The Characteristic of Coastal Tourism Destination in Supporting the Development of Multi-Destination Concept for Coastal Tourism Area in North Kayong Regency, Kalimantan Barat Province, Indonesia

Imanuddin Abdulgani

Gadjah Mada University, Yogyakarta, Indonesia

Coastal tourism is the main resources from tourism sector in North Kayong Regency. Despite the fact that its potential resource from coastal area tourism has similar attraction in order to attract the tourist more extensively, it is necessary to make an effort to tackle the stagnant market of tourism towards similar coastal tourism destinations. Therefore, it would be a good to make the destination to be more attractive by enhancing the existing tourist attractions through strengthening the destination characteristics as attractiveness that are derived from its signature. Moreover, it could diverse the destination that would impact for its benefits in terms of diversity destination. The lack of development in costal tourism destination tends not to take all part of the area for the benefit of its tourist destination development that is caused by many factors. One of many possible efforts to support the development of coastal tourism is the identification of its availability and establishment of signature tourist destination characteristics. Every tourist destination has their own difference characteristic. This is one of the reason why the development and develop of tourist destination for coastal tourism tend to be influenced by its own unique characteristics. In order to enhance the values, it is needed to put an effort to classify and look for the uniqueness, for further appreciate of uniqueness characteristic. The result of classification from this research has been determined by its own potential and characteristic for each destination. For every category derived from the variable identified from existing condition of every destination. The variables are used to determine many factors of successful development of destination, which are very dependable to the existing resources and coastal resources such as tourism infrastructure, general infrastructure and accessibility as part of the efforts of shortening the access time. The purpose of this research is to search for characteristic of coastal tourism in Remote Island and coastal area of North Kayong Regency. Secondly, it is to find the opportunity to create multi-destination concept in the pattern of tourist visits in the corridor of coastal tourism and to match the appropriateness between the tourist destination characteristic toward the opportunity to create multi-destination concept as direction for strategic development concept to enhance the value of representative destination in remote area location. This research uses descriptive qualitative method with an emphasis on deductive approach. The instruments used for analysis are questionnaire, interview, and continuum scale that produce from the Likert method of satisfaction questionnaire. This research reveals that there are many strong characteristics from the uniqueness of nature, i.e., geographic

condition, and ecology which has unique landscape for its gold sand color and natural geological coastal stone distinctive for every destination and its own unique panorama. There are many opportunities to develop the potential of rich natural from coastal area, such as the potency to match up the creative economy with community based tourism. There are many factors that are very crucial to support coastal tourism as multi-destination tourist destination such as infrastructure availability. All of those things will make contribution to enhance the potential of economic growth from tourism industry especially coastal area of tourist destination.

Keywords: characteristic of destination, coastal tourism, multi-destination, regional for tourism destination

Introduction

Coastal tourism is the main resources from tourism sector in North Kayong Regency. Despite the fact its potential resource from coastal area tourism has similar attraction in order to attract the tourist more extensively, it is necessary to make an effort to tackle the stagnant market of tourism towards similar coastal tourism destinations. Therefore, it would be a good to make the destination to be more attractive by enhancing the existing tourist attractions through strengthening the destination characteristics as attractiveness that are derived from its signature. Moreover, it could diverse the destination that would impact for its benefits in terms of diversity destination. The lack of development in costal tourism destination tends not to take all part of the area for the benefit of its tourist destination development that is caused by many factors.

One of many possible efforts to support the development of coastal tourism is the identification of its availability and establishment of signature tourist destination characteristics. Every tourist destination has their own difference characteristic. This is one of the reason why the development and develop of tourist destination for coastal tourism tend to be influenced by its own unique characteristics. In order to enhance the values, it is needed to put an effort to classify and look for the uniqueness, for further appreciate of uniqueness characteristic.

Acknowledge for Problems

Based on the background of the problem, it can be concluded that main issues of tourist destination characteristic are:

1. There are not maximizing in utilization of tourist destination characteristic and emerging of the potential coastal tourism resources (sea coast, beaches, and eco-tourism) in Karimata Strait in the region of North Kayong Regency compared to other region in West Kalimantan Province;
2. The planning of Tourist Visits Year is potential to attract many foreigner yacht ship cruise. The existence of Gunung Palung National Park is needed to be optimized its beneficial because its location in international ship line Karimata Strait and the National Park is one of the World Biosfer Network;
3. The fulfillment criteria for packaging product of destination, promotion, and marketing are not determined in terms of strengthening its characteristic, value, and excellence in Regency that could answer the need of tourism development in terms of management, investment, and many factors that play important role for it;
4. There are not existed for coastal and marine tourism tourist destination development that is integrated among tourist destination based on the concept of tourism development: 3 A (attraction, amenity, and accessibility);
5. It is not identified for its factors that influence in tourist multi-destination concept in terms of building tourist destination characteristic of coastal tourism in multi-destination concept.

Research Question

1. What and how is the tourist destination characteristic in the region of coastal area North Kayong Regency according to its existence potential?
2. Is there any opportunity and chance to apply tourist multi-destination concept according to coastal region characteristic?

Purpose of Research

1. To identify the tourist destination characteristic through coastal area for tourism opportunity according to preparedness of attraction, amenity, and accessibility in tourist multi-destination frame.
2. To obtain the function and influences from identification of tourist destination characteristic for tourist destination development along with the recommendation for multi-destination tourism in the regional development.

The purpose of the research is to obtain reliable source from scientific background knowledge of characteristics for tourism destination in research focus area and to obtain possible recommendation for tourism development. This research reveals that there are many strong characteristics from the uniqueness of nature, i.e., geographic condition, and ecology which has unique landscape for its gold sand color and natural geological coastal stone distinctive for every destination and its own unique panorama. We predicted that there are many opportunities to develop the potential of rich natural from coastal area, such as the potency to match up the creative economy with community based tourism. The study showed that there are many factors that are very crucial to support coastal tourism as multi-destination tourist destination such as infrastructure availability. All of those things will make contribution to enhance the potential of economic growth from tourism industry especially coastal area of tourist destination.

Literature Review

Tourist Destination

The tourist destination consists of the unity from many elements from facilities and tourism services that have been prepared to fulfill the needs of visitor and tourist. One of the region is appropriate to be called a tourist destination if the region already exists for “Four A” elements which are attraction, accessibilities, amenities, and ancillary service (Cooper, Fletcher, Gilbert, & Wanhill, 1998).

Coastal Tourism

Coastal tourism is one of the activity and attraction that aims to attract tourist to conduct leisure activity which is far from where their home stay with main activity is in the maritime environment (in the frame of low tide and high tide season). The main activities for that are diving, surfing, fishing, whale-watching, sea birds and sea mammals watching, cruise ship with yacht and ferry, many attraction activity in coastal area for example kayaking in the sea, visiting fisherman village, visiting the mercusuar tower, visiting maritime museum, sailing and sailing with yacht ship, festival and maritime event, and many activities that related to maritime (for example mangrove forest in coastal area, under sea coral reef etc.) (Orams, 1999, p. 9).

Tourist Attraction

Many factors for tourism development are influenced by many things such as attraction tourism, tourism product, tourism object and destination. All of those play important role to unite the successful of the region tourism development. One of those things in below explanation has provided to strengthen the terminology.

Destination characteristic. According to Inskeep (1991), it is needed to view the tourism product of its characteristic with indepth searching for its potential condition, its regional potential to develop many tourist attraction by its existence of the possibility to expansion, management, and evaluation for facilities that provide accessibility and internal transportation system; therefore toward the end, it will be identification of the preparation for its tourism product that exists in the region.

There are many factors that determine tourism attraction characteristic as tourist destination, according to Lohman and Panosso (2017) who are divided the attraction into four aspects:

1. Natural Attraction: views, weather and beaches;
2. Built Attraction: heritage site and memorial monument;
3. Cultural: museum and art gallery;
4. Social: activities that related to human behavior.

Before Lohman said his concept, Alan Lew (1987) has already been tried to classify tourism attraction into three categories in title of Ideograph Tourist Attraction Typology concept.

Table 1

Tourism Attraction Classification

Nature	Nature human interface	Human
General environment		
Panoramas		
Mountain	Observational	Settlement infrastructure
Sea coast	Rural	Utility types
Palin	Scientific garden	Settlement function
Arid		People
Island		
Specific features		
Landmark	Leisure nature	Tourist infrastructure
Geological	Trails	Form of access
Biological	Parks	Information & receptivity
Flora	Beach	Basic needs
Fauna	Urban	Accomodations
Hydrological	Resort	Meals
Inclusive environment		
		Leisure superstructure
Ecological		Recreation entertainment
Climate	Participatory	Performance
Santuaries	Mountain activity	Sporting events
Natural parks	Water activity	Culture, history, & arts
Nature reserves		Museums & monuments
		Performance
		Festival

Source: Tourism Attraction Network, Alan Lew (1987).

The classification and details of tourism attraction characteristic which stated by Alan Lew (1987) for recent time are relevant and representative to be use in this research. This Lew' view is very detail in terms of its objective to frame the tourist destination characteristic which is in North Kayong Regency.

Service and Basic Facilities for Tourism/Amenities

Facilities and purpose of doing tourism are aim to fulfill the needs of tourist during their stay in tourist destination. It has been stated by Victor T. C Middleton that minimum needs for service and basic facilities for

tourism are: accommodation, restaurant, internal transportation in the tourist destination area, supporting facilities (handicraft, art, souvenir), retail and many more basic services for tourist (salon, Tourist Information Centre, security services).

Accessibility

There are many factors in accessibility that related to tourism or tourist destination development: infrastructure, transportation, government regulation, operational procedure.

Multi-Destination

Multi-destination in tourism is activities that related to Spatial Interaction which emerge to the surface from the movement of visitor from one point or origin to another point or destination along with the main core of purpose to grab inherent and feature. Moreover, its subject gives particular preparation with unique and specialist characteristic through location analysis from geographic area condition (Pearce, 1987). Multi-destination in tourism is a part of diversity implication from tourism purpose giving enjoyable travel experience with emerging two or more tourism attraction in the same route or in the difference simple route. It has sufficient factor to attract tourist to conduct travel experience or the tourist is not being forced to conduct those kind of things even though it is just visiting in the single attraction which has been the main purpose at the beginning (Lue, Crompton, & Fesenmaier, 1993, p. 296).

Research Methods

Research Approach

The research method has been widely used in the tourism planning scientific research and it has focused on research objects and tend to using new methods is qualitative research method (Veal, 1997). The research that related to characteristic concept and focused on the tourist destination development can be used using quantitative method. This is possible to use due to the basic ability of quantitative research method that could measure the instrument and research variable that already measure (Denzin & Lincoln, 2005). This research is using to analysis the process of founding research and qualitative has been use to verify or to validate the data. Despite the fact that the researcher tends to choose qualitative research because of the research purpose, the aim to build the research is to reveal the coastal tourist destination indepth analysis toward the expansion of tourism development in North Kayong Regency.

In this research, the research method appropriate to be use is qualitative research method. Qualitative research method is the research method that uses for existing basic theory as main guideline and supporting guide. It is also based on the data, despite that the theory still could be use as barrier focus from research object.

Research Variable

In order to determine the research variable according to significant component for development of tourist destination it is already explained in theory of Alan Lew. All of those variables are already included in the items that resource in its characteristic or values of the object or activities which are own particular variability and determined by the researcher to be learned and to make brief summarize. To make the variable work as research operational concept and in order to make indepth research empirically, it is important to make it easy when it comes to observes and to make it clear the explanation process or to make easy to channel it in the right way of research object corridor. This research is basically the effort to make open of many possibilities from phenomenon unusual to occur. The category for research observation plays a role as indication to view main

core phenomena of the research. The table below is described of variable research to be use in term to collect of analysis process and data:

Table 2

Variable for Coastal Tourism Destination Characteristic in the Scope of Multi-Destination

Parameter	Variable	Sub variable	Indicator/focus observation	Information
Characteristic for tourist destination	Attraction	General environment	Panorama	Dependent variable
			Observational	
			Settlement infrastructure	
		Specific features	Landmark	Dependent variable
			Leisure nature	
			Tourism infrastructure	
		Inclusive environment	Ecology	Dependent variable
			Participation	
			Leisure, festival and landmark building	
	Accessibiity	Provided land, sea, water, and air transportation infrastructure	Level of easy access and movement	Dependent variable
			Convinience for tourist	
		Provided land, sea, water, and air transportation faciities	Level of easy access to facilities	Dependent variable
			Connectivity among the tourist destination in regional area	
			Level of easy access to tourist destination	
		Land, sea, water, and air transportation system	Level of easy movement for tourist	Dependent variable
			Level of easy toward ticketing information and reservation	
	Amenities	General infrastructure	Health facilities in providing services	Dependent variable
			Financial facilities, banking and money changer	
			Telecommunication facilities	
			Security facilities for tourist	
			Area of electrification in tourist destination	
		Tourism infrastructure	Facilities accomodation	Dependent variable
			Tourist information centre	
			Exhibition/convention facilities	
			Souvenir shop	
			Restaurant/culinary services	
Tourist multi-destination	Spatial tourist destination	Diversity destination	Tourist attration, accessibility, facilities	Independent
		Spatialfor travelling/ movement	Spatial, typical of travelling	Independent variable
			Network, nodes or point of connectivity, hierarchy of travelling	

Source: Ideograph Tourist Attraction Typology by Alan Lew (1987), Basic Principles for Tourist Convenience by Cooper, Fletcher, Gilbert, and Wanhill, 1998, and researcher thoughts, 2019.

The Category for Main Information Based on Theory

The category for main information plays an important role to determine dependent variable. Dependent variable also uses theory to maintain in the corridor for main topic of the research.

Table 3

The Relativeness of Main Information Category in the Research

Assessment	Aspects	Factors	Basic theory	Research question
Tourist destination characteristic	Existing tourist destination	Attractiveness of tourist attraction, easy accessibility, amenities and good condition of infrastructure	The tourist destination development by Alan Lew	What is the factors that play important role in determine to form tourist destination characteristic
Multi-destination	Very close distance to visits	En route, basecamp, regional tour, and single destination pattern	The theory of travel typology by Lue et al.	Tourist destination that forms and influences the typical pattern of travel in multi-destination

Source: Develop from Tourist Destination Theory by Alan Lew and multi-destination theory by Chuen Lue and researcher thoughts, 2019.

Results and Discussion

Characteristic for Tourist Destination in North Kayong Regency

Generally speaking, the ability to defense the tourist destination characteristic is really depended on the role of local government who has responsibility and legitimates to manage tourist destination in North Kayong Regency. On the other side, the effort to optimalize tourism development along with private stakeholder for tourist destination in remote area location such as Karimata District in Pelapis Island and many other location is that restriction on land used as beneficial zone in Regional Strategic Planning of Regional Development in North Kayong Regency.

The Condition for All Tourist Destination Focus

The result of classification from this research has been determined by its own potential and characteristic for each destination. For every category derived from the variable identified from existing condition of every destination. The variables are used to determine many factors of successful development of destination, which are very dependable to the existing resources and coastal resources such as tourism infrastructure, general infrastructure, and accessibility as part of the efforts of shortening the access time.

Generally, the strength of tourist destination among the destination plays important role to emerge the uniqueness and signature that are they owned. As we can see from those result, the uniqueness and tourist destination signature are already strengthened by their existing in the nature, therefore it does open for the opportunity to create tourist multi-destination concept that has supported by many tourist destination.

Characteristic for Tourist Destination in Continuum Scale Approach

The grading in continuum scale is a total from result numbers that multiple by the good, medium, and poor quality based on the Likert method. In the precise terms of condition, to deliver the message from questionnaire result is accurately by presenting the quantity according to the total score numbers of respondent towards the scale of satisfaction, appropriate condition in the frame of continuum scale. Meanwhile, for category of range in good and lack of satisfaction has been occurred in most of the questionnaire result, this case has given the meaning of average classification and few of those result is below average. Furthermore, it is represented the

appropriateness towards visitors satisfaction with high expectation for existing condition. It has been fulfilled the visitor expectation in terms of particular and certain from the total numbers of whole respondent along with the number of questions and high and low score according to Likert method from the questionnaire for the whole focus of aspect: attraction, accessibility, and amenity.

Result of Continuum Scale for All Tourist Destination Focus

The bottom line of the questionnaire result which has been process with continuum scale method, illustrates the strength of attraction and accessibility aspect. In this case, there is an exception for only tourist destination of Bukit Bergentar and Beach Mutiara that seems to have an indication of unavailability in order to fulfill the basic necessity of visitor in tourist destination such as attraction, accessibility, and amenity aspect. Therefore, the stakeholder that involves in policies maker for future development is necessary to consider and pay attention to whole aspect that plays important role in tourism development especially for basic services such as attraction, accessibility, and amenity.

Table 4

Table the Strength of Tourist Destination Characteristic in Attraction, Accessibility, and Amenities Toward the Comparison Among Tourist Destination

Tourist destination characteristic			P. Datuk	H. Mangrove	P. Mayang	B. Bergentar	P. Mutiara	P. Pelapis
General environment	Panorama	Coastal and maritime tourism	Very good	Good	Very good	Very good	Very good	Very good
	Observational	Archeology site Scientific garden	Medium	Medium	Medium	Medium	Medium	Medium
	Settlement infrastructure	Tourism village The way of living for locals Ethnic	Good	Medium	Medium and good	Medium	Minimum	Minimum
Specific features	Landmark	Geological Biological (Flora dan Fauna) Hydrological	Good	Good	Good	Good	Minimum	Good
	Leisure nature	Tracking trail Parks Resort	Good	Good	Minimum	Good	Minimum	Good
	Tourism infrastructure	Accessibility Basic needs for infrastructure	Good	Medium	Good	Minimum	Good	Minimum
Inclusive environment	Ecology	Weather Reserve forest	Good	Very good	Good	Good	Good	Good
	Participation	Water playground Water sports	Good	Minimum	Minimum	Minimum	Minimum	Good
	Leisure, festival and landmark building	Museum and festival monument	Good	Minimum	Minimum	Minimum	Minimum	Medium and minimum
Provided land, sea, water, and air transportation infrastructure	Level of easy access and movement	Means of transportation Capacity Number Diversity	Medium	Medium	Medium	Medium	Medium	Medium
	Convenience for tourist	Departure and arrival time Convenience Security	Medium	Medium	Minimum	Minimum	Minimum	Medium

Table 4 to be continued

Provided land, sea, water, and air transportation facilities	Level of easy access to facilities	Hub for movement Easy access from regional hub	Good	Medium	Medium	Minimum	Minimum	Minimum
	Connectivity among the tourist destination in regional area	Transportation network Integrated network	Minimum and medium	Medium	Good	Minimum	Minimum	Minimum
	Level of easy access to tourist destination	Facilities for leisure	Good	Good	Medium	Minimum	Minimum	Minimum
Land, sea, water, and air transport system	Level of easy movement for tourist	Transportation system	Medium	Minimum	Medium	Minimum	Minimum	Minimum
	Level of easy toward ticketing information and reservation	Easy access to information Easy access for reservation	Medium	Minimum	Medium	Minimum	Minimum	Medium
	Health facilities in providing services	Quality and full of equipment in healthy services	Medium	Medium	Medium	Medium	Medium	Medium
General infrastructure	Financial facilities, banking and money changer	Online realtime, precisely and accessible	Medium	Medium	Minimum	Minimum	Minimum	Minimum
	Telecommunication facilities	Area of services and GSM signal quality	Medium	Medium	Medium	Medium	Medium	Medium
	Security facilities for tourist	Hospitality and security	Medium	Medium	Minimum	Minimum	Minimum	Minimum
Tourism infrastructure	Area of electrification in tourist destination	Availability and area of service	Good	Good	Good	Good	Good	Medium and minimum
	Facilities accommodation	Availability and area of service	Medium	Medium	Medium	Minimum	Minimum	Minimum
	Tourist information centre	Availability and area of service	Minimum	Minimum	Minimum	Minimum	Minimum	Minimum
	Exhibition/convention facilities	Availability and strategic position	Medium	Minimum medium	Minimum	Minimum	Minimum	Minimum
	Souvenir shop	Availability and area of service	Medium	Medium	Minimum	Minimum	Minimum	Minimum
	Restaurant/culinary services	Availability and area of service	Good	Good	Minimum	Minimum	Minimum	Minimum

Source: Field survey and researcher analysis, 2019.

Table of Strength and Weaknesses of Tourist Destination in Continuum Scale

There is a strength in certain aspect of research focus among the tourist destination such as in Pulau Datuk

Tourist destination	Attraction	Accessibility	Amenity
Datuk	<p>Gambar V.117. Skala Kontinum Atraksi pada Kawasan Destinasi Pantai Pulau Datuk Sumber : Analisa yang dilakukan, 2019</p>	<p>Gambar V.118. Skala Kontinum Aksesibilitas pada Kawasan Destinasi Pantai Pulau Datuk Sumber : Analisa yang dilakukan, 2019</p>	<p>Gambar V.119. Skala Kontinum Amenitas pada Kawasan Destinasi Pantai Pulau Datuk Sumber : Analisa yang dilakukan, 2019</p>
Mangrove	<p>Gambar V.114. Skala Kontinum Atraksi pada Kawasan Destinasi Hutan Mangrove Sukadana Sumber : Analisa yang dilakukan, 2019</p>	<p>Gambar V.115. Skala Kontinum Aksesibilitas pada Kawasan Destinasi Hutan Mangrove Sumber : Analisa yang dilakukan, 2019</p>	<p>Gambar V.116. Skala Kontinum Amenitas pada Kawasan Destinasi Hutan Wisata Mangrove Sumber : Analisa yang dilakukan, 2019</p>
P. Mayang	<p>Gambar V.110 Skala Kontinum Atraksi pada Kawasan Destinasi Pantai Pasir Mayang Sumber : Analisa yang dilakukan, 2019</p>	<p>Gambar V.111. Skala Kontinum Aksesibilitas pada Kawasan Destinasi Pantai Pasir Mayang Sumber : Analisa yang dilakukan, 2019</p>	<p>Gambar V.112. Skala Kontinum Amenitas pada Kawasan Destinasi Pantai Pasir Mayang Sumber : Analisa yang dilakukan, 2019</p>
P. Mutiara	<p>Gambar V.98 Skala Kontinum Atraksi pada Kawasan Destinasi Pantai Mutiara Sumber : Analisa yang dilakukan, 2019</p>	<p>Gambar V.99 Skala Kontinum Aksesibilitas pada Kawasan Destinasi Pantai Mutiara Sumber : Analisa yang dilakukan, 2019</p>	<p>Gambar V.100 Skala Kontinum Amenitas pada Kawasan Destinasi Pantai Mutiara Sumber : Analisa yang dilakukan, 2019</p>
B. Bergentar	<p>Gambar V.106. Skala Kontinum Atraksi pada Kawasan Destinasi Bukit Bergentar Sumber : Analisa yang dilakukan, 2019</p>	<p>Gambar V.107. Skala Kontinum Aksesibilitas pada Kawasan Destinasi Bukit Bergentar Sumber : Analisa yang dilakukan, 2019</p>	<p>Gambar V.108 Skala Kontinum Amenitas pada Kawasan Destinasi Bukit Bergentar Sumber : Analisa yang dilakukan, 2019</p>
P. Pelapis	<p>Gambar V.102 Skala Kontinum Atraksi pada Kawasan Destinasi Pantai Pelapis Sumber : Analisa yang dilakukan, 2019</p>	<p>Gambar V.103 Skala Kontinum Aksesibilitas pada Kawasan Destinasi Pantai Pulau Pelapis Sumber : Analisa yang dilakukan, 2019</p>	<p>Gambar V.104 Skala Kontinum Amenitas pada Kawasan Destinasi Pantai Pulau Pelapis Sumber : Analisa yang dilakukan, 2019</p>

Figure 1. All tourist destination focus in North Kayong Regency. Source: Researcher analysis, 2019.

Beach, Mangrove Forest, Pasir Mayang Beach, and Pelapis Beach. All of those strengths could be maintained or enhanced in order to get more satisfaction from tourist visitor.

One of possible effort to improve the necessity of tourist visitor is focused on the necessary things that have strategic values to obtain tourist destination quality such as infrastructure improvement and basic facilities for services in tourist destination. One thing in certain is to gain more repeater of visitor from tourist destination which brings positive impact and good feeling experience toward North Kayong Regency tourist destination.

Tourist Destination in the Context of Multi-Destination Concept

The form of travel pattern that has been used from visitors tends to centralize the Pulau Datuk beach as starting point of their movement to travel to other tourist destination in Sukadana District. This case is regularly to be happening due to the existence of. Pulau Datuk beach with infrastructure improvement and its convenience that visitor would achieve, compared to amenities and facilities in the other tourist destination. Despite the fact that the distance among tourist destination is quite far more than five km in radius, the chemistry among tourist destination is developed by typical wealthiness of nature that specifically owns its common signature as interconnectivity in building tourist multi-destination concept.

Figure 2. Connectivity inter tourist destination according to travel route that has been formed. Source: Researcher analysis, 2019.

Summary and Result of Analysis in Tourist Multi-Destination Concept

The cohesive and adhesive and carrying capacity of single tourist destination could trigger and create travel pattern of multi-destination concept. The occurrence of this is caused by pattern and hierarchy that formed in each tourist destination towards the travel pattern when the visitor passed through the sub of tourist destination. The occurrence of this case is as a power of cohesiveness in every tourist destination.

The formation of travel pattern among tourist destination would occur if the visitor has time to conduct multi-destination travel pattern with time availability in one day or one night to continue their next travel destination. This case is possible to happen if there is easy accessibility and it could be shortage access time of the visitors.

That is why, it has been provided the other alternative in order to visitor make a choice likewise the possibility to form the formation of travel pattern according to the theory that has been explained in previous section: chain, regional tour and base-camp and en-route travel pattern. This case is possible to be occurring in the formation of multi-destination pattern which has short distance location and it could be visited in one day.

Therefore, it is to be advice to choose and create in the easiness of provided things such as short distance access and provide facilities services in easy access from location.

The Synchronization of Continuum Scale Result Towards Tourist Destination Characteristic in Multi-Destination Concept

Tourist destination characteristic. Overall, the result that obtained from continuum scale is giving a result that it is not minimum standard of requirement criteria for basic service in tourism. Therefore, in the future it would be good to put an effort to classified coastal tourism destination into the difference of its signature to be more highlighted from the other tourist destination. It is highly expected that it would attract many tourist to visit according to its signature and its characteristic.

The bottom line of tourist destination characteristic is to be used by its potential and condition of the prime six tourist destination that has been described in the previous section which indicates that the attraction, amenities, and accessibility have difference characteristic. It can be seen in the uniqueness of nature, geographic and ecology which has landscape and crystal clear view for its panorama along with unusual color of the beaches sand, in addition to difference geological coastal stone for each tourist destination. All of those characteristic can be found in Pulau Datuk Beach, Mangrove Forest, Pasir Mayang Beach, Pelapis Beach, Bergentar Hill, and Mutiara Beach.

The regional for tourist multi-destination.

Table 5

Summary of the Result for Possibilities to Create Tourist Multi-Destination Regional Concept According to Its Characteristic

The formation of typical tourist multi-destination	Tourist destination	Consideration
Create the concept region of 5 tourist destinations with 1 tourist destination	Pulau Datuk Beach, Mangrove Forest, Pasir Mayang Beach, Mutiara Beach, Bergentar Hill: Pelapis Beach	The common condition of all nature that has slightly identical with short distance, infrastructure condition, accessible and affordable: the long distance tourist destination could be created in separate corridor
Create the concept region of 2 tourist destinations with 4 tourist destinations	Pulau Datuk Beach along with Mangrove Forest: Pasir Mayang Beach, Mutiara Beach, Bergentar Hill, Pelapis Beach	The short distance very accessible that can be benefit from nearby infrastructure of Centre for Regional Economic Growth: the long distance tourist destination could be created in separate corridor for more than 5 km
Create the concept region of 3 tourist destinations with 3 tourist destinations	Pulau Datuk Beach along with Mangrove Forest Pasir Mayang Beach: Mutiara Beach, Bergentar Hill, Pelapis Beach	The short distance very accessible that can be benefit from nearby infrastructure with many visitors who come to visit in the weekend and it can be visited in one day: the long distance tourist destination could be created in separate corridor for another day and another time
Create the concept region of 2 tourist destinations, 2 tourist destinations with 2 tourist destinations	Pulau Datuk Beach along with Mangrove Forest Pasir Mayang Beach and Mutiara Beach: Bergentar Hill, Pelapis Beach	The short distance very accessible to visits on the way in one day: the long distance tourist destination could be created in separate corridor for another day and another time

Source: Researcher analysis, 2019.

Synchronizing the tourist destination characteristic in multi-destination concept. The table below is categorized by the classification according to the strength of tourist attraction in coastal tourism from the availability of its aspects.

In terms to create tourist multi-destination concept, the tourist multi-destination concept has played important role to delegate the strength of tourist destination to be classified into difference tourist destination

from whole of tourist attraction in nature and artificial man made that has offered in order to make more attractive even though it is typical common of coastal tourism.

To synergize the tourist destination into travel pattern route is possible to be happened according to existing condition and the possibilities to have done by the tourist based on geographic condition, short distance access in each tourist destination.

In this table below, the tourist destination characteristic is categorized by the strength of coastal tourism for its tourist attraction in the opportunity to create tourist multi-destination concept.

Table 6

Classification of Coastal Tourism Toward the Strength Tourist Attraction According to Many Aspects

Tourist destination characteristic category	Tourist destination	Character of tourist attraction	Sub item of tourist attraction	Potential tourist destination
Coastal tourism with fulfillment of standart infrastructure for tourist	Pulau Datuk Beach, Mangrove Forest	General environment	Panorama	Pasir Mayang Beach, Bukit Hill, Mangrove Forest, Pelapis Beach
			Observational	Mutiara Beach
			Settlement infrastructure	Pelapis Beach
Coastal tourism fulfillment with minimum standart infrastructure for tourist	Pasir Mayang Beach, Mutiara Beach	Specific condition	Uniqueness	Pulau Datuk Beach
			Leisure Nature	Pelapis Beach
			Tourism infrastructure	Pulau Datuk Beach
Coastal tourism with not yet fulfillment of standart infrastructure for tourist	Bergentar Hill, Pelapis Beach	Inclusive environment	Ecology	Mangrove Forest
			Participatory	Pelapis Beach
			Facilities for leisure	Pulau Datuk Beach

Source: Researcher analysis, 2019.

Table 7

Category of Tourist Destination According to the Strength of Tourist Destination in Terms of Coastal Tourism to Create Tourist Multi-Destination Concept

Potential of tourist multi-destination from coastal attraction of tourism	Tourist destination	Category of tourist destination characteristic	Tourist destination
En-route	Mutiara Beach	Coastal tourism with fulfillment of standart infrastructure for tourist	Pulau Datuk Beach, Mangrove Forest
Regional tour	Pasir Mayang Beach		
Single trip	Bergentar Hills		
Base-camp	Pelapis Beach	Coastal tourism fulfillment with minimum standart infrastructure for tourist	Pasir Mayang Beach, Mutiara Beach
Chain trip	Mangrove Forest, Pulau Datuk Forest		
	Pulau Datuk Beach, Mangrove Forest		
	Pulau Datuk Beach, Mangrove Forest	Coastal tourism with not yet fulfillment of standart infrastructure for tourist	Bergentar Hills, Pelapis Beach

Source: The thoughts of researcher analysis, 2019.

Conclusion and Suggestion

Conclusion

Based on the analysis in the variable of the research and analysis category that has been used there are potential and condition of six main tourist destinations for their tourist attraction, amenities, and accessibilities

and analysis result from continuum scale. It can be conclude that it is very potential to be developed due to the weathies in natural beauty as the region for tourist destination that is not fully equipped for infrastructure. It is very advisable for local government to well-develop their potential for development of regency through paying attention on the minimum average of infrastructure condition with lack of condition infrastructure according to the questionnaire result.

According to analysis result on the tourist destination characteristic with the analysis for spatial corridor and travel pattern from main tourist destination, it has been revealed that there are possibilities to create tourist multi-destination concept along with many tourist destination that is still having common character in typical tourist attraction toward other tourist destination with difference of character in typical tourist attraction and short distance accessibility.

Based on the analysis and explanation in chapter result, it can be concluded that tourist destination in coastal tourism theme has well-maintain developed infrastructure in Pulau Datuk Beach and Mangrove Forest which tend to include in tourist multi-destination with single trip pattern or *base-camp* pattern. Meanwhile, the other coastal tourist destination is with lack of infrastructure development in Pasir Mayang Beach and Mutiara Beach which tend to include in tourist multi-destination with *En-route* pattern. In another category, it can be concluded that coastal tourist-destination is for not yet develop of infrastructure development in Bergentar Hill and Pelapis Beach which tend to include in tourist multi-destination with *regional tour* pattern.

Suggestion

It is necessary to make an improvement through strengthen on the tourist-destination character that has been found from each tourist destination to be developed as main tourist destination such as to enhance the landmark or artificial sculpture to sign for tourist destination signature. It is also important to enhance the waterfront promenade in the shore line of coastal area as an effort to strengthen coastal tourism image. The improvement to strengthen coastal tourism image also needs to enhance by utilizing the benefit from tourist attraction that related to coastal life such as activities of the fisherman' life, activities of food processing with coastal and marine ingredients, activities of souvenir processing from marine and coastal creatures such as sea shell, sea weed, and mangrove plants. It is needed to mitigate the building background facing to the sea shore in location area of tourist-destination to improve the organization to see the view without border toward sea panorama. Expanded and improvement of infrastructure accessibility through making an effort to add the number of public transportation and shuttle bus from tourist-destination and the centre of economic growth hub with feeder transportation or another means of transportation connected to nearby the center for economic growth hub.

References

- Cole, S. (2007). Beyond authenticity and commodification. *Annals of Tourism Research*, 34, 943-960.
- Cooper, C., Fletcher, J., Gilbert, D., Shepherd, R., & Wanhill, S. (1998). *Tourism principles and practices* (2nd ed.). England: Addison Wesley, Longman.
- Crompton, J. (1992). Structure of vacation destination choice sets. *Annals of Tourism Research*, 19, 420-434.
- Cuervo, R. (1967). *Tourism theory, concepts, models and systems*. Oxforshire: Cabi.
- Creswell, J. W. (2015). *Research design and qualitative research method*. Thousands Oak: Sage.
- Dahuri, R. (2004). *Comprehensif management in maritime and coastal resources*. Jakarta: PT Pradaya Paramitha.
- Denzin, N. K., & Lincoln, Y. S. (Eds.). (2005). *The Sage handbook of qualitative research* (3rd ed.). Thousands Oak: Sage Publications Ltd.

- Getz, D. (1998). Event tourism and the authenticity dilemma. In W. F. Theobald (Ed.), *Global tourism* (2nd ed.) (pp. 409-427). Oxford, UK: Butterworth-Heinemann.
- Gunn, C. A. (1994). *Tourism planning: Basics, concepts, cases* (3rd ed.). New York: Routledge.
- Gunn, C. A., & Var, T. (2002). *Tourism planning: Basics, concepts, cases* (4th ed.). New York: Routledge.
- Hall, C. M. (2007). Response to Yeoman et al.: The fakery of "The authentic tourist". *Tourism Management*, 28, 1139-1140.
- Inskip, E. (1991). *Tourism planning, an integrated and sustainable development approach*. New York: Van Nostrand Reinhold.
- Japari, J. (2002). Holistic approach. *Encyclopedia of tourism*. London and New York: Routledge.
- Lew, A. A. (1987). *A framework attraction of tourist*, 14, 553-575.
- Lue, C.-C., Crompton, J. L., & Fesenmaier, D. R. (1993). Conceptualization of multi-destination pleasure trips. *Annals of Tourism Research*, 20(2), 289-301.
- Lohman, G., & Panosso, A. (2017). Hall. *Tourism theory, concepts, models and systems*. Oxfordshire: Cabi.
- North Kayong Regency in Figures. (2017). Centre for Statistics Agency of North Kayong Regency.
- Orams, M. (1999). *Marine tourism: Development, impacts and management*. NY: Routledge.
- Pearce, D. (1980). *Tourist development* (2nd ed.). New York: Longman Scientific and Technical, John Wiley and Sons, Inc.
- Pearce, D. G., & Butler, R. W. (Eds.). (2001). *Contemporary issues in tourism development. The international academy for the study of tourism*. New York: Routledge. Retrieved from <https://doi.org/10.4324/9780203380307>
- Sugiyono. (2006). *Research quantitative, qualitative design and research method*. Bandung: Alfabeta.
- Soekadijo. (2000). *Tourism anatomy*. Jakarta: PT. Gramedia.
- United Nations. (1999). Guidelines on integrated planning for sustainable tourism development.
- Veal. (1997). *Research methods for leisure and tourism: A practical guide*. Sydney: Pitman [in association with] Institute of Leisure and Amenity Management.
- Victor TC Middleton OBE, FTS, 80, Pioneer of the understanding and management of tourism. (2014). Retrieved from <https://www.athe.org.uk/wp-content/uploads/2014/06/Victor-TC-Middleton-OBE.pdf>
- Wall, G., & Mathieson, A. (2006). *Tourism: Change, impacts, and opportunities*. Harlow: Pearson Education.
- Yoeti, O. A. (2001). *Perencanaan Strategis Pemasaran DTW*.