Study of the Tourism Market in Serang Regency Post COVID-19 Pandemic

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Abstract

The objective of this study was to examine the domestic tourism market in Serang Regency, focusing on the characteristics, behavior, and typology of tourists that visited the region over the period of 2021-2022. This endeavor is undertaken by the Serang Regency Government to discern the prevailing tourism patterns following the pandemic. Approach This study utilized a descriptive research method with a quantitative approach to accomplish its objectives. A survey was conducted on a sample of 203 respondents using the basic random sampling approach. Most tourists visiting Serang Regency can be classified as dedicated nature tourists. They are motivated to visit coastal locations for social interaction, whereas their motive is to travel to the highlands in Serang Regency for the purpose of seeking novelty and acquiring new knowledge. Tourists tend to prioritize activities that provide relaxation in natural environments. The findings of this research on the tourism market in Serang Regency have significant significance. They can serve as a valuable resource for formulating effective tourism marketing policies and enhancing the development of tourism products in Serang Regency. To evaluate the efficacy of implementing the findings of this study, it is imperative to conduct additional scientific research, such as an examination of the elements that impact tourists' pleasure and decision-making to visit Serang Regency.

Keywords: Tourism market after pandemic, typology of tourists, tourism in Serang Regency

A. INTRODUCTION

Serang Regency, located in Banten Province, is a popular tourist destination. It is home to various locations that are part of the Provincial Tourism Strategic locations (KSPP), including the Anyer - Cinangka KSPP and its adjacent territories, as stated in the Tourism Development Master Plan for 2018-2025 (Ministry of Tourism, 2018). Tourists entering Banten Province from other locations on Java Island, including the Gateway complex, are also being impacted by the COVID-19 pandemic, which is affecting the tourism business in Serang Regency. According to the data, there has been a decline in the number of visits by both domestic and foreign tourists in Serang Regency from 2017 to 2018. The number of tourists decreased from 9,247,799 to 8,394,298 (Central Bureau of Statistics of Serang Regency, 2020). Following the COVID-19 pandemic in Indonesia in March and April 2020, the total number of tourists visiting Serang Regency in 2020 was only 1,073,032 (Serang Regency Regional Regulation Number 8 of 2014).

The Regional Apparatus Organization (OPD) in the Serang Regency has implemented several initiatives to revive the tourism sector in response to the pandemic. These efforts aim to enhance the strategic direction of tourism development and establish the Serang Regency as a leading tourist destination in Banten Province. The focus is on developing tourism activities that cater to the demands and preferences of tourists. The statement is part of the Serang Regency Regional Tourism Vision and Mission for the period of 2014 to 2025. Undoubtedly, this aligns with the strategic approach that a tourism destination must adopt post the COVID-19 epidemic. Sigala (2020) suggests that to begin, reform, rethink, and redefine tourism, it is necessary to conduct studies that focus on psychological investigations and the

exploration of new tourist behaviors. These studies should also examine pricing tactics, reservation patterns, segmentation, and marketing methods. Classifying tourist typologies is a method used to determine the preferences and demands of tourists. This is crucial because it provides a framework for stakeholders to develop effective destination marketing strategies (Putra et al., 2019). Prior research on visitors has been conducted in multiple international journal papers within the domains of tourism management, business and management, education, cultural, social, and environment (Zhao & Agyeiwaah, 2023). To identify the personal factors influencing tourists' experience transformation when visiting special interest tourist destinations (Zhao & Agyeiwaah, 2023), to understand the characteristics of social interaction between tourists and the local community in tourist destinations (Fan, 2020), and to explore post-COVID-19 tourism trends and potential from the perspective of Generation Z (Bilińska et al., 2023).

There is a lack of study on tourists in Serang Regency that specifically examines tourism trends, particularly in the post-COVID-19 period (as indicated by the absence of relevant studies found through Harzing's Publish or Perish using the keyword "Pariwisata Kabupaten Serang" on Google Scholar between 2021 and 2023). The research conducted in Serang Regency primarily focuses on the tourism supply. The studies mentioned include those by Aminah et al. (2023), Brahmantyo et al. (2023), Haki (2022), Hartoko, et al. (2023), Khaeruman et al. (2022), Mulyani and Nursiti (2023), and Quraysin (2021). Indeed, variations in tourists based on diverse demographic attributes can result in significant discrepancies in their travel experiences, despite engaging in similar tourism activities (Fu et al., 2015; Pung and Chiappa, 2020; Voigt et al., 2011). Hence, the objective of this study is to examine the typology, characteristics, and behavior of visitors visiting Serang Regency.

B.   LITERATURE REVIEW
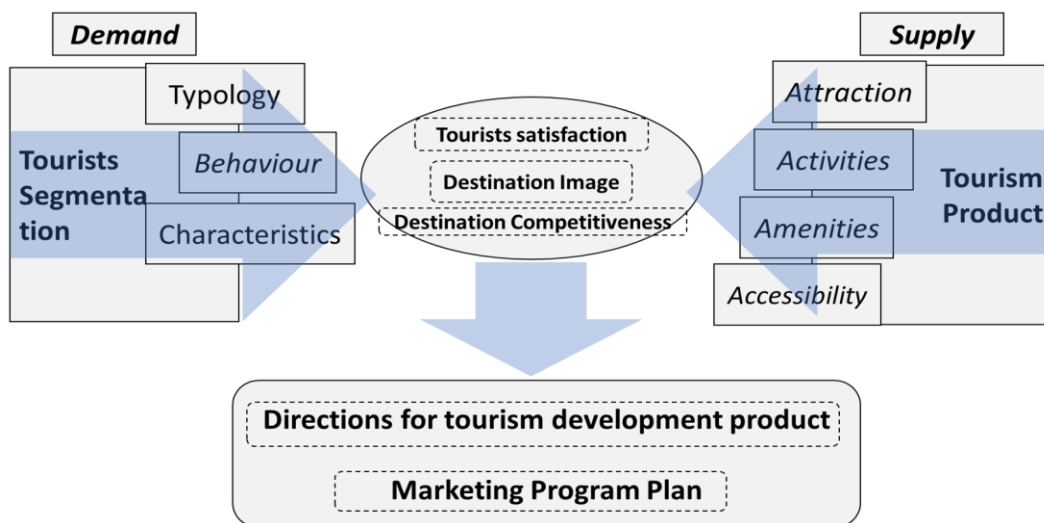
Figure 1. Research Framework
Sources: (Smith, 1994; Buhalis, 2000; Mehmetoglu, 2007; Kotler and Keller, 2009)

The framework utilized in this study incorporates multiple ideas that pertain to the approach of tourism development from both the perspective of the tourism industry and the perspective of tourists (Figure 1). According to Smith (1994), there are four components of tourism products from the supply side. These include natural, artificial, and cultural tourist attractions (as defined by RI Law Number 10 of 2009 concerning Tourism), physical and non-physical accessibility, amenities such as accommodation and dining businesses, and ancillary institutional support. Buhalis (2000) states that tourism activities are

essential components of a destination. Without these activities, tourists would have nothing to do or learn, which would hinder the creation of memorable experiences. The correlation and alignment between the tourism items provided and the demand from tourists can thereafter be utilized to ascertain the course of development and marketing strategies for a tourism destination, with the aim of optimizing destination competitiveness, destination image, and tourist satisfaction.

Managers of a tourism site must possess astute skills in analyzing the tourist market from the demand side, including its characteristics, preferences, motives, and other relevant factors. Tourist demand is influenced by various factors, including the characteristics of tourists such as their geographical origin, gender, age, occupation, education level, marital status, social class, and motivation for visiting tourist destinations. Additionally, tourist behavior, such as the activities they choose, travel patterns, duration and frequency of travel, transportation preferences, travel style, and information-seeking behavior, also plays a role. Furthermore, the typology of tourists, which encompasses their social and psychological characteristics, segmentation, behavior, decision-making process, and travel style, contributes to understanding tourist demand (Kotler & Keller, 2009; Mehmetoglu, 2007; Decrop & Snelders, 2005; Grzywacz & Żegleń, 2016).

Nevertheless, this study's limitations solely pertain to the demand side of tourists in Serang Regency. The necessity of restricting or concentrating solely on the demand side of tourism comes in the requirement for a thorough comprehension to formulate efficient marketing tactics and tailor the tourist experience. It is important to perform supply side studies on various occasions to contribute to the tourist ecosystem. These studies might include literature reviews of past research as well as empirical studies.

C. RESEARCH METHOD

This study employs the survey methodology using a quantitative approach. The questionnaire functions as a means of collecting primary data in this inquiry. The process of gathering secondary data entailed doing a thorough examination of pertinent scholarly publications, books, applicable legal materials, and other web sources. The questionnaire was developed using three separate independent variables: the typology of tourists, the characteristics of tourists, and the behavior of tourists.

Table 1 displays the operationalization of the variables. The scale utilized in this study encompasses nominal, ratio, and ordinal measures. The nominal scale is used to categorize the responses in the questionnaire, particularly for closed questions. This scale is commonly employed to classify variables related to tourist characteristics and certain questions or comments about tourist behavior. On the other hand, the ordinal scale employs a rating system ranging from 1 to 4 to denote the relative position of an object, without quantifying the magnitude of the differences between them.

A scale with a range of 1 to 4 is considered balanced, as it has an equal number of categories. An even rating indicates that the answer options or choices do not allow respondents to remain impartial or neutral due to the absence of opinion or neutral options. This is because the selections are biased towards either negative or positive comments. The population in this study consists of domestic tourists who have visited specific tourism destinations in Serang Regency, namely the Southwest Serang Regional Tourism Destinations (DPD) including Anyer, Cinangka, Mancak, and Padarincang Districts. These locations are the focus of the research (Creswell, 2014; Sekaran & Bougie, 2016). The data on the number of domestic tourists in 2020 was recorded as 65,207 tourists.

Table 1. Variable Operationalization

Variable	Sub Variabel	Indicator	Scale	No Item
Typology of Nature Travelers (X1) There are several types that distinguish one natural tourist inclination from another (Mehmetoglu, 2007)	*Hardcore nature tourist*	Inclination to do nature tourism activities as an environmental observer or nature lover	Ordinal	1
	Dedicate nature tourist	Inclination to do nature tourism activities to learn local wisdom	Ordinal	2
	Casual nature tourist	The tendency to carry out nature tourism activities because it has become a necessity or a routine agenda	Ordinal	3
	Mainstream nature tourist	The tendency to carry out natural tourism activities because the tourist attractions visited are well known to many people	Ordinal	4
Tourist Characteristics (X2) The unique and different nature of tourists can be seen from various approaches (Kotler & Keller, 2009)	Geographical aspect	Origin of tourists	Nominal	5
	Psychological aspect	Travel motivation	Nominal	6
	Demographic aspect	Gender	Nominal	7
		Work	Nominal	8
		Age	Ratio	9
		Education	Nominal	10
		Income	Ratio	11
		Marital status	Nominal	12
Tourist Behavior (X3) Tourist behavior is needed to find out market segments or targets (Vong, 2016)	Travel characteristics	Travel patterns	Nominal	13
		Long stay	Nominal	14
		Visit frequency	Nominal	15
		Accommodation selection	Nominal	16
		Modes of transportation	Nominal	17
		Walk shape	Nominal	18
		Information search before departure	Nominal	19
		Search for information at the time of the visit	Nominal	20
	Tourism activity preferences	*Visiting historic/cultural activities*	Ordinal	21
		Challenging nature-based activities	Ordinal	22
		Relaxing nature-based activities	Ordinal	23
		Pleasure-based activities	Ordinal	24

Adapted from: Mehmetoglu (2007); Kotler & Keller (2009); and Vong (2016)

The sample size in this study was determined using formula from Tabachnick and Fidell (2013), which is as follows:

$$N \geq 50 + 8m$$
$$\text{or}$$
$$N \geq 104 + m$$

Information:
N = Sample size
m = Number of variables

Based on this formula, the sample size in this study is as follows:

$$N \geq 104 + m$$
$$N \geq 104 + 3$$
$$n = 107$$

According to the calculation results, the study necessitates a minimum sample size of 107 respondents. The sample size of 203 respondents is more than adequate to achieve the objective. The distribution technique for the questionnaire in this study employed a method called simple random sampling, as described by Sugiyono (2011). The methodology used for data analysis is quantitative descriptive analysis. Survey research is a good technique for precisely assessing particular social phenomena for the purpose of providing detailed descriptions (Rahmawati et al., 2020; Singarimbun, 2002).

The acquired data from the questionnaires were evaluated using frequency distribution and categorized according to the type of instrument employed in this study. The findings were subsequently presented in the format of tables, graphs, or expressed as percentages (Arikunto, 2006). The calculations of validity were conducted using the IBM SPSS Statistics 24.0 application for Windows. The validity of question items or questionnaire statements can be assessed by comparing the value of rcount to rtable (rH > rT). Unless this requirement is fulfilled, the questionnaire items are deemed invalid and should be excluded from the study. The selected significance level is 5% or 0.05. The results of the research validity test are displayed in Table 2.

Table 2. Validity Test Results

Variable	Indicator	No	r count	r table	Information
Tourist Typology	Nature lovers	1	0.699	0.138	Valid
	Individuals who are interested in exploring local wisdom	2	0.730	0.138	Valid
	Travel because it has become a routine agenda	3	0.563	0.138	Valid
	Traveling for a known trip that is not uncommon	4	0.359	0.138	Valid
Tourist Behavior	Nature tourism activities that have historical or cultural value	5	0.673	0.138	Valid
	Challenging natural tourism activities	6	0.594	0.138	Valid
	Nature tourism activities for relaxation	7	0.473	0.138	Valid
	Nature tourism activities for fun	8	0.473	0.138	Valid

Source: Data Processing Results (2023)

The reliability test findings in this study were achieved by testing multiple instruments on 203 respondents (n) with a significance threshold of 5% and degrees of freedom (df) n-2 (201). The obtained ^{r}table value was 0.138. The instrument reliability assessment conducted using the SPSS 24.0 for Windows software revealed that all variables had high levels of reliability. This is because the value of ^{r}count is higher than the value of ^{r}table, this is shown in Table 3.

Table 3. Reliability Test Results

No	Variable	r count	r table	Information
1	Tourist Typology	0.633	0.138	Reliable
2	Tourist Behavior	0.613	0.138	Reliable

Source: Data Processing Results (2023)

D. RESULTS AND DISCUSSIONS

Table 4. Characteristics, Behavior, and Typology of Tourists in Serang Regency

No	Dimensions	Dominant Results	Travel to Anyer-Cinangka (N = 137)	Travel to Mancak - Padarincang (N = 66)	Variable
1	Tourist Typology	Dedicate nature tourist	87.4%	84.9%	Tourist Typology
2	Region of Origin of Tourists	Tangerang and Serang Regency	22%	33%	Tourist Characteristics
3	Age Group	25-34 and 35-44	(28%)	(33%)	
4	Work	PNS/BUMN/TNI/POLRI	(31%)	(45,5%)	
5	Education	Masters	43%)	(56%)	
6	Income	> IDR 5.000.000, -	(53%)	(48,5%)	
7	Status	Married	(36,5%)	(74%)	
8	Travel Motivation	Social Contact and Novelty/Learning	(31%)	(32%)	
9	Travel Pattern	Multiple Destination	(71,5%)	(68%)	Tourist Behavior
10	Transportation	Private transportation	(92%)	(97%)	
11	Form of Travel	With family	(56%)	(56%)	
12	Pre-Visit Information Search	From friends/family and social media	(31,4%)	(47%)	
13	Information Search During a Visit	Social media	(46%)	(62%)	
14	Tourist attraction options	Others and Lembah Bukit Hijau - Waruwangi	(41%) (22%)	(35%) (35%)	
15	Visit Frequency	1-3 times and 1 time	(44,5%)	(56%)	
16	Tour Duration	2 Days 1 Night and 1 Day	(34%)	(58%)	
17	Accommodation	star hotels and Homestay/guesthouse	(31%)	(47%)	
18	Tourism Activity Product Preferences	Relaxing nature-based activities	88,14%	85,2%	

Source: Data Processing Results (2023)

Table 4 displays the results of a thorough analysis and assessment of the characteristics, actions, and classification of tourists in Serang Regency. Among the 203 participants questioned in Serang Regency, 137 were tourists who had visited Anyer – Cinangka, whereas 66 were tourists who had visited Mancak – Padarincang.

Tourist Characteristics

Most tourists visiting tourism spots in Serang Regency originate from the surrounding areas of Serang (Figure 2), located in Banten Province. Around 22% of tourists who visit Serang Regency, specifically the Anyer-Cinangka area, originate from Tangerang. Approximately 33% of tourists visiting the Mancak-Padarincang area originate from within Serang Regency. Additionally, approximately 22% of potential tourists originate from West Java Province, while around 4.4% come from DKI Jakarta.

In Anyer-Cinangka, tourists aged 25-34 make up the majority for approximately 28% of the total. In Mancak-Padarincang, tourists between the ages of 35-44 are the dominant demographic, comprising around 33% of the total. According to Kupperschmidt (2000), individuals in this age group are part of Generation Y or Millennials, they are known for their familiarity with technology and social media, which they incorporate into their daily activities, including arranging their travel plans. Around 36% of tourists in Serang Regency had a professional experience in civil service, state-owned enterprises, the military, or the police. Most tourists in Serang Regency have a high level of education, with approximately 70% holding a bachelor's degree or more. Most of the tourism income is generated by travelers with a moderate to high wealth, exceeding IDR 5,000,000, accounting for around 51%. Approximately 49% of tourists are married on average. 31% of individuals are motivated to travel to Anyer-Cinangka for the purpose of social contact (See Figure 3).
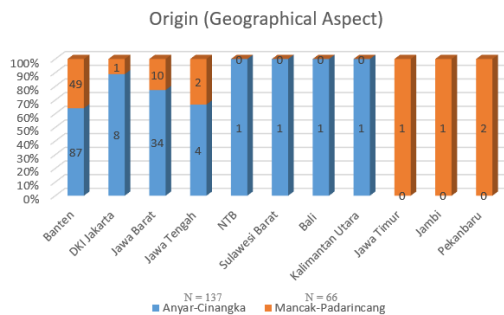

Figure 2. Tourist Origin
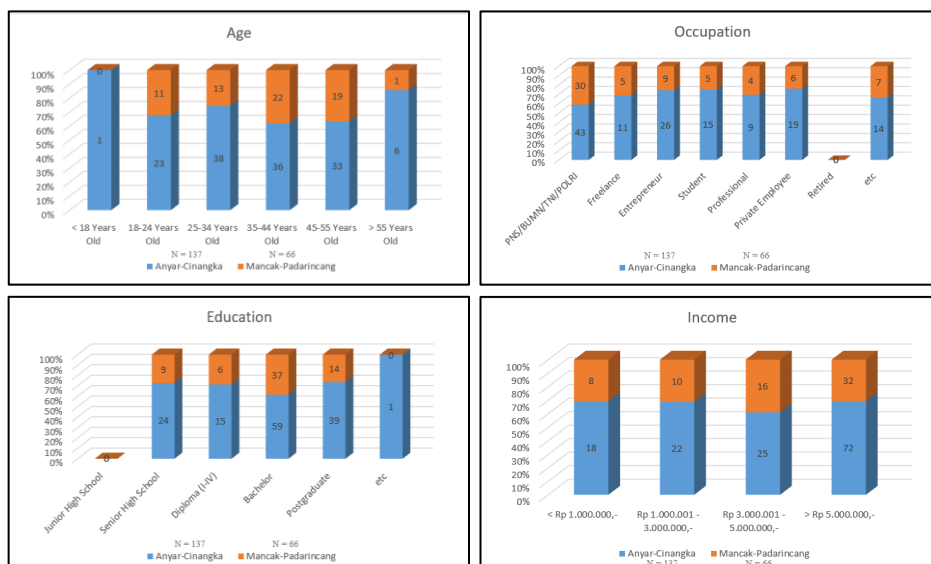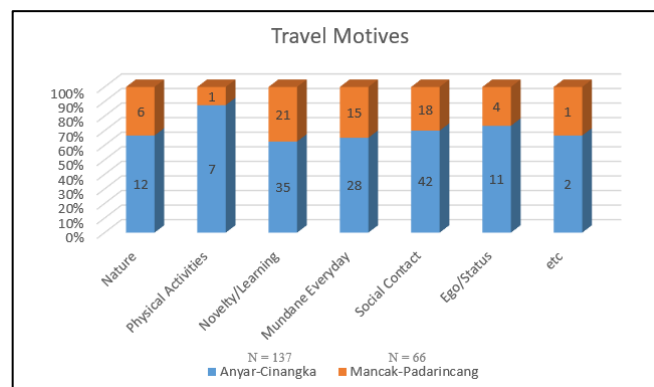Source: Data Processing Results (2023)

Figure 3. Demographic Aspects
Source: Data Processing Results (2023)

The findings align with the outcomes of interviews conducted with visitors who visited Sambolo Beach in Anyer, as they expressed their desire to rejuvenate themselves after a week of work and explore novel experiences: "...We want to refresh ourselves after a week of working here and looking for new things. I want to spend quality time on vacation with my partner" (Farhan & Ayu, Personal communication, March 20, 2021). Unlike the Mancak-Padarincang area, the primary objective for most tourists is to acquire new experiences and engage in learning, accounting for approximately 32%. A few tourists that explored Curug Leuwi Bumi, Padarincang expressed their desire to establish social connections with families and engage in unconventional nature tourism: "...we want to make social contact with relatives and also do nature tourism that is anti-mainstream" (Edi, Personal correspondence, March 21, 2021). And some said that: "...I'm looking for a place that offers a natural atmosphere. Because after doing activities in the city, I prefer to take a vacation to a place where the feel of nature is more pronounced" (Riyanto, Personal communication, 21st March 2021).

**Figure 4. Psychographic Aspect**
Source: Data Processing Results (2023)

It can be inferred that there are only minor variations between tourists who visit tourist spots in Anyer-Cinangka and Mancak-Padarincang. Every tourist primarily selects these areas to find tranquillity and does not anticipate engaging in activities that require excessive physical exertion or skill. Furthermore, this motive reveals an intriguing observation that tourists are inclined to seek out areas that have prominent natural elements in comparison to other destinations (Figure 4).

Tourist Behavior

Initially, when observing the behavior of tourists during their visits (figure 5), it becomes evident that most tourist journeys in Serang Regency consist of visits to various tourist attractions, accounting for approximately 70.4%. On the Anyer-Cinangka coast, the typical duration of their journey is approximately 2 days and 1 night, accounting for 34% of the total trips. In contrast, when visiting Mancak-Padarincang, they stay the entire day, which constitutes 58% of the trips. According to secondary statistics, there are currently roughly 39 tourist hotels located in the Anyer-Cinangka area (Serang Regency Disporapar, 2021). The study revealed that most tourists visiting Mancak-Padarincang were local tourists from Serang.

When tourists stay overnight in Anyer-Cinangka, they primarily choose star hotels (31%) and homestay guesthouses (47%). In Mancak-Padarincang, most tourists choose homestay guesthouses. Approximately 94% of tourists visiting Anyer-Cinangka or Mancak-Padarincang opt for private transportation. 56% of them traveled to Anyer-Cinangka or Mancak-Padarincang accompanied by their families.
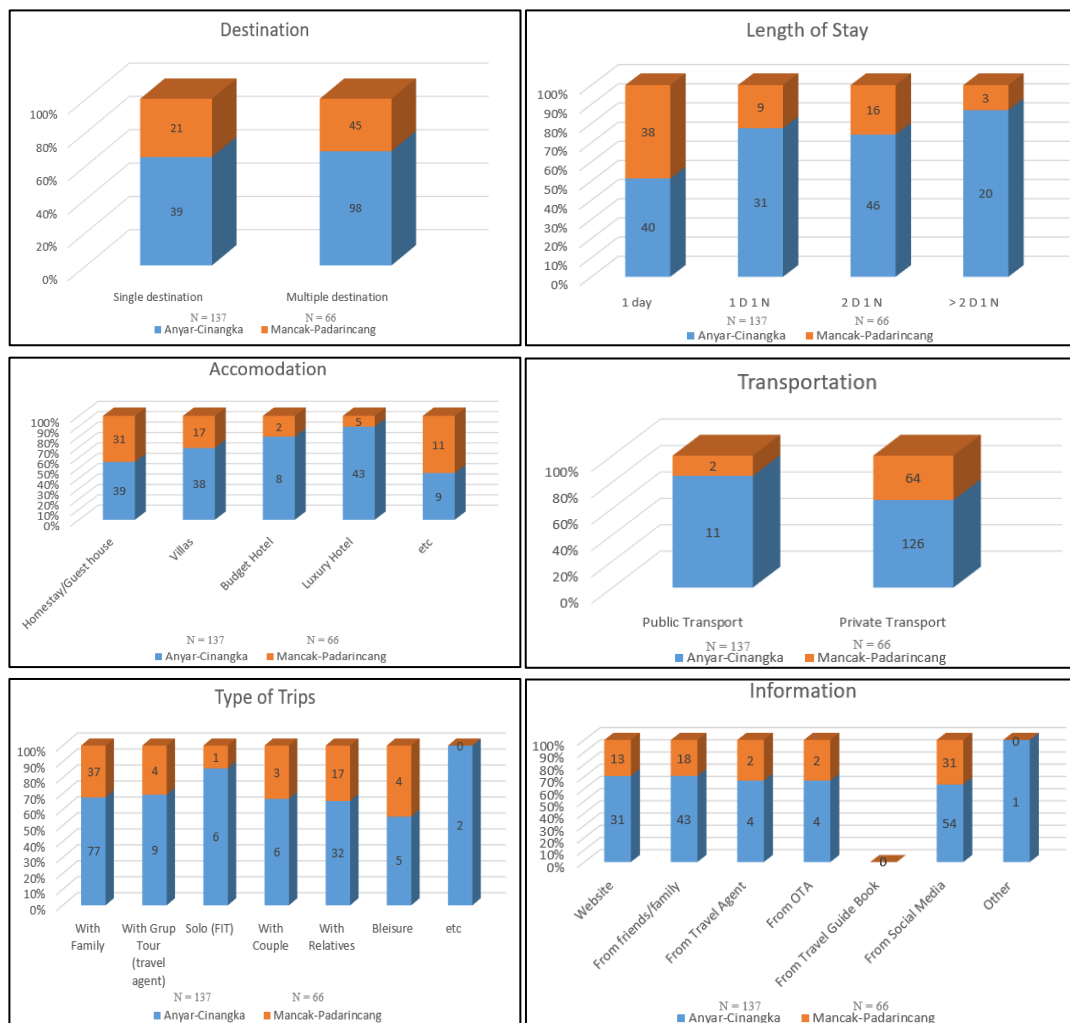
Figure 5. Tourist Behavior Characteristics
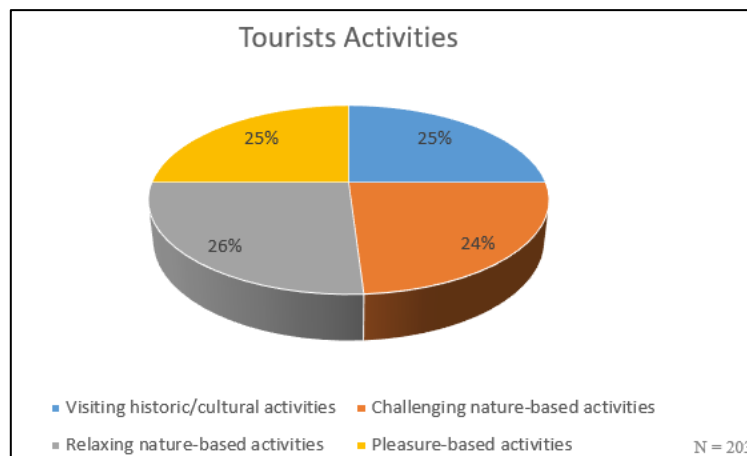Source: Data Processing Results (2023)

During the pre-visit, individuals typically obtain information about tourism in Serang Regency from friends or relatives regarding Anyer-Cinangka (31.4%), whereas information about Mancak-Padarincang is primarily sourced from social media (47%). The findings align with the viewpoints of multiple tourists as gathered through interviews. Tourists visiting Sambolo Beach in Anyer expressed: "...I got information about this place through my work friends" (Farhan, Personal communication, March 20, 2021). Unlike the opinion of tourists at Curug Leuwi Bumi, Padarincang:

"...I get the most information from social media, like tourist accounts like that (Pandeglang Info). I like a lot of information that makes people interested in coming here" (Riyanto, Personal communication, March 21, 2021).

Therefore, it can be inferred that the tourist sites in Anyer-Cinangka are highly influenced by word-of-mouth communication within their information network. Meanwhile, tourist spots in Mancak-Padarincang have gained popularity on social media. When tourists visit Serang Regency, they typically

rely on social media (51%) to gather information about tourism, whether they plan to visit Anyer-Cinangka or Mancak-Padarincang.

Their visitation rate to the Anyer-Cinangka area has consistently ranged from 1 to 3 times, accounting for 44.5% of their total visits. However, they only visited the Mancak-Padarincang area once, which accounted for 56% of their total visits. Based on the research interviews, the remarks of multiple visitors visiting tourist spots in the Mancak-Padarincang area confirm that they have visited Curug Leuwi Bumi for the first time: "... We are going to Curug Leuwi Bumi for the first time" (Riyanto & Hermansyah, Personal communication, 21 March 2021). Likewise, tourists visiting Rawa Dano: "…This is the first time I have visited Rawa Dano" (Murdiono, Personal communication, 20 March 2021).

Figure 6. Tourists Activities
Source: Data Processing Results (2023)

Furthermore, when examining the preferences of tourists in terms of attractions and activities they desire (Figure 6), it becomes evident that they have a strong inclination towards nature-based relaxation tourism activities in Serang Regency. This holds true for both the coastal areas of Anyer-Cinangka and Mancak-Padarincang, with a significant proportion of 26%. Tourists in Anyer-Cinangka often engage in natural tourism activities, such as swimming, cycling, fishing, and eating food and drinks. These activities, along with appreciating the landscape and sunbathing, have a positive impact on the psychological and physical well-being of tourists, promoting relaxation.

Based on the observations of the current conditions of the Anyer-Cinangka tourism destination and relevant literature on the 2011-2031 Serang Regency RTRW policy and Serang Regency RIPPARDA 2014-2025, it is confirmed that the Anyer-Cinangka area is part of the West Coast KSPD. The Anyer-Cinangka coastal area possesses features that make it an ideal natural tourist destination, offering packages and activities focused on light or leisurely nature tourism.

Janowski et al. (2021) suggest that the preference for low-risk activities in light nature tourism groups may stem from the tourists' abilities, experience, or desire for mental stimulation. This aligns with the findings from interviews conducted with a tourist at Sambolo Beach, Anyer, who expressed their preferences for tourist activities:

"…saturated…want a holiday, refresh. Because I work a week…the activity is like seeing the dusk or sunset like that. I just like the smell of the sea and the atmosphere…I am a nature lover myself. Happy camping also to the mountains" (Farhan, personal communication, March 20, 2021)

The interview excerpt above indicates that tourists in the Anyer-Cinangka beach area prefer engaging in somewhat relaxing and passive forms of tourism activities. This group of tourists perceives their participation as a willingness to engage in novel activities with a moderate level of difficulty. Tourists in Mancak-Padarincang often engage in nature tourism activities, such as hiking and camping, which have a positive impact on their psychological and physical well-being, promoting relaxation. According to the findings from observing the current state of the Anyer-Cinangka tourism destination and conducting literature research on the 2011-2031 Serang Regency RTRW policy, it is evident that the Mancak-Padarincang area is classified as a natural tourism area due to its features such as swamps, waterfalls, rivers, hills, and mountains. The highlands of Mancak-Padarincang possess traits that make them ideal natural tourist destinations, offering various packages and activities for nature tourism from mild to moderate levels.

Extreme nature enthusiasts (hardcore) have a predisposition to seek adrenaline-inducing situations, which in turn shapes their character to become resilient individuals. This relationship is described as inversely proportional (Putra et al., 2020). This cohort of tourists typically opts for the use of guide services, which is a low risk endeavor suitable for novices without the need for advanced abilities (Beckman et al., 2017; Gross & Sand, 2019). This aligns with the findings of an interview on the tourist activity preferences of one of the tourists at Curug Leuwi Bumi, Padarincang, who expressed their opinion: "if you want a place to swim in the waterfall, enjoy natural nature, seek peace, *camping* enough" (Riyanto, personal communication, March 21, 2021). While other participants argue: "the activity is to relax, calm the mind, the photos want to see a cool place to see the natural scenery" (Murdiono, personal communication, March 20, 2021) in Rawa Dano, Mancak.

The two interview extracts indicate that tourists in the highlands of Mancak-Padarincang choose a leisurely style of tourism activity. They wish to enjoy the serene and picturesque surroundings to relax and find inner peace. Based on field observations, interesting findings emerged. For instance, a group of alumni from a high school, ranging in age from 52 years, showed a preference for mild to moderate adventure activities such as river tubing and off-road jeep rides. However, they still tended to opt for local guides and equipment provided by them.

The tourist attractions visited on the Anyer-Cinangka coast include Sambolo Anyer Beach, Bandulu Beach, Lighthouse Beach, Bandulu Green Valley, Tanjung Tum Beach, and Pal Anyer Beach, which make up approximately 41% of the attractions. Additionally, Batu Saung Beach, Beautiful Florida White Sand Beach Anyer, Sirih White Sand Beach, Lagundi Beach, White Sand Beach Without Coral, Tomb of KH. Syam'un, and Cikolelet Tourism Village (Cibaja Peak and Pillars) account for approximately 22% of the tourist attractions. Their primary choice for tourism destinations in the highlands of Mancak-Padarincang is the Bukit Hijau Valley, accounting for approximately 35% of their preference, followed closely by Waruwangi, which also receives approximately 35% of their preference.

Tourist Typology

Based on the findings, out of the 203 tourists who visited Serang Regency, the majority were dedicated nature tourists (Figure 7). These are tourists who specifically choose to visit protected areas or natural tourist attractions that have historical significance or local cultural knowledge. This demonstrates that tourists in Anyer-Cinangka are not solely inclined towards leisurely pursuits in nature, but rather they possess a distinct inclination to get knowledge and comprehension of the region. Whether referring to natural landscapes or cultural heritage, as mentioned by Lindberg in Mehmetoglu (2007). According to the 2011-2031 Serang Regency Spatial Planning, the Anyer-Cinangka region possesses significant potential for the development of natural and cultural attractions, including the notable Anyer-

Panarukan Zero Point Beacon Tower. This location has the potential to become a nature-based tourist attraction focused on relaxation. However, it can also be developed as a form of storynomics tourism, which emphasizes narrative, creative content, and the living culture of the area. Additionally, it can leverage its cultural perspective to become the defining characteristic of the destination or tourist attraction. This can be utilized to allure tourists with a penchant for historical narratives, culture, and related subjects.
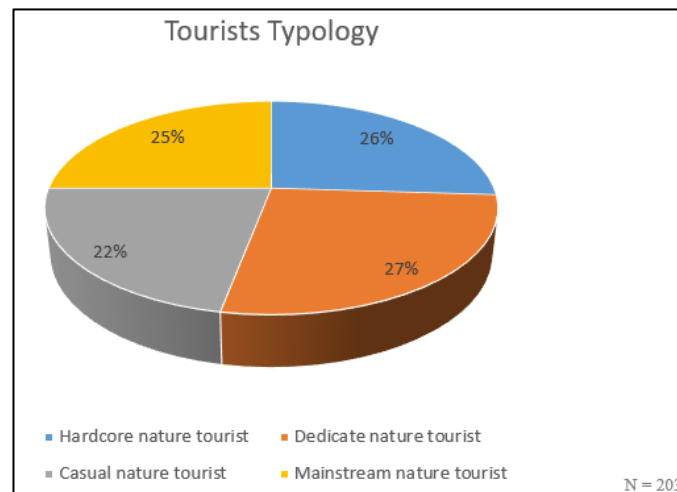
Figure 7. Tourists Typology
Source: Data Processing Results (2023)

The type of tourists in the Mancak-Padarincang area is identical to that in the Anyer-Cinangka area, with a predominant presence of tourists who fall under the category of dedicated nature tourists. This aligns with the findings of an interview on the classification of visitors, specifically one tourist in Rawa Dano, Mancak, who expressed their preference for novel experiences that are of high quality and aesthetically pleasing (Murdiono, personal communication, 20 March 2021). Hermansyah (Personal communication, March 21, 2021) expressed his argument in Curug Leuwi Bumi, Padarincang: "The process of moving from one place to another is a journey that is enjoyed. When you reach a beautiful destination and so on, that's a bonus."

The two interview quotes above indicate that travelers of their kind have a propensity for seeking novel experiences. The process of the voyage assumes significance as an enjoyable and instructive experience. Currently, Serang Regency, which previously focused on beach tourism, is now revealing its additional attractions, such as highland tourism spots like Bukit Waruwangi, Rawa Dano, Curug Leuwi Bumi, and others. This aligns with the establishment of the Southwest Serang DPD in the 2014-2025 Serang Regency RIPPARDA: "From Mountain to Beach, Nature Tourism to Feel the Exotic Atmosphere".

E. CONCLUSION

The disparities between tourists visiting the sights in Anyer-Cinangka and Mancak-Padarincang are not particularly substantial. Every tourist primarily selects these areas to find tranquility and does not anticipate engaging in activities that require excessive physical exertion or skill. Furthermore, this reason reveals an intriguing observation that tourists are inclined to seek out areas that have prominent natural elements in contrast to other destinations.

Regarding destinations in Anyer-Cinangka, travelers rely heavily on the information network of word of mouth (WOM). Meanwhile, tourists in Mancak-Padarincang are becoming acquainted with the area through social media. When tourists visit Serang Regency, they typically rely on social media to find information about tourism. This includes seeking information on visiting Anyer-Cinangka or Mancak-Padarincang. Based on the attractions and tourist activities they desire, the behavior of tourists in Serang Regency indicates a preference for nature-based relaxation tourism activities. This is evident in their interest in both the coastal areas of Anyer-Cinangka and Mancak-Padarincang. The preferred form of tourist activity in the Anyer-Cinangka beach area is predominantly leisurely tourism activities with a passive nature. This group of tourists perceives their participation as a willingness to engage in novel activities with a moderate degree of difficulty. Tourists in Mancak-Padarincang often engage in nature tourism activities, such as hiking and camping, which have a positive impact on the psychological and physical well-being of tourists, promoting relaxation.

The tourist typology in Serang Regency consists of committed nature tourists who specifically visit protected areas or natural tourist attractions with historical significance or local wisdom to gain a deeper understanding. This demonstrates that tourists in Anyer-Cinangka are not solely inclined towards leisurely pursuits in nature, but rather they possess a distinct inclination to get knowledge and comprehension of the region. The typology of tourists in the Mancak-Padarincang area closely resembles that of the Anyer-Cinangka area, with both areas being predominantly visited by tourists that fall into the category of dedicated nature enthusiasts.

This study has significance for guiding the marketing strategy and facilitating the development of tourism products in Serang Regency. To fully capitalize on the many geographical features of Serang Regency, ranging from mountains to beaches, it is imperative to effectively package the region's natural tourism offerings. This may be achieved through the creation of well-designed tour packages and strategic marketing campaigns on social media platforms. These efforts aim to address the current issue of low length of stay among visitors and enhance the overall appeal of the region's exotic atmosphere. When considering the growth of the tourism ecosystem, it can be analyzed from two perspectives: the supply side and the demand side.

This study is limited to examining only the demand side. Furthermore, this research is confined to the specific geographical region of Mancak-Padarincang and Anyer-Cinangka. In addition to the marketing strategy and the development of natural tourism products, it is crucial to conduct further research in Serang Regency to analyze the factors or variables that impact tourist satisfaction, visiting decisions, and tourists' intention to return. This study aims to enhance the findings by studying these aspects.

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