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 Penulis : Irzan Fredian Nugroho, Meti Ekayani, Danang Pramudita
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 Email : danang.pramudhita@apps.ipb.ac.id
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Ngebel Lake Tourism Development Based on Tourism Supply and Demand, Ponorogo Regency, Indonesia

Resources and Environmental Economics Department
 Irzan Fredian Nugroho, Dr. Meti Ekayani, S.Hut., M.Sc dan Danang Pramudita SP., M.Si

Background

According to the Ministry of Tourism (Kemenpar) 2018, the tourism sector's contribute 4.03% to the national Gross Domestic Product (GDP) is 4.03%, as well as generate Indonesia's foreign exchange around Rp 178-184 trillion. Tourism sector also provide jobs for 12 million people, so the tourism sector is very potential to be developed.

Tourism development must be in accordance with the demand and supply of tourism, so that no resources dissipation that can result in negative impacts such as economic inefficiency and environmental damage (Widyastuti 2010). Ngebel lake is one of tourism destination located in Ponorogo, East Java Province. However, tourism development carried out by Ngebel Lake management can reduce the quality of the environment, due to waste of resources so that it can interfere with the sustainability of tourism activities.

This research would like to answer the development of tourism in accordance between the demand and supply of tourism, consider environmental sustainability, provide an economic impact on the surrounding community, and construction of tourism facilities that are in accordance with spatial planning (Yuniarti 2014; Widyastuti 2010; Ekayani 2014).

Research Objectives

- To analyze suitability of demand and offer Ngebel Lake tourism
- To Analyze willingness to pay of tourists and willingness to accept of Ngebel Lake tourism manager

Research Location

Ngebel Lake, Ngebel District, Ponorogo Regency. The study was conducted in March 2019

Secondary Data

- Ponorogo Regency Tourism and Culture Office
- Ponorogo Regency Regional Planning and Development Agency

Primary Data

Tourist interviews, tour managers, and tour service operators

Data Analysis

Quantitative descriptive analysis and Contingent Valuation Method (CVM)

Result

Suitability of Ngebel Lake's demand and supply

To analyze suitability between supply and demand, there are three categories which are 1) attraction, 2) facilities, and 3) transportation. In the demand side there is two characteristics, tourist who planned to use the attraction (desirable tourist) and tourist who use the attraction (user tourist). The average suitability score between tourist supply and desirable tourist (d) categorize as lack of supply (under supply) of 53.06. However, these conditions do not reflect the actual conditions because the average score of suitability between tourist supply and user tourist (f) is excess supply (over supply). When compared with the condition of user tourists and desirable tourist (e) it still looks under the potential market of 25.52. Therefore, the types of tourist attractions that are experiencing over supply need to be considered when developing tourism so that economic inefficiencies can be avoided. The suitability of demand and supply is presented in Table 1.

Table 1 Suitability of Tourism Supply and Demand in Ngebel Lake

Kind of Attraction	d ^d (%)	Condition	e ^e (%)	Condition	f ^f (%)	Condition
A. Attraction						
A.1 Water Attraction	21,11	US	8,94	UPM	344,20	OS
A.2 Land Attraction	33,82	US	50,37	UPM	125,28	OS
A.3 Cultural Attraction	2,44	US	2,58	UPM	94,45	US
Sub Average	19,12	US	20,63	UPM	187,98	OS
B. Facility						
B.1 Accomodation	54,59	US	2,99	UPM	2.486,29	OS
B.2 Food	188,79	OS	52,91	UPM	784,49	OS
B.3 Other Facilities	65,34	US	60,06	UPM	244,69	OS
Sub Average	102,91	OS	38,65	UPM	1.171,82	OS
C. Transportation						
Average	5,32	US	0,78	UPM	691,06	OS
Average	53,06	US	25,52	UPM	681,49	OS

Definition:
d: Suitability between tourism supply and desirable tourist
e: Suitability between desirable tourist and user tourist
f: Suitability between tourism supply and user tourist
US: Under Supply pada saat d dan f < 100, OS: Over Supply pada saat d dan f > 100
UPM: Under Potential Market pada saat e < 100

Suitability of tourist WTP and Tourist Provider WTA

Price gaps occur when the value of WTP less than (<) WTA so that there are tourists who are unable to buy the potential tourism attraction offered by management. The highest price gap is found in water attractions and accommodation. The price gap that occurs is feared to hamper tourism development. Therefore, tourism service operators must make price corrections when developing tourism. Overall the development of tourism can be done because the value of WTP ≥ WTA does not occur gap, which is Rp 2.413. Price gaps are presented in Table 2.

Table 2 Price gap between tourist WTP and Tourism Provider WTA

Tourism Categories	Price Gap (Rp)
A. Attraction	
A1. Water Attraction	(-)3.917
A2. Land Attraction	5.339
A3. Cultural Attraction	11.879
B. Facilities	
B1. Food	7.479
B2. Accommodation	(-)3.445
B3. Other Facilities	87
C. Transportation	
Average Gap	2.413

Conclusion

The development of Ngebel Lake tourism has over supply and price gaps resulting in economic inefficiencies and the potential to reduce environmental quality so that a blueprint for tourism development is needed.

Reference

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Research Framework

