

Tourism Sites and Environmental Reservation

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Abstract: This research aims to identify and analyze the physical quality of tourist attractions related to the development of sustainable tourism concepts for tourists. A quantitative approach was employed in this study with a data collection technique using a questionnaire. Data analysis was conducted using the Smart PLS program in two stages, namely testing the outer model and the inner model. The research results showed that the sustainable tourism concept was able to fully mediate the relationship between the physical quality of tourist attractions and tourist satisfaction. This study has implications for the development of sustainable tourism that can take into account the needs of elderly tourists and ensure their safety and comfort during their travels.

Keywords: Sustainable Tourism, Tourist, Tourist Attraction Facilities, Tourist Satisfaction

Introduction

The development of tourism in Indonesia is confronted with issues concerning innovation and the introduction of new concepts for tourist attractions. This predicament arises from the policy of regional autonomy, which grants autonomy to each district/city to manage its region, leading to non-specialized competitive products. Tourist attractions are often built haphazardly, neglecting the quality of the attraction, and a lack of specialization or diversification of attractions has become a factor that discourages tourists from visiting.

Safety is also suspected to be a factor that dissuades tourists from visiting. The assurance of safety is a crucial factor in the growth and development of tourist attractions and determines the quality of the attraction, providing a value of excellence. The comfort of tourists while traveling is also pivotal in determining their satisfaction. Good tourist facilities and accessibility to tourist attractions ensure tourists' satisfaction. However, many tourist attractions are still hastily built, poorly maintained, and often not in line with tourists' needs and desires.

However, it is different from Kumbasari Park, where an area arrangement has been carried out to provide the best service to tourists. In fact, in 2008, Gajah Mada Road, which divides Kumbasari Park, was designated as a heritage area for the City of Denpasar. Another indicator that proves that Kumbasari Park has provided the best service is that the community's enthusiasm for carrying out recreational activities at Kumbasari Park has increased significantly. As proof, Kumbasari Park has held many events to attract tourists to travel, one of which is the distribution of fish seeds on Kartini's day, the celebration of the 231st anniversary of Denpasar City, creative food, sculpture exhibitions, Tukad cinema, Bali blues festival, independent fun run, and Gowes Nusantara, and Denpasar fashion festival.

Kumbasari Park is a tourist park that connects the tourist attractions of Badung Market and the Kumbasari Art Market. To guarantee tourist satisfaction, Kumbasari Park is obliged to provide tourist facilities that are safe and comfortable when traveling. Tourist satisfaction is the overall experience that tourists have with a given destination with an unforgettable experience (McDowall, 2010). When tourist satisfaction decreases, it will affect the image of tourist attractions, of course, it will affect tourist interest in visiting tourist attractions.

Based on tourist visit data, the age group visiting the heritage area of Denpasar City is mostly the age group of 45-60 years. Of course, to guarantee tourist satisfaction, facilities that pay attention to the comfort of elderly tourists are needed, such as the availability of rest areas, public toilets, special wheelchair ramps, ramps, and other facilities. According to the Denpasar City Government, Kumbasari Park has made improvements to tourist facilities through the Badung River Revitalization program. This program is based on the concept of sustainable tourism which aims to have a positive impact on cultural, economic, and environmental aspects. According to Maxim (2016), sustainable tourism is tourism that can optimally utilize environmental resources while taking into account the current and future impacts while taking into account the needs of tourists, society, industry, and the environment.

The development carried out will certainly damage the river environment. Rivers that function for aquatic biota such as freshwater fish to live are starting to be threatened by their ecosystem due to river destruction and massive development. On the other hand, tourism activities must provide infrastructure that is friendly to tourists. Then the tourist attraction must prepare these facilities to ensure the comfort and safety of tourists.

Tourism development that only focuses on the economic aspect, namely pursuing the number of tourist arrivals without regard to the local environment will have an impact on the continuity of tourism activities. According to Liu, Schroeder, Pennington, & Farajat (2016) developing the concept of sustainable tourism will increase unforgettable experiences and excitement to increase tourist satisfaction. The concept of sustainable tourism aims to avoid over-consumption, assist with nature conservation and make conscious efforts to respect local traditions and heritage and contribute to their preservation (Gilmore, Carson, & Ascensão, 2007; Hamid, Isa, & Kiumarsi, 2021).

The provision of safe and comfortable facilities for tourists must certainly pay attention to the concept of sustainable tourism. An appropriate model is needed in improving tourist attraction facilities which are river areas that have flora and fauna that must be preserved. The development carried out must pay attention to conservation efforts for the environment in tourist attractions. When a tourist attraction has implemented it, it will have a direct impact on tourist satisfaction.

From previous studies when compared to this study there are very significant differences in related research regarding tourist satisfaction. In general, the quality of tourist attraction facilities can influence tourist satisfaction to travel to tourist attractions. The better the tourist facilities, the more satisfied tourists will be, and conversely, the worse the tourist facilities, the attitude of tourists will change to negative. But this does not happen to elderly tourists. Even though the tourist attraction facilities are very good if they do not have the concept of sustainability and preservation, the attitudes and behavior of tourists are still dissatisfied with tourist attractions. Older travelers have a philosophy of life that loves nature. At the end of his life, tourists want to bring happiness, and harmony in life through a harmonious relationship with God, fellow human beings, and the environment. Therefore, the development of tourist areas must implement the concept of sustainable tourism.

Literature Review

Elderly tourists are categorized as having ages between 45 to 65 years (Esiyok, Kurtulmuşoğlu, & Özdemir, 2018; Fitzgerald Bone, 1991; Ward, 2014). Other studies also say that senior or elderly tourists are aged 35 to 65 years (Sien Leong, Hussin, & Abdullah, 2023). As they get older, elderly tourists are very worried about physical accessibility which will affect their travel experience (Buhalis & Michopoulou, 2011). Attributes of tourist attractions that attract senior tourists are natural resources, beautiful scenery, comfortable climate, reasonable prices, and safety of tourist attractions (Huang & Tsai, 2003; Lee & King, 2019).

The Relationship between Senior-Friendly Tourist Attractions and Tourist Satisfaction

High-quality tourism attractions can have an impact on the satisfaction of elderly tourists and even influence their intention to travel again (Huang & Tsai, 2003; Jang, Bai, Hu, & Wu, 2009; Lee, 2016; Prayag, 2012; Wang, Ma, Hsu, Jao, & Lin, 2013). Tourist satisfaction is a vital indicator of service performance at tourist attractions (Chen, 2020; Song, van der Veen, Li, & Chen, 2012). Tourist satisfaction at tourist attractions is influenced by the interaction between tourists and the local community at the destination (Korzay & Alvarez, 2005). High-quality tourism attractions are influenced by safety and security aspects (Batra, 2008; Collins & Millar, 2021; Leong, 2001; Sönmez & Graefe, 1998). According to the findings of (Collins & Millar, 2021), security is the main factor considered by tourists when choosing a tourist attraction, and the better the security, the higher the satisfaction of tourists during their trip.

Tourism activities in Indonesia get legal protection based on Law Number 10 of 2009 concerning Tourism. This is stated in article 20 which states that every tourist has the right to obtain; a) Accurate information regarding tourist attractions; b) Tourism services according to standards; c) Legal protection and security; d) Health services; e) Protection of personal rights; and f) Insurance protection for high-risk tourism activities. If you look closely at Article 20 letters (c) and (f) in Law Number 10 of 2009 concerning Tourism, it has been stated that tourists have the right to obtain legal security insurance and protection for high-risk travel industry activities that are planned to pay for tourist cases if something undesirable happened during their travel industry exercise with a high risk of travel industry activities. Furthermore, Article 23 paragraph (1) letter (a) of Law Number 10 of 2009 concerning Tourism also emphasizes that the Government and Regional Governments are obliged to provide tourism information, legal protection, as well as security and safety to tourists.

The Relationship between Sustainable Tourism and Tourist Satisfaction

Sustainable tourism is a form of tourism that supports local economies without damaging the surrounding environment (Butler, 1999). Butler (1999) also states that sustainable tourism must respect the boundaries imposed by ecological communities. Sustainable tourism aims to maintain its existence in an area indefinitely. Safety and comfort at tourist attractions can influence and shape the concept of sustainable tourism. Liu et al. (2016) suggest that tourists' perceptions of safety at tourist attractions can mediate the relationship between perceived risks and tourist desire to travel or satisfaction.

Research Methods

The present study employs a quantitative research design with a sample of elderly tourists who visit the tourist attractions in the heritage tourism area of Denpasar City. The sample size consists of 48 tourists selected through a purposive sampling technique. The independent variable studied is the quality of tourist attraction facilities, while the intervening variable is Sustainable Tourism, and the dependent variable is Tourist Satisfaction. Data collection is conducted using a questionnaire with a Likert scale. The research methodology involves Partial Least Square (PLS) analysis.

Results and Discussion

Data and Model Testing

The validity of the research data was assessed using the evaluation of the measurement (outer) model, with a convergent validity loading factor for each indicator of >0.50 . Figure 1 shows that the loading factor values for each indicator are greater than 0.5, indicating that the indicators are valid for use in the study and for further analysis. In addition, the reliability test is considered reliable or meets the Cronbach alpha if it has a Cronbach alpha value > 0.7 . Based on Figure 1, the Cronbach alpha values for each variable are greater than 0.7, indicating that all variables have a high level of reliability.

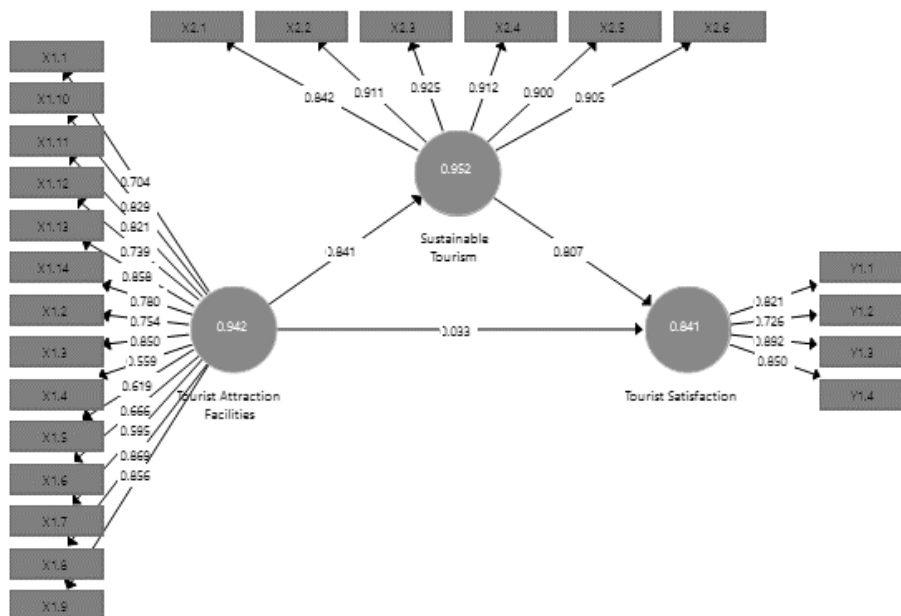


Figure 1. The Integration Algorithm Model of Sustainable Tourism in Influencing the Relationship between Quality of Tourist Attraction Facilities and Tourist Satisfaction

The fitness of the model in this research was assessed using the R-Square value of the dependent latent variable. According to Chin (1998), R-Square values of 0.707 and 0.697 for the dependent latent variable in a structural model indicate that the model is "good", "moderate", and "weak". As shown in Table 1, the R-Square value indicates that 67% of the overall variation in tourist satisfaction is explained by the quality of tourist attraction facilities variable, while 70% is explained by the sustainable tourism variable. Therefore, it can be concluded that the developed model is a good fit.

Table 1. R-Square Value

Variable	R-square	Adjusted R Square
Sustainable Tourism	0.707	0.701
Tourist Satisfaction	0.697	0.684

The Adjusted R Square value ranges from 0 to 1. In this study, as the Adjusted R Square value approaches 1, it indicates that the independent latent variable is better at explaining the variation in the dependent latent variable.

Sustainable Tourism Integration in Tourist Attraction

Based on Figure 2, it is evident that the quality of tourist attraction facilities has a significant influence on the development of sustainable tourism with a P-Value of 0.000 (<0.05) and a positive relationship with an original sample value of 0.841. As the quality of tourist attraction facilities is increased, the implementation of sustainable tourism is also increased, which can ultimately have a significant and positive effect on Tourist Satisfaction, as evidenced by a P-Value of 0.000 (<0.05) and an original sample value of 5.859. These results suggest that the sustainable tourism variable can mediate perfectly.

Perfect mediation refers to the ability of a mediating variable to influence or enhance the relationship between the dependent and independent variables. The development of sustainable tourism concepts in tourist attractions has become an important factor in influencing tourist satisfaction. The quality of tourist attraction facilities in Kumbasari Park has not been able to influence tourist satisfaction without implementing sustainable tourism development concepts. This is consistent with the research conducted by Asmelash & Kumar (2020), which states that sustainable tourism development is the key to ensuring tourist satisfaction. Providing good services at tourist attractions can influence the sustainability of tourism, which ultimately affects tourist satisfaction (Asmelash & Kumar, 2019; Thipsingh et al., 2022). With good tourism development, it will have a positive impact on the lives of local communities (Wirawan, Sudjana, Semara, & Arianty, 2021).

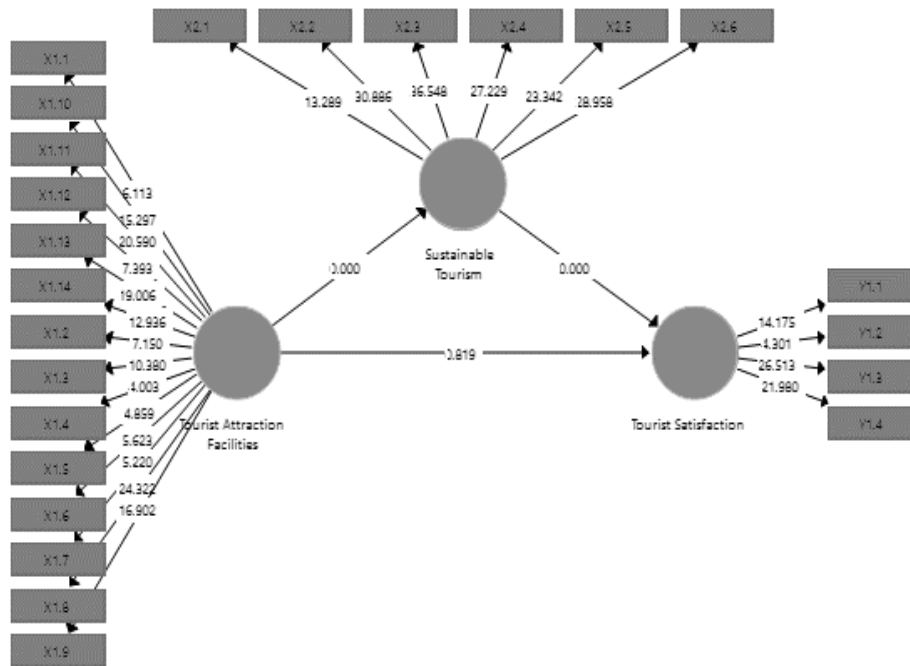


Figure 2 depicts the Theoretical Model of Sustainable Tourism Integration in Influencing the Relationship between The Quality of Tourist Attraction Facilities and Tourist Satisfaction

Table 2. Path Coefficients

Variable	Original Sample	T Statistics	P Values
X → Y1	0,841	17,918	0,000
X → Y2	0,033	0,222	0,824
Y1 → Y2	0,807	5,859	0,000

To influence tourist satisfaction, the variable of sustainable tourism can mediate perfectly, as the variable of senior-friendly tourist attraction facilities alone cannot directly affect tourist satisfaction, but requires the involvement of the sustainable tourism variable. This is because the implementation of the concept of tourism will require tourist attractions to improve their infrastructure, such as water and waste treatment installations, which will benefit tourism activities and the surrounding community and even be able to influence tourists (Saluja, Anand, Kumar, & Peng, 2022).

According to the Bali Province Tourism Development Master Plan, a good tourist attraction must be managed to create an area that is clean, beautiful, safe, and comfortable, improves the quality of hygiene and sanitation, protects the environment, preserves biodiversity, and preserves culture. The management implements the concept of sustainable tourism (Martínez-Martínez, Cegarra-Navarro, & Garcia-Perez, 2022; Wani, Dada, & Shah, 2022). To achieve this goal, the City of Denpasar seeks to improve tourist attractions through the Natural Resources Sector Public Works Office City of Denpasar. The Public Works Office has made the management of the Badung River become Kumbasari Park, which is similar to the Korean River.

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The Denpasar City Government has started to organize the area since 2008 by designating the Gajah Mada Street Heritage area and building a central parking lot at Badung Market to increase parking space capacity. In 2019 Badung Market was inaugurated as the center of the people's economy for the City of Denpasar. Even the government of Denpasar City is also revitalizing the Kumbasari market to improve services and physical facilities for tourists.

Kumbasari Park is a park that is in contact with the river that divides Denpasar City. The river in Kumbasari Park has been normalized so that it is clean and well-maintained. Even the river was also revitalized with the concept of a riverside walk. Kumbasari Park is currently being used as a new tourist attraction. To motivate tourists to visit Kumbasari Park, the Denpasar City government regularly organizes party tours. As for the tourism events that have been carried out at Kumbasari Park namely Spreading Fish Seeds, Denpasar City Birthday, Creative Food, Sculpture Exhibition, Tukad Cinema, Blues Festival, Merdeka Fun Run Gowes Nusantara, and Denpasar Fashion Festival. The Denpasar City Government has also realized tourism awareness through the Sapta Pesona concept. The application of Sapta Pesona seeks to create a conducive environment and atmosphere that can encourage the growth and development of the tourism industry, through the embodiment of safe, orderly, clean, cool, beautiful, friendly, and memorable elements.

In addition, the city government provides physical tourism facilities in Kumbasari Park such as parking lots, toilets, garden chairs, garden lights, and information rooms and signed. To maintain cleanliness and maintenance, the city government provides special officers or staff to look after the environment at Kumbasari Park. Kumbasari Park also has wifi facilities to support Denpasar's smart city. Kumbasari Park even has an early warning system facility to give a warning when the river water rises.



Figure 3. Horizontal and Vertical Movement in the Tourist Attraction

Kumbasari Park features both horizontal and vertical movements, as depicted in Figure 3. The material used uses environmentally friendly local stone with a non-slippery texture. This material is easy to clean. On the vertical movement path, the manager also provides railings or handrails to provide comfort when tourists go up and down the stairs.

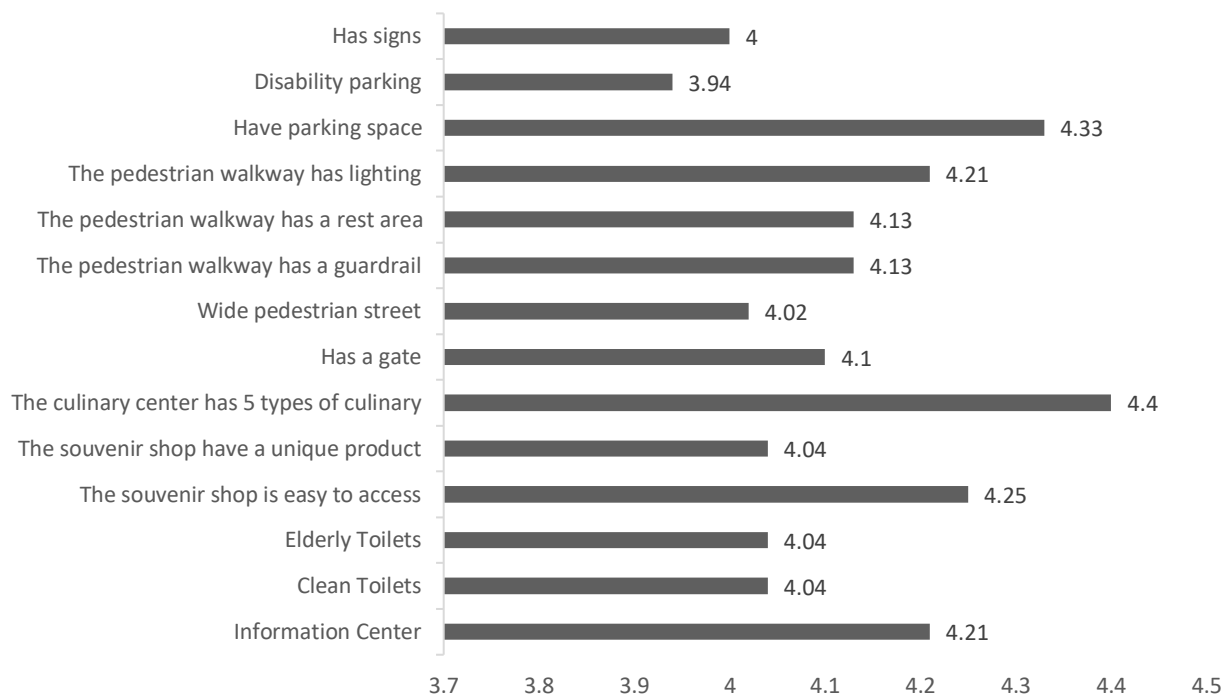


Figure 4. Description of Variable Quality of Tourist Attraction Facility

Referring to the regulation of the Republic of Indonesia Number 3 of 2018 concerning Operational Guidelines for the Management of Special Physical Allocation Funds for the Tourism Sector, the physical services at Kumbasari Park are good. This can be proven by the perceptions of tourists regarding the quality of the Kumbasari Park tourist attraction facilities providing a good assessment with an average score percentage of 4.12 which is presented in Figure 4.

Improving the physical services of the tourist attraction, it will have an impact on the ability of the attraction to preserve the environment, culture, and socio-economic conditions of the community, ultimately contributing to the sustainability of tourism in the area. Threats such as environmental destruction, cultural degradation, and decreased economic benefits for the community can be effectively controlled. The sustainability of tourism directly satisfies tourists, which in turn influences their desire to revisit the tourist attraction.



Figure 5. Description of Tourist Satisfaction Variables

Another thing is also evidenced by tourist perceptions related to tourist satisfaction in traveling to Kumbasari Park which has a good rating level with an average percentage score of 4.19 which is presented in Figure 5. Tourists feel very happy traveling to tourist attractions. Many tourists make Kumbasari Park one of the favorite tourist attractions owned by the City of Denpasar.

Kumbasari Park is interesting to visit because of its location in the center of Denpasar City and next to the tourist attraction Badung Market and the Kumbasari Art Market. Kumbasari Park is also often referred to as the Korean River in Denpasar City which has the same concept of arrangement with pedestrians on either side of the river and is supported by lighting and even an arrangement of fountains which can be seen in figure 6. Another uniqueness is the application of traditional Balinese architectural styles to add aesthetics to tourist attractions. This can be seen from the application of Balinese ornaments in the form of carvings, sculptures, and other arts.



Figure 6. Kumbasari Park is the Korean River in Bali

However, the fact is that Kumbasari Park has not been able to increase tourist visits to Denpasar City. This is because river tourism attractions are still polluted by solid, liquid, and household waste. The failure of tourism development in Kumbasari Park was also caused by the lack of community support for tourism development. The benefits of river revitalization in Kumbasari Park also have no impact on the community's economy. So that people still think of the river as a back garden. The community is still not aware of maintaining and preserving the sustainability of the river environment.

On the other hand, the Balinese people have a philosophy to live in harmony with the environment, in harmony with fellow human beings, and in harmony with God Almighty. This harmonious relationship can be seen in the life of the Balinese people who have a sense of love for nature, humans, and God. This feeling of love is implemented in the form of Yadnya. Yadnya can be interpreted as a sincere sacred offering accompanied by a pure heart based on a sense of love.

Tourism development in Kumbasari Park should be able to provide benefits for economic, social, cultural, and environmental aspects. If the development is carried out bottom-up, through community participation, tourism development in Kumbasari Park will go well, not the other way around through top-down. The key to successful tourism development is not only providing quality facilities and implementing Sapta Pesona but also the need for people's love for tourist attractions.

Conclusion

Based on the findings of this study, it can be concluded that providing senior-friendly tourist facilities can affect the development of sustainable tourism concepts but may not directly affect tourist satisfaction. On the other hand, the development of sustainable tourism concepts can influence tourist satisfaction. Therefore, sustainable tourism concepts serve as a mediator between the provision of senior-friendly tourist facilities and efforts to enhance tourist satisfaction when visiting Kumbasari Park. This study also confirms that the tourist attraction in Kumbasari Park is generally senior-friendly. This can be seen from the quality of tourist facilities that are in line with senior tourists' preferences, amenities that support comfort, convenience, and safety for tourists, as well as accessibility that is easily accessible. However, the provision of parking and special access for disabilities is not yet optimal. Therefore, a reassessment and development of parking and accessibility facilities are needed to provide a comfortable and enjoyable tourist experience for all visitors, which can increase the number and duration of visits to Kumbasari Park.

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