

MOTIVASI WISATAWAN MENGUNJUNGI TAMAN NASIONAL KOMODO, FLORES, NUSA TENGGARA TIMUR

Gabriela Angeline Hananya, Desvita Mercya Natalia Tan

Email: angelinegabriela@yahoo.com, desvitatan.email@gmail.com

Program Manajemen Perhotelan, Fakultas Ekonomi Manajemen, Universitas Kristen Petra,
Surabaya, Indonesia.

Abstrak: Taman Nasional Komodo menawarkan wisata minat khusus (SIT) yaitu ekowisata, dimana wisatawan dapat melihat langsung keindahan alam Labuan Bajo, Flores dan habitat salah satu hewan reptil terbesar yang sudah langka yaitu komodo. Penelitian ini dilakukan untuk mengkaji faktor-faktor apa saja yang menjadi faktor pendorong serta penarik motivasi wisatawan domestik dan mancanegara dalam memilih Taman Nasional Komodo di Flores, Nusa Tenggara Timur sebagai destinasi wisatanya. Jenis penelitian yang dilakukan adalah eksploratif dengan teknik analisa faktor sebagai teknik untuk menganalisa data. Hasil penelitian mengungkap bahwa terdapat 3 faktor pendorong (*push factor*) yakni ‘pembangunan sebuah hubungan’ yang merupakan faktor paling dominan, ‘memelajari dan mengalami sebuah petualangan yang baru’, ‘keluar dari rutinitas sehari-hari’, serta 4 faktor penarik (*pull factor*) baru yakni ‘ketertarikan terhadap daya tarik lokal’ yang merupakan faktor yang paling dominan, ‘kemudahan mendapatkan informasi dan transportasi’, ‘pesona alam’, ‘daya tarik khusus turis’.

Kata kunci:

Motivasi, Faktor Pendorong, Faktor Penarik, Wisata minat khusus, Taman Nasional Komodo, Flores

Abstract: Komodo National Park offers a kind of special interest tourism, which is ecotourism whereas tourist would be able to directly see the beautiful natural scenery of Labuan Bajo, Flores and the habitat of one of the largest rare reptile animals namely komodo. This study was conducted to examine what are the travelers' motivations to choose Komodo National Park in Flores, East Nusa Tenggara as their destination. The research method is explorative with factor analysis as the technique to analyze the data. The result revealed that there are three push factors, namely 'building relationship' which is the most dominant factor, 'novelty in challenges and adventure achievement', 'escape from routine'; and 4 pull factors which are 'local attraction' which is the most dominant factor, 'accessibility of information and transportation', 'natural resources', 'key tourist resources'.

Keyword:

Motivation, Push factors, Pull factors, Special Interest Tourism, Komodo National Park, Flores

REFERENCE

- Affandi, L. (2017). Ecotourism. Retrieved from <https://www.google.co.id/amp/s/leonardoaffandi.wordpress.com/2017/01/19/ecotourism/amp/>
- Amaludin, W. (2016, May 27). Geopark bakal jadi destinasi wisata andalan berbasis alam. Retrieved from <https://www.google.co.id/amp/travel.rakyatku.com/amp/6623>
- Arikunto, S. (2010). *Prosedur penelitian suatu pendekatan praktik*. Jakarta: Rineka Cipta
- Azwar, S. (2005). *Manajemen penelitian*. Jakarta: Rineka Cipta

- Badan Pusat Statistik Indonesia. (2016). Kedatangan Wisatawan Domestik dan Mancanegara di Provinsi NTT.
- Baloglu, s. & Uysal, M. (1996). Market segments of push and pull motivations: a canonical correlation approach. *International Journal of Business and Management*, 8/3, 32-38.
- Cohen, E. (1979). Rethinking the sociology of tourism. *Annals of Tourism Research*, 6(1), 18-35.
- Dorobantu, M. R. & Nistoreanu, P. (2012). Rural tourism and ecotourism, the main priorities in sustainable development orientations of rural local communities in Romania. *Economy Transdisciplinarity Cognition*. XV (1), 259-266
- Douglas, N., Douglas N., & Derrett R. (2001). *Special Interest Tourism*. Australia: John Wiley & Sons.
- Fandelli, C. (2001). *Pengusahaan Ekowisata*. DIY: Kehutanan UGM dengan Pustaka Pelajar dan Unit Konservasi Sumber Daya Alam.
- Farhan, A. (2012, October 3). Inidiatujuhwisataminatkhusus Indonesia. *Detiktravel*. Retrieved from, <http://m.detik.com/travel/read/2012/10/03/134818/2053559/1382/ini-dia-7-wisata-minat-khusus-di-indonesia>.
- Guan, L., Luo, Y. & Tang, L. R (2015). An exploratory study of decision makers for choosing wedding banquet venues: push and pull motivations. *International Journal of Tourism Cities*, 1 (2), 162-174
- Gunasekaran, N., & Anandkumar, V. (2012). Factors of influence in choosing alternative accommodation: A study with reference to Pondicherry, a coastal heritage town. *Procedia-Social and Behavioral Sciences*, 64(24), 1127–1132.
- Hananto, A. (2016, June 12). Kenalkan, ini sepuluh Bali baru Indonesia. Retrieved from <https://www.goodnewsfromindonesia.id/2016/06/12/kenalkan-inilah-10-bali-baru-di-indonesia>
- Hermantoro, H. (2011). *Creative Based Tourism*. Depok: Aditri.
- Huang, S. & Hsu, C.H.C. (2009). Travel motivation: linking theory to practice. *International journal of culture, tourism and hospitality research*, 3(4), 287-295.
- Jaafar, M., Kayat, K., Tangit, T.M., & Yacob, M.F. (2013). Nature-based rural tourism and its economic benefits: a case study of Kinabalu National Park. *Worldwide Hospitality and Tourism Themes*, 5(4), 342-352
- Kim, S. S., L. C., & Klenosky, D. B. (2003). The influence of push and pull factors at Korean national parks. *Tourism Management*, 2(4), 169 – 180.
- Kuncoro, M. (2003). *Metode Riset Untuk Bisnis & Ekonomi*. Jakarta: Penerbit Erlangga.
- Kurnianshah, R. (2014). 20 Pengertian Pariwisata menurut para ahli terlengkap [Web log post]. Retrieved from <http://www.seputarpengetahuan.com/2015/12/20-pengertian-pariwisata-menurut-para-ahli-terlengkap.html>
- Narottama, N. (2011). Definisi Pariwisata Menurut Para Ahli. Retrieved from <http://sangkankecil.blogspot.co.id/2011/12/definisi-pariwisata-menurut-para-ahli.html>
- Mashyur, A. S., & Tacazily, S. H. E. (nd). Motivasi wisatawan dalam mengunjungi pulau Gusung Toraja, Kabupaten Polewali Mandar. Retrieved from <http://partoftourism.blogspot.co.id/2016/04/motivasi-wisatawan-dalam-mengunjungi.html>
- Landoala, T. (2013, October 13). Faktor pendorong dan penarik perjalanan wisata [Web log post]. Retrieved from <http://jembatan4.blogspot.co.id/2013/10/faktor-pendorong-dan-penarik-perjalanan.html>
- Leiper, N. (1990), “Tourist attraction systems”, *Annals of Tourism Research*, 17(3), 367-87.
- Margono. (2004). *Metode Penelitian Pendidikan*. Jakarta: Rineka Cipta.
- Merwe, P.V.D & Saayman, M. (2008). Travel motivation of tourists visiting Kruger national park. *African Protected Area Conservation and Science*, 50 (1), 154 – 159
- Mohammad, B. A. M. A., & Som, A. P. M. (2010). An analysis of push and pull travel motivations of foreign tourists to Jordan. *International Journal of Business and Management*, 5 (12), 41-50.

- Moon, A. (nd). How to distinguish between natural Tourism & ecotourism. Retrieved from <http://traveltips.usatoday.com/distinguish-between-natural-tourism-ecotourism-37449.html>
- Mutinda, R., & Mayaka, M. (2012). Application of destination choice model: Factors influencing domestic tourists' destination choice among residents of Nairobi, Kenya. *Tourism Management*, 33(6), 1593-1597.
- Novelli, M. (2005). *Niche Tourism, contemporary issues, trends and cases*. UK: Routledge.
- Pesonen, J. A. (2012). Segmentation of rural tourists: combining push and pull motivations. *Tourism and Hospitality Management*, 18 (1), 69-82.
- Prayag, G., & Ryan, C. (2011). The relationship between the 'push' and 'pull' factors of a tourist destination: the role of nationality – an analytical qualitative research approach. *Current Issues in Tourism*, 14 (2), 121-143.
- Reihanian, A., Hin, T.W., Kahrom, E., Mahmood, N. Z. B., & Porshokouh, A.B. (2015). An examination of the effects of push and pull factors on Iranian national parks: Boujagh National Park, Iran. *Caspian Journal of Environmental Sciences*, 13 (3), 197-206.
- Robinson, M, & Novelli, M. (2005). *Niche tourism: contemporary issues, trends and cases*. UK: Routledge.
- Santoso, S. (2014). *Statistik Multivariate edisi revisi*. Jakarta: PT Elex Media Komputindo.
- Singarimbun, M. & Effendi, S. (2006). *Metode penelitian survei*. Jakarta: LP3ES.
- Sugiyono. (2007). *Metode penelitian administrasi dilengkapi dengan metode R&D*. Bandung: Alfabeta.
- Sugiyono. (2016). *Metode penelitian kuantitatif, kualitatif dan R&D*. Bandung: Alfabeta.
- Tabachnick, B.G. & Fidell, L.S. (2007). *Using multivariate statistics (5th ed)*. Boston: Pearson Education.
- Tikkanen, I. (2007). Maslow's hierarchy and food tourism in Finland: five cases. *British food journal*, 109 (9), 721 – 734.
- Vishwanatha, S. & Chandrashekara, B. (2014). A study on the environmental Impacts of ecotourism in Kodagu district, Karnataka. *American Journal of Research Communication*, 2(4), 256-265
- Vuuren, C. V. & Slabbert, E. (2011). Travel motivation and behaviour tourists to a South African resort. *Book of Proceeding vol. 1 – International Conference on Tourism & Management Studies – Algarve 2011, (1)*, 295-304