

Adventure Tourism Development Program for Premium Market in Ujung Kulon National Park

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Abstract

Ujung Kulon National Park (TNUK) has their uniqueness in the diversity of flora and fauna. Thus, it becomes one of the priorities of the Ministry of Tourism and Creative Economy as a tourism development destination, with the availability of adventure tourism products that are being in line with the expectations of the premium market, we called it authentic and exclusive products. The result of this research is to produce an integrated program plan to develop adventure tourism in TNUK which targeting a premium market tourist. The method that we used in this research is descriptive, which suitable to explain the actual situation of TNUK tourism. And to make it more relevant, the collected data were analyzed using descriptive statistical analysis. In results, showed that the development of adventure tourism in TNUK met the dimensions of adventure tourism, as follows; natural environment, physical activity, cultural immersion, risk & competence, operators, and sustainability. However, the characteristics in unqualified of the premium market. Hence, It is necessary to apply the concept of quality tourism

Keywords: Ujung Kulon National Park, adventure tourism, premium market, quality tourism.

A. INTRODUCTION

Adventure tourism offers outdoor adventures that involve tourists exploring the natural environment (Ewert, 1989) (Maurice J. Kane, 2002), where tourists take part in risky physical activities and cultural exchanges (David Huddart, 2019). These things make adventure tourism in line with post-COVID-19 tourism trends.

19 (Kemenparekraf, 2020). In developing adventure tourism in Indonesia, the Ministry of Tourism and Creative Economy has established an Adventure Tourism Safety Code to ensure safety and improve the quality of adventure tourism (Kemenpar, 2018). According to the Adventure Travel Development Index (ATDI) (Weber, 2001) in 2020, Indonesia is ranked 101st in the competitiveness of adventure tourism in the category of developing countries.

As many as 23% of adventure tourism tourists are high-end/luxury tourists (ATTA, 2020), can be categorized as a premium market that can afford elite/exclusive tourism activities at higher prices (Briley, 2020; Sukmawati, N. M. R., Ernawati, N. M., & Nadra, 2018)

(Aaker, 1996; quoted from Anselmsson et. al, 2014), besides that the premium market has a high level of spending and length of stay (Adventure tourism Development Index, 2018). The premium market is sensitive to the quality of tourism products, in development it is necessary to apply the concept of Quality Tourism Experience (Kemenparekraf, 2020) by prioritizing the quality of visits over quantity.

Ujung Kulon – Tanjung Lesung and its surroundings are designated as KSPN in the 2010-2025 Ripparnas. Ujung Kulon National Park (TNUK) has a sustainable and unique type of lowland rain forest ecosystem and marine ecosystem, and is the habitat of the Javan rhinoceros (*Rhinoceros sondaicus*) endemic animal. With the sustainability and diversity of marine and wildlife tourism resources, as well as protected animal habitats, UKNP is an authentic tourist destination. The status of a National Park and as a Natural World Heritage Site by UNESCO in 1992 (IUCN, 2020) shows the exclusivity of UKNP which is very suitable for development as an adventure tourism destination for the premium market. This is also supported by the existence of Tanjung Lesung as a Special Economic Zone (SEZ) which can support supporting facilities for adventure tourism activities in TNUK.

B. RESEARCH METHOD

1. Methods

This study uses a descriptive method to describe the conditions for the development of adventure tourism in UKNP. In this study, qualitative data will be quantified so that it can be further processed using a Likert Scale. The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. The use of this method is in accordance with the context of the research, namely recommendations for development suggestions.

a. Units of Analysis

The units of analysis in this study include; Object: Ujung Kulon National Park; Individual: premium market; Organization: TNUK manager

b. Data Collection Techniques and Tools

Questionnaire distribution, Distributing questionnaires in the form of a Google form to the adventure tourism community in Indonesia or through individuals classified as premium market; **Interview**, Interviews were conducted with a group of informants, namely Ujung Kulon National Park managers, HPI Pandgelang tour guides, premium market experts, tourism actors around the UKNP area; **Field observation**, Knowing the actual condition of TNUK tourist products and the point of departure to TNUK; **Literature study**, To obtain secondary data obtained through journals, books, or websites as well as data that has been collected by other parties, the data collection tool is in the form of a research checklist; **Documentation**, Taking photos using a camera during research implementation as physical evidence in the field; **Data analysis technique**, The data obtained in this study were analyzed using descriptive statistical analysis. Descriptive statistical analysis is a form of statistical data analysis by describing or describing the data that has been collected in accordance with the actual situation without intending to make a conclusion that applies to the general public (generalization).

2. Study Of Literature

National Parks, Based on Law no. 5 of 1990 concerning the Conservation of Natural Resources and Ecosystems (first chapter) the definition of a national park is "*Nature conservation areas that have native ecosystems, are managed by a zoning system that is used for research, science, education, support cultivation, culture, tourism and recreation purposes.*"

Tourism Utilization Zone in National Parks, In Law No. 5 of 1990 there is a zoning system which is a grouping of areas within the national park area according to the ecological, social, economic and cultural functions and conditions of the community. Tourism activities can be carried out in the utilization zone because this zone has been designated for the benefit of nature tourism and other environmental conditions/services.

Adventure Tourism, Adventure tourism offers outdoor adventures that involve tourists exploring the natural environment, with activities that have physical hazards, risks and are packaged

in memorable experiences (Ewert & Hollenhorst, 1989; Kane & Tucker, 2004). Jenkins (2008) in Pramezwarly & Rudyanto (2012) added that adventure tourism requires special skills and can create interactions with local communities. This is supported by the statement (UNWTO, 2014), namely, adventure tourism is an activity of the tourism industry that is able to help the local community's economy and encourage the implementation of sustainability and responsible development.

Adventure tourism activities can challenge the adrenaline of adventurers and usually take place in exotic outdoors (Beedie, 2005; P. Williams & Soutar, 2005). This statement is in line with the opinion of Heneghan (2011) in Pramezwarly & Rudyanto (2012) which states that adventure tourism is carried out in remote areas and even wilderness areas with the need for special equipment and transportation facilities. Therefore, the location of adventure tourism is usually carried out in protected areas, such as national parks (Buckley, 2010).

Adventure tourism is divided into two types, namely soft and hard adventure (Miller, 2003 in Naidoo et al., 2015). Where soft adventure is an activity that is low risk and physical activity, such as visiting exotic places. Conversely, hard adventure requires high-risk activities that demand skills and competence in challenging adrenaline (P. Williams & Soutar, 2009).

The premium market pays more for a series of tourist activities for the elite class who use first-class luxury facilities so as to create experiences memorable (Sukmawati, N. M. R., Ernawati, N. M., & Nadra, 2018) and the most important thing for the premium market is experience and service, something valuable, rare and adds emotional value (Sukmawati, N. M. R., Ernawati, N. M., & Nadra, 2018).

High Net Worth Individuals In determining the limits for how wide the premium market is, the concept that can be used is High Net Worth Individual. High Net Worth Individual (HNWI) which is defined as an individual who has an income or wealth of Rp. 14,071,050,000 (USD. 1,000,000) or more. HNWIs are categorized as next door millionaires, mid tier millionaires, and Ultra-HNWIs (Capgemini Research Institute, 2020).

- Characteristics of Premium Markets

(Sukmawati, N. M. R., Ernawati, N. M., & Nadra, 2018) has a different approach from Jorn Gieschen, by focusing on the facilities and amenities desired by the premium market. The characteristics of the premium market are divided into two:

- o Super Elite: prioritizes facilities with luxurious materials and quality.
- o Classic Elite: more emotional luxury.

- Model Adventure tourism for the Premium Market

The concept of adventure tourism is used as a research variable with the dimensions of natural environment, physical activity, cultural immersion, risk & competence, operators and sustainability. In producing the adventure tourism conceptual model for the premium market, these dimensions will be adjusted to the characteristics of the premium market as a specific target market. From the results of the analysis that has been carried out, an adventure tourism model for the premium market in national parks is formed as follows:

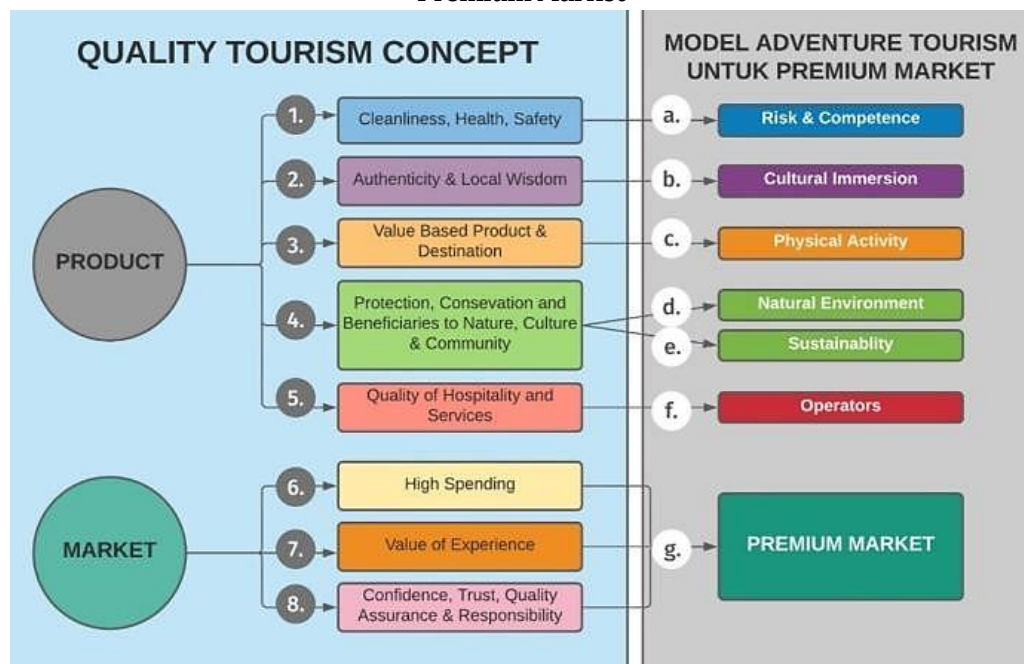
Tabel 1: Adventure Tourism Model for Premium Market

NATURAL ENVIRONMENT	PHYSICAL ACTIVITY	CULTURAL IMMERSION
<ul style="list-style-type: none"> Educational value, quality, exclusivity. Natural environmental quality 	<ul style="list-style-type: none"> Exclusive and authentic activities (flora and fauna). Special interest activities. Activities that provide educational value and physical and mental health (wellness) 	Authentic local cultural uniqueness
RISK & COMPETENCE	OPERATORS	SUSTAINABILITY
<ul style="list-style-type: none"> Security against their travel data. Security for transportation. Specific insurance coverage 	<ul style="list-style-type: none"> High quality services and facilities Preparing tourism activities with tour operators in an intense, structured and organized manner Special assistance by a competent specialist tour guide Looking for deeper information about the destination (lodging, available activities, and transportation) Making reservations through the website made by personal assistants or aides Mode of transportation using planes, private cars (if the destination is nearby), and yachts Preference for accommodation types, namely resorts, villas and star hotels Not sensitive to additional costs outside the tour package. 	<ul style="list-style-type: none"> Environmentally friendly buildings Participate in sustainable activities Socio-economic interaction activities between tourists and local communities Utilization of energy that is efficient and environmentally friendly Waste management and utilization system

3. Quality Tourism

Quality tourism experience contains a broad concept, in the Kemenparekraf Quality tourism strategy focusing on market differentiation and development, a tourist perspective, the idea of an integrated system and benefits from an economic perspective with more prioritizing the quality of visits over quantity, which can be seen through the total spending of tourists when visiting destinations. The following is the application of the concept of quality tourism experience with the adventure tourism model for premium markets:

Figure 1: Application of the Quality Tourism Concept with Adventure Tourism for Premium Market



Source: Ministry of Tourism and Creative Economy modified by the research team

4. Products

Cleanliness, Health, Safety, & Environment Sustainability (CHSE) – CHSE's risk & competence is closely related to one aspect of adventure tourism, namely risk and competence. The risk and competence aspect discusses the risks that can occur to tourists when carrying out adventure tourism activities. **Authenticity & Local Wisdom – Cultural Immersion** this element is related to one aspect of adventure tourism, namely cultural immersion which discusses authentic local culture. **Value Based Product & Destination – Physical Activity** this aspect relates to one aspect of adventure tourism because the value offered by destinations with adventure tourism activities is physical activity. **Protection, Conservation, and Beneficiaries to Nature, Culture & Community, Sustainability & Natural Environment** This aspect intersects with two elements in the adventure tourism model for the premium market, namely the natural environment and sustainability, both of which support sustainable development that prioritizes community economic growth and avoids environmental damage. **Quality of Hospitality – Operators** in the aspect of adventure tourism, operators are an important aspect in the continuity of activities which include services from tour operators or destination facilities.

5. Markets

Meanwhile, from the market side, there are three elements in the concept of quality tourism where these aspects are characteristics of the premium market. High spending, Value of Experience, Confidence, Trust, Quality Assurance, and Responsibility

6. Strengthening Business Linkage in Developing Adventure tourism for the Premium Market

Tourism Value Chain, the Tourism Value Chain consists of complex relationships between various stakeholders, activities and policy actions at local, central and international levels. The relationship is formed as a result of the process whereby each stakeholder activity creates value and needs to be purchased to produce a journey.

Value Chain Linkages, services/services in tourism specifically have the characteristics of inseparability (when production, sales and consumption occur simultaneously), intangibility, and variability (difficulty in maintaining consistent quality). These business actors offer one or more goods and services that require an intermediary role to combine, coordinate and distribute the elements which will then be sold to tourists.

7. Types of Business Cooperation with Management Parties in Tourism Development

The type of cooperation that can be carried out in tourism development is a two party Relationship. Two Party Relationship is a two-party relationship between tourism organizations and other organizations in carrying out tourism activities such as distributors, competitors, partners and other companies that are able to complete operational needs to meet customer needs.

8. Risk management

Types of Risk, risk management is carried out based on the categories of adventure tourism activities in UKNP, namely land-based and water-based (marine). Handling Land base activities consists of providing emergency health facilities, supporting facilities on line and establishing strict procedures. Handling risks in water-based activities is carried out by providing basic safety equipment, implementing diving procedures according to tourist standards, levels and competencies.

Stages of Risk Management, the following are the stages of risk management in adventure tourism activities based on (Ciriviri, 2019): **Risk Identification**: Risk identification can be done by analyzing several aspects of adventure tourism (activities, tourists, weather, and guide competence); **Making work procedures**, work procedures must include knowledge and training for guides, equipment that must be prepared by operators to support security according to the needs of adventure tourism activities. **Make contingency plans**, contingency plans are instructions for guides when accidents and unwanted incidents occur. **Monitoring and evaluation**, reviewing existing risk management by making a report containing the implementation of adventure tourism activities carried out.

C. RESULTS AND ANALYSIS

1. Adventure Tourism in TNUK

The analysis of adventure tourism for the premium market in UKNP refers to 6 aspects contained in the adventure tourism model which have been adapted to the characteristics of the premium market, namely natural environment, physical activity, cultural immersion, risk and competence, operators, and sustainability. The focus of the analysis was carried out in the Peucang Island, Panaitan Island, and Handeuleum Island areas. On Peucang Island all 6 aspects were met while on Handeuleum and Panaitan Islands the risk & competence aspects were not identified.

Based on these findings the 6 aspects have not been equally fulfilled on each island. This shows that the condition of the adventure tourism model for the premium market in TNUK needs to be developed better so that it can be implemented by the management and is able to attract the premium market to come to TNUK.

2. Analysis of Potential Risks in Developing Adventure Tourism

Analysis of potential risks in developing adventure tourism based on available activities on Peucang Island, Handeuleum Island, and Panaitan Island.

Table 2: Potential Risk Analysis for Adventure tourism in TNUK

Location	Activities	Risks
Pulau Peucang	Snorkeling	- Hit the coral reef - Drifting - Sink - There are saltwater crocodiles - Incidents of animal attacks - Water pressure on the ear - Barotrauma of the inner ear - Barotrauma of the lungs
	Diving	- Decompression sickness - Oxygen poisoning - Anesthetized oxygen - Incidents of animal attacks - Incidents of animal attacks
	Trekking	- Physical injuries (sprains, etc.) - Incidents of falling trees - Strayed for not complying with existing regulations
Pulau Handeuleum	Canoeing	- Saltwater crocodiles - Incidents of animal attacks - Forest predators
	Rhinoceros Watching	- Incidents of animal attacks
Pulau Panaitan	Surfing	- Hit the coral reef - Incidents of animal attacks
	Fishing	- Great sea wave

3. Potential Premium Market in TNUK

Based on the results of interviews with tourism business actors for the premium market and the results of distributing questionnaires conducted to 31 premium market respondents in Indonesia, it can be seen that the profile of the premium market from geographical, demographic, to psychographic aspects is explained as follows:

a. Geographic

- Wisnus: The biggest potential in Indonesia comes from the Jakarta area with a percentage of 32.3%. While the smallest potential comes from outside Java Island (Lombok) with a percentage of 3.2%.
- Foreign tourists: There are foreign tourists who carry out rhino monitoring/MBJ (Monitoring Javan rhinoceros) activities such as from America, Japan, England, France and other countries.

b. Demographics

The biggest potential premium market is male with a percentage of 67.7% and aged 46-55 years (51.6%). Private jobs dominate the premium market with a percentage of 45.2%, most of whom earn IDR 50,000,000 – IDR 100,000,000 per month (74.2%).

c. Psychographics

Based on the results of interviews with informants, namely tourism business actors for premium market obtained some data regarding psychographics as follows:

- Based on NIKKI Peucang visit data, the average length of stay for domestic tourists is 3 days and 2 nights, for foreign tourists it is at least 4 days.
- Pay attention to the condition of the surrounding natural environment and take part in maintaining the cleanliness and beauty of the environment.
- Not sensitive to additional costs
- Prioritize privacy

Based on the results of distributing questionnaires to the premium market, data regarding psychographics were obtained as follows:

- 1) Expend spending while on vacation of IDR 2,000,000 – IDR 5,000,000 per day with a percentage of 48.4%.
 - 2) The longest stay in the premium market while on vacation is less than 7 days with a percentage of 54.8%.
 - 3) The adventure tourism activity most in demand by the premium market is snorkeling (51.6%), trekking (48.4%), and hiking (48.4%).
 - 4) The satisfaction sought by the majority of the premium market in Indonesia when carrying out adventure tourism activities is wellness (74.2%), uniqueness of a destination (71%), and the social impact provided to the destination (32.2%).
 - 5) Quality of lodging is highly considered by the premium market, which is equal to 61.3%.
 - 6) Before going on a trip, the premium market plans the trip in detail (51.6%). Other facilities and services such as special assistance (48.4%), and privacy (48.4%) are also elements that are considered when traveling. Complete tourism activity equipment (3.2%) is also considered by premium market tourists.
 - 7) When traveling, 64.5% of premium market tourist respondents choose to stay in villas, and 51.6% of respondents choose to stay in resorts.
 - 8) The mode of transportation most frequently used by the premium market is private cars with a percentage of 90.3%. In addition, there is also a premium market that chooses to use yachts (19.4%) and private/rental helicopters (6.5%).
 - 9) 90.3% of respondents obtained information through the destination's official website, 67.7% obtained information through online travel agents (tripadvisor).
4. Adventure Tourism Development Direction for Premium Market in TNUK
- a. Target Market
 - b. Based on the concept of development and analysis of the characteristics of the premium market. The target market profile for this development program is determined as follows:
 - Premium Market Archipelago
The premium market profile for the archipelago is an average age of under 50 years with an income of more than IDR 50,000,000 – IDR 100,000,000 per month. Premium behavior - the archipelago market when traveling includes high spending levels, not sensitive to price, loves special interests, prioritizes privacy, organized travel, avoids weekends, is sensitive to environmental issues, and socio-economic and community culture.
 - International Premium Market
Indonesia's premium market profile, with an average age of under 40 years with an income of more than USD 1,000,000 – USD 5,000,000 per month. Foreign premium market behavior when traveling includes using luxury transportation, high spending levels, not sensitive to price, loving special interests, prioritizing privacy, organized travel, avoiding weekends, critical in commenting, sensitive to environmental and socio-economic issues and community culture.
5. Development Theme
- In developing adventure tourism activities for the premium market in TNUK, the focus can be on marine & wildlife tourism activities. TNUK has 3 types of ecosystems, namely terrestrial/terrestrial, marine, and coastal so that there are many choices of types of destinations that tourists can visit. One of the advantages possessed by TNUK is that there is a

diversity of flora and fauna with endemic animals such as the One-horned Rhinoceros which only exists in Ujung Kulon National Park. Based on these advantages, the development theme is formulated, namely:

- Ujung Kulon The Homeland of Adventurers
 The theme with the theme "homeland" instills a sense of belonging to tourists, as well as triggering tourists to make repeated trips to Ujung Kulon. The 'adventurer' identity is given to challenge tourists in exploring Ujung Kulon.
- Discover The Hidden Blue of Ujung Kulon
 The word discover is a challenge for tourists to find the hidden blue sea (hidden blue) of Ujung Kulon. Apart from that, the word Hidden Blue also creates an exclusive impression where not everyone can find it.

6. Development Focus (Short Term & Medium Term)

The implementation of the adventure tourism development program for the premium market in TNUK will be carried out in stages. There are 2 development phases, namely the short term (first 3 years) with a focus on strengthening existing products and the medium term (second 3 years) which is a follow-up development of the first phase. In the recommendations for this development program, it is carried out in detail in the first phase, which is a short-term program with a focus on strengthening existing products.

The goal of short-term development is to strengthen adventure tourism products that are ready to be developed in UKNP by focusing on developing superior adventure tourism products in UKNP. Meanwhile, the medium term considers the results of phase 1 development.

The following is a roadmap for the development of adventure tourism for the premium market that can be implemented according to the development theme:

Table 3: Adventure Tourism Development Roadmap for the Premium Market in TNUK

Kinds of Adventure Tourism	Phase 1 – Short Term Existing Product Strengthening (first 3 years)	Phase 2 – Further Development. Medium term (the next 3 years)
Soft Adventure	<ul style="list-style-type: none"> • Construction and provision of supporting facilities • Identification and implementation of risk management • Increased integration between stakeholders/partners 	Consider the results of phase 1 development
Hard Adventure	<ul style="list-style-type: none"> • Improved activity governance • Identification and implementation of risk management • Increased integration between stakeholders/partners • Improved activity governance 	

D. CONCLUSION

1. Adventure Tourism Product Development Program

Based on the theme and direction of development, taking into account the concept of adventure tourism for premium market, quality tourism, strengthening business linkage, and risk management, a development program is formulated with details in the table below:

Table 4: Adventure Tourism Product Development Program

Programs	Details	Partners	Realisations (2021-2024)
Development of Adventure Tourism Activities on Peucang Island	Create a flow of activities that will be carried out by the premium market.	Tour guide Marketing Party Premium travel agents	2022
	Include Sanghyang Sirah Cave as an attraction in a tour package to find out the history of the spread of Islam in Banten.	Tour guide Premium travel agents	2022
Development of Adventure Tourism Activities on Handeuleum Island	Adding the number of canoes (canoe).	Private parties Media Public	2022
	Adding adventure tourism activities other potential.	Consultants Tour guide Management	2023
Development of Adventure Tourism Activities on Panaitan Island	Make the best schedule for surfing.	Management Party Private Parties Tour guide media	2022- 2024
	Providing exclusive fishing packages; there are boats for fishing in the middle of the sea, then the fishing rods can be cooked directly by the expert chef on board.	<i>Travel agent premium</i>	2022- 2023
	Process odeng honey into several food and beverage products that can become culinary specialties.	Local Communities Odeng bee farmer	2022- 2024
Implementation of Data Security	Include trekking activities to Mount Raksa (seeing the Ganesha statue) in the tour package.	Tour guide	2022
	Implementing an online observation system, so that the data input process is carried out digitally with a high level of security.	-	2021- 2024
Improving Transportation Security	Implement sea transportation safety standards, such as when boarding a ship to or returning from each destination, a life jacket must be provided by the crew and must be worn by tourists during	Ship owners and crew	2021- 2024

Programs	Details	Partners	Realisations (2021-2024)
	the trip.		
	Ship capacity, places to sit, rest or storage space for goods must comply with passenger ship standards.	Ship owner (local community). Tour operators. Investors (private)	2021- 2024

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