23 of 2004, the authority of organization of tourism policy became the authority of the regional Government. The application of regional autonomy provide logic consequencey towards regional Government to handle their households and has their responsibilities fully in enhancing the prosperity of their people through activity of tourism development. Tourism sektor becomes one of the prominent sektor within the guideline of economic development of Kota Bengkulu (Plan of the Long-term Development of the Government of Kota Bengkulu 2007-2027). Through tourism sektor, it is expected to maximize the potential tourism in Kota Bengkulu to strive for an autonomy. Tourism in many developing countries including Indonesia has a significant role in solving the poverty problem, i.e. through absorption of manpower and increase of income (Siregar, 2004).

Kota Bengkulu located at the west side of Sumatera island owns potential nature to be developed as ecotourism city. Beside having beautiful beach-the second longest beach in the world- Kota Bengkulu owns archaeological sites as well, such as rumah Bung Karno, rumah Fatmawati, Kampung Cina, Thomas

Parr, Benteng Malborough, cemetery of Sentot Ali Basa, and special culture potentially to be developed.

All potential ecotourism owned by Kota Bengkulu need a good management so as to provide benefits to the community. Government's efforts of Kota Bengkulu to lift people's economic through the tourism sektor and make Kota Bengkulu become an international tourist area is a good effort. However the success or failure of efforts to achieve Kota Bengkulu as an international ecotourism depends on the seriousness of the government in collaboration with other agencies and it has to be supported by the community in developing tourism business in Kota Bengkulu, also it is required the participation of a variety of elements to be able to achieve it, including active public participation around tourist sites (Barika, 2009).

Based on the above description which has been mentioned generally, the tourism sektor is a strategic sektor, and there should be an identification of the ecotourism market of Kota Bengkulu as the need for a strategy to develop ecotourism in Kota Bengkulu. Related to this statement, this study aims to identify all supporting aspects of ecotourism development in Kota Bengkulu and related aspects of ecotourism demand in Kota Bengkulu.

B. METHODOLOGY

This paper uses descriptive method while the secondary data is taken from the related institutions as well as the result of field observation. The secondary data related with general overview of Kota Bengkulu consists of social economic condition of Kota Bengkulu's community, access, infrastructure and availability of other supporting services. Meanwhile the demand site, the researchers intend to observe the aspect of visit amount, endurance and rented hotels.

Operational Variable

- a) Supply : Tourism planning integrates all components of supply and their interaction. These components represent the drawing forces generating tourism demand. Lodging and other service facilities function as supporting units and should not be considered as prime motivation of travel (Gunn, 1994). Tourism supply comprises attractions, transportation, accommodation, infrastructure and other support service.
- b) Demand : It is important to treat the destination as a unit as it is noted that the destination can affect the competitiveness of both the destination and individual actors. Destinations are complex networks. A review of the literature indicates occupancy of star hotel and non star hotel, number of employee, The tourists' average duration and Number of Foreign and Domestic Tourist Arrivals is some indicators to estimate demand of tourism.

C. DISCUSSION

1. General Overview of Kota Bengkulu

The region of Kota Bengkulu is an extraordinary city connecting the Indian Ocean on the west side. The east and north region connect to the Regency

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of North Bengkulu while the south region connect to the Regency of South Bengkulu.

The main issue is that population of Bengkulu Province has not spread yet generally. Population agglomerate only in the center region and the west coast along the street of the province, while the hinterland which constitutes a small group disperse all over. Kota Bengkulu is one of the densely populated region compared to other region in Bengkulu Province.

Table 1.
Number of Demography Based on Gender in Kota Bengkulu

Year	2011	2010	2009
Males (of humans)	159.735	155.288	138.473
Females (of humans)	153.589	153.256	140.358
Total (of humans)	313.324	308.544	278.831

Source: <http://bengkulu.bps.go.id>

Furthermore, income is one of the indicators of economic growth in a region. Therefore income of Bengkulu Province is offered in form of Gross Regional Domestic Product (PDRB) of Bengkulu Province indicated through the following Table 2.

Tabel 2
PDRB of Bengkulu Provinsi According to Field of Work Based on Prevailing Price (million rupiah) Year 2008-2011

Field of Work	2008	2009	2010	2011
Agriculture	6.064.134,85	6.411.798,58	7.503.149,97	8.425.714,46
Mining and Quarrying	499.242,16	754.150,00	774.016,46	859.537,75
Manufacture Industry	642.325,48	84.593,15	100.360,49	100.694,96
Electrical, Gas & Cleaned Water	67.989,53	78.549,35	100.013,56	111.040,30
Building Construction	480.174,60	542.447,69	672.128,26	762.770,74
Trade, Restaurant and Hotel	2.948.673,44	3.299.702,06	3.545.549,42	3.963.060,05
Transportation and Communication	1.261.739,15	1.327.626,14	1.487.417,17	1.750.889,66
Finance, Rental and Corporate Service	657.787,75	724.058,18	837.987,18	1.020.016,42
Public Government Service	1.704.319,68	1.894.621,37	2.187.943,70	2.489.586,27
Private Service- Social Community	143.058,64	177.362,60	210.955,24	219.695,28

Private Service- Entertainment & Recreation	24.061,20	25.623,11	28.076,39	31.888,07
Private Service- Individual and Household	422.380,35	442.200,05	516.606,10	593.131,84
Total	14.915.886,85	16.385.364,18	18.649.601,15	21.150.289,62

Source: BPS of Bengkulu Province, 2012

Based on Table 8, it appears that the whole part of region's income comes from agriculture which reaches almost 40% of the total income. This condition is different to income from recreation and entertainment sektor of which is only 0,15% of the total income. Income from the trade, restaurant and hotel sektors amount 19% of the total income. Such condition shows that tourism is not the main factor of tourism demand in Bengkulu Province. Furthermore, Table 3 provides overview regarding population income is presented in PDRB per capita of Bengkulu Province, as follows:

Table 3
PDRB per capita of Bengkulu Provinsi (Rupiah)
Year 2008-2011

Year	Prevailing Price	Constant Price 2000	Real Growth
2008	8.399.085	4.173.766	5,75
2009	9.045.322	4.338.965	5,62
2010	10.139.472	4.532.152	6,06
2011	11.315.156	4.744.945	6,40

Source: BPS of Bengkulu Province, 2012

PDRB per capita as shown in Table 3 describe that the growth of population income increase annually. Afterwards, population's consumption rate per capita is presented in table 10, as follows:

Table 4
Consumption per capita - year 2011 (Rupiah)

Consumption Type	Expenses Range				
	<100.000	100.000-149.999	150.000-199.999	200.000-299.999	300.000-499.999
Food	70.428,57	99.874,16	123.797,67	175.575,85	241.226,58
Non Food	20.633,33	36.352,10	47.714,67	67.785,99	125.435,41

Source: BPS of Bengkulu Province, 2012

Tabel 5
Consumption per capita a month in 2011 (Rupiah)

	Range Expenses
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Types of Consumption	<100.000	100.000-149.999	150.000-199.999	200.000-299.999	300.000-499.999
Food	70.428,57	99.874,16	123.797,67	175.575,85	241.226,58
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Source : BPS Provinsi Bengkulu, 2012

Table 5 show that most of the society expenses for whole range income is for food consumption. It can illustrate that the level of consumption for non-food consumption is still low, including expenses for travel.

2. Attractions and Value of Ecotourism at Bengkulu City

Kota Bengkulu is a place who has so may potencial attraction for ecotourism development, both natural ecotourism, cultural ecotourism and history cotourism. Here is an ecotourism attraction featured in Bengkulu city :

- a) **Danau Dendam Tak Sudah**
Beyond its sinister name, the lake, situated by the town of Curup, 6 Km from Bengkulu City, capital of Bengkulu Province, presents its own distinct beauty and tranquility. The 37.5 hectares lake and its stretching surrounding green hills are one elaborate nature reserve that holds signific.
- b) **Tapak Paderi**
Tapak Paderi Beach is one of the top tourist destinations in the province of Bengkulu. With a coastline that borders the Indian Ocean, Bengkulu's Tapak Paderi Beach merges into Pantai Panjang, or Long Beach, making the entire province's coast seemingly endless stretches of fun and relaxation in the sea, sand and sun
- c) **Wisata Pulau Tikus**
Pulau Tikus is a small coral island located in the west of the city of Bengkulu, the size of the island is about 60 x 100 meters. Bygone Tikus Island is an important island for sailor and fisherman because here is where they take shelter from the storm.
- d) **Fort Marlborough**
The British or „Raffles“ Fort, was built between 1714 and 1719 by Governor Joseph Collet and was famous as the second-strongest fort built by British in Asia, Fort George in Madras, India being the first. It was restored and opened to the public.
- e) **Rumah Kediaman Bung Karno**
The most important historical heritage is Soekarno's exile home in the city of Bengkulu. Indonesia's first president and leader of the country's struggle for Independence from the late 1930s. In the midst of this struggle, to prevent Soekarno from making political speeches against the Dutch colonial policy, the Dutch Governor-General sentenced Soekarno. Soekarno's home is located in the city center, not far from the Mayor's office, and about 2 km from Fort Malborough.

- f) **Thomas Parr Monument**
Thomas Parr Monument is the one of historic attractions at Kota Bengkulu. It's located near of Benteng Marlborough. Obelisk-shaped monument with an area of 70 square meters and 13.5 meters high was built by the British government on tahun 1808 to remain of Residen Thomas Parr who was died by people of Bengkulu.
- g) **Pantai Panjang**
Pantai Panjang, translated to mean *Long Beach*, boasts a coastline of fine, white sands that stretches 7 kilometers. As the beach has no reefs, its width expands to 500 meters when the tide is low. The beach area is a central tourism district and is lined with restaurants, hotels, cottages and shops. Pantai Panjang is located just 15 minutes from downtown Bengkulu.
- h) **Istana Inggris**
Raffles was live here, and all of governmental activities was done here. Thomas Stamford Raffles is the last British governor in Bengkulu.
- i) **Pantai Jakat**
Jakat beach is a beach with a gradient from 0 to 1.5 meters and is located 1 km from Bengkulu city center. Here are residing fishing activities around the beach so the main tourist attraction is the fishing activities.

3. Supply of Ecotourism at Bengkulu City

State of access in the form of roads-infrastructure are very supportive supply aspect of eco-tourism in Kota Bengkulu.

Table 6.
State of the roads in the city of Bengkulu (in Km)

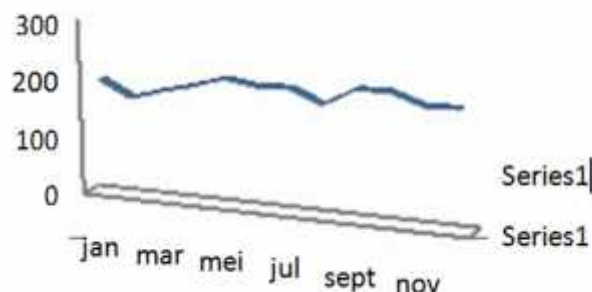
Status	Good	Moderat	Light damage	Heavy damage	Total	Aspal/ Hotmix	Gravel	Land
Jalan Nasional	26,51	9,28	4,86	3,53	44,18	44,18	-	-
Jalan Provinsi	35,87	14,35	10,43	4,56	65,21	65,21	-	-
Jalan Kota	387,80	131,35	68,80	37,53	625,48	486,55	78,43	43,47

Source : Public Work Service in Bengkulu Province (2011)

Tourists do not always bring their own vehicle that's why the availability of public transportation also be important in the development of a destination, according to the 2011 amount of public transportation in Kota Bengkulu many as 4.454 units (Regional Revenue Office of Bengkulu Province, 2011).

Contrast to the amount of air traffic in the other tourist destinations such as Bali or Yogyakarta, traffic flight to Fatmawati Airports has been relatively little. This is due to the limited number of airlines that headed to Fatmawati Airports, the data in 2011 showed the frequency of flights average of 200 flights.

Chart 1.
Air traffic at Airports Fatmawati



Source : BPS – Statistics of Bengkulu Province (2011)

Another aspect of tourism supply is the availability of accommodation, such as hotels or lodgment, in general the number of hotels at Bengkulu city relatively more than other areas in Bengkulu. This suggests that supply aspects Bengkulu city such as the availability of hotel is more better then another place in Bengkulu.

Table 7.
Number Of Hotels, Rooms, Bed And Labor-Star Hotel

Explanation	2008	2009	2010	2011
Hotel	4	4	4	4
Room	170	170	170	170
Beds	270	292	292	259
Employees	220	221	221	204

Source : BPS – Statistics of Bengkulu Province (2011)

Table 8.
Number Of Hotels, Rooms, Bed And Labor-Non Star Hotel

Keterangan	2009	2010	2011
Hotel	40	40	44
Room	804	784	909
Beds	1286	1311	1397
Employees	441	449	359

Source : BPS – Statistics of Bengkulu Province (2011)

4. Ecotourism Demand in Bengkulu City

In order to identify the ecotourism demand in Bengkulu City, it is necessary to describe the term of tourist and its classification. Prajogo (1976:11) suggested tourist as a person which stays at least 24 hours in tourist destination. Moreover, Oka A. Yoeti (1991:131) classified tourists into two general categories based on its origin; domestic tourists and foreign tourists. Thus, ecotourism demand segmentation in Bengkulu City can be identified as a number of tourist arrivals, average duration of stay period in both star hotels and non star hotels in

Bengkulu city, income and consumption of Bengkulu city and outer Bengkulu city residents are also engaged as the indicators of ecotourism demand.

Tourist arrivals is a key determinant of tourism demand (Li, 2004). This suggests that the higher tourist arrivals, both domestic and foreign to Bengkulu city, the higher tourism demand in this area. Tourist arrivals of Bengkulu Province based on hotel's classification is shown by Table 5.

Table 9

Number of Foreign and Domestic Tourist Arrivals based on Hotel Classification of Bengkulu Province Bengkulu Year 2008-2011

Year	Foreign Tourists		Domestic Tourists		Total	
	Star	Non Star	Star	Non Star	Star	Non Star
2008	120	206	14.273	200.179	14.393	200.385
2009	150	280	20.717	189.604	20.867	189.884
2010	163	280	24.592	200.459	24.755	200.739
2011	203	320	25.160	201.593	25.363	201.913

Sumber: BPS Provinsi Bengkulu, 2012

Data as shown in Table 9 indicates that domestic tourists still dominate in visiting the tourist destination in Bengkulu compare to foreign tourists based on hotel classification. In 2011 for example, there are 25.160 persons in star hotels and 201.593 persons in non star hotel. It is different with number of foreign tourist which totals only 203 persons in star hotel and 320 persons in non star hotels. This result is also supported by the findings of Collier (2010) and Stabler et al. (2010) that employment and income creation result not only from expenditure by foreign tourists, along with associated increases in private investment and public expenditure, but also from domestic tourist expenditure which often exceeds that of foreign tourists. Furthermore the percentage of hotel occupancy rates by hotel classification is also shown using the following Table 10.

Table 10.

The Percentage Of Hotel Occupancy Rate Based On Hotel Classification Year 2008-2011

	2008	2009	2010	2011
Star hotels	36,44%	37,77%	39,48%	40,87%
Non star hotels	28,79%	30,71%	35,48%	28,79%

Sumber: BPS Provinsi Bengkulu, 2012

Table 6 shows that the star hotel occupancy rate in 2011 was 40.87% and the non star hotels amounted to 28.79%. It indicates that hotel occupancy rate is lower than 50% in both hotels even though the trend is increase. Then, one of aspect to determine ecotourism demand is the tourists' average length of stay that will be described by the following Table 11.

Table 11

The tourists' average duration of stay based on hotel classification
Year 2008-2011

	2008	2009	2010	2011
Star hotels	2,11 days	1,80 days	1,69 days	2,09 days
Non star hotels	1,64 days	1,69 days	1,67 days	1,67 days

Sumber: BPS Provinsi Bengkulu, 2012

Table 7 shows the average duration of stay in star hotels in 2011 was 2.09 days and the non star hotels was 1.67 days. It indicates mostly tourists visited Bengkulu for holiday purpose for both star hotels and non star hotels.

D. CONCLUSION REMARKS

Tourism contributes to the enhancement of the environment, including natural and cultural resources (Wall & Mathieson, 2006) that is in line with ecotourism concept. Tourism development in Bengkulu city has to be improved continuously to rising tourist arrivals that will generate not only local income but also national GDP. Therefore, the identification of ecotourism supply and demand aspects of Bengkulu city is required. Ecotourism supply consists of the availability of accommodation, accessibility, infrastructure and services. The result shows that the availability of national roads, provincial and city roads are pretty good because mostly are already paved. The air transportation accessibility is low because there are only 200 flights in airport Fatmawati in 2011. In terms of hotel accommodation, the availability of star hotel is low; only 4 star hotels with 170 rooms, 259 beds and 204 staffs while there are 44 non star hotels with 909 rooms, 1,397 beds and 359 employees. Hence, an increase in facilities and infrastructure development required to enhance tourists convenience in tourist destination. Without all of it, the tourism development will be stunted and difficult to develop (Ibrahim, 2008).

Meanwhile, ecotourism demand in Bengkulu city consists the number of tourist arrivals and the average duration of stay. The result shows that domestic tourists are still dominating amounted 25,160 people in star hotels and 201,593 people in non star hotels compared to foreign tourists 203 people in star hotels and 320 people in non star hotels in 2011 with hotel occupancy rate amounted to 28.79 % in star hotels and 40.87 % in non star hotels . The average duration of stay was 2.09 days in star hotels and 1.68 days in non star hotels.

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