Designing Travel Pattern of Cultural Journey To Broaden Tourist Dispersion throughout Flores Island

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Abstract

A travel pattern that can be suitable with the shift of travel behavior is a must, so as, the purpose of the study is: (1) to do curation cultural-based attraction overland Flores and (2) cluster them into a thematic travel pattern that suit the travel time, travel distance and tourist dispersion. Multi-destination model is used in designing the pattern based on data collected through survey, interview and FGD with stakeholders from eight region of Flores and analyzed through exploratory sequence method. The finding shows from initial 196 cultural based attration, only 35 points of interest matched and are ready to be visited as in favored by stakeholders. As multi-destination, travel pattern are constructed on en-route and base-camp pattern. Three theme, then, came as cluster of (1) weaving; (2) traditional village; and (3) gastronomic. Weaving tour routes is consisted of 10 attractions, traditional village is comprised of 12 attractions and gastronomic route is contained of 13 attractions. Implication of study are as for travel industry, many creation of tour ativities and packages can be made, and as for tourist, it is a guide to explore the overland of Flores with cultural thematic.

Keywords: Travel Pattern; Cultural Journey; Tourist Dispersion

A. INTRODUCTION

Travel pattern is one among many programs of national priorities in developing tourism destination in Indonesia. It was clearly stated in government regulation number 50-year 2011 about National Tourism Masterplan of Indonesia Year 2010-2025, article 10 that criteria of a national destination should:

a) ...

b) Comprise quality attractions and widely known in national and international level, that are constructed into product linkages in a form of tour package and travel pattern.

c) Include suitable theme of attraction in strengthening competitive advantages.

d) Supported by accessibility and infrastructure network to ease movement and activities of tourist, and

e) ... (Peraturan Pemerintah RI Nomor 50 Tahun 2011 Tentang Rencana Induk Pembangunan Kepariwisataan Nasional Tahun 2020-2025, 2011)

Travel pattern is an inseparable part in developing tourism products and become a pot in combining feature of asset in a destination - diverse culture, nature biodiversity and potentiality of creative industry. Proper investigation of travel pattern - its spatial determinant is a key factor in correct national and local policymaking in tourism development.

As pandemic of Covid-19 occurred, travel is influenced, global arrivals are declined and a shift in tourism trend is happened in such:

1. A change in tourist interest, from massive tourism to niche tourism, from group tour to inclusive induvial with consideration of health protocol in new normal era.

2. A demand of sustainable tourism, a need to obtain quality tourism and tourist prefers to be a loyal customer for a destination, rather than being first-user.(Mach & Ponting, 2021).

3. Personalization of travel needs, where tourists want a tailor-travel plan, request challenging locality of attraction, and ask for a surprising element of destination to enrich their experience (Li et al., 2020a).

4. Demand for a new experience. Tourist seeks alternative tourism related to the principle of value for money, transform into excellence experience (Matiza, 2020).

5. Demand for tourist involvement in activities particularly special interest activities. The authentic destination is currently searched.

Furthermore, lack of research about tourist's travel patterns is reflected in the literature, which only includes references on transportation studies, usually very selective terms of passenger movement (e.g. traffic management) (Bartosiewicz & Pielesiak, 2019). Other research has related travel patterns to tourist satisfaction and tourist behavior (Li et al., 2020b). Most studies focused on the geographical functionality of destination based on destination travel pattern for geographical consumption particularly regarding attraction and services (Paulino et al., 2021; Peterson et al., 2020). Thus, this study aimed to enrich the topic of travel patterns from a tourism supply perspective by investigating the spatial relationship of attraction and thematic journey based upon tourist visitation patterns. The purpose of this research was to do curation various points of interest and connect those into thematic travel patterns with best fit to travel time, distance dan widely dispersion of visitor throughout Flores Island.

The study of travel patterns is combining the purpose of visit, the order to visited destination, and the reason for the trip decision (Vu et al., 2020) than modeling multi-destination travel is a challenge. Many researchers presented various multi-destination models to show the spatial pattern of tourist flows in a destination (Flognfeldt, 2005; Lew & McKercher, 2006).
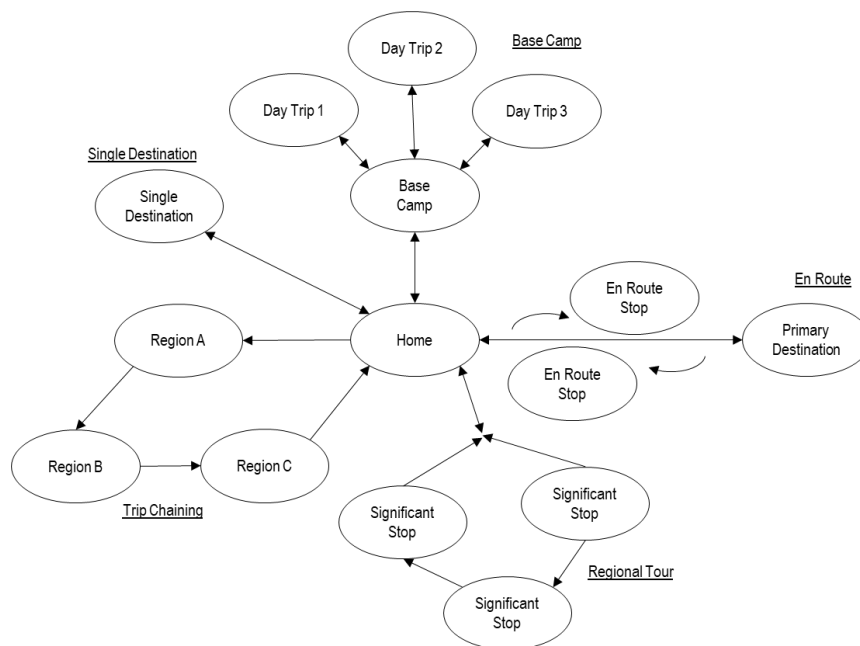

Figure 1. Spatial Pattern of Travel

Source: Adapted from (Chancellor, 2012; Kang, 2016; Lue et al., 1993)

One model is presented in the five patterns of recreation travel pattern that consists of (1) single destination is where tourist travel only to a destination; (2) base-camp is when tourist stays in the main destination during holiday and make it as a base camp to explore surrounding attractions as a day trip; (3) en route involve tourist visiting several attractions which are en-route to and from the main destination; (4) regional tour is when tourist travel within a region; and (5) trip chaining is when the tourist has several main destinations from different regions (Chancellor, 2012; Kang, 2016; Lue et al., 1993). Tourist tend to visit multi-destination during a trip and considering this travel perspective can provide better insight for planning tourist destination area as well as tourist actual spatial behavior during traveling (Popp & McCole, 2016).

B. RESEARCH METHOD

This study has been carried out in Flores Island in East Nusa Tenggara, a choice that is justified for reasons. First, the island consists of eight regions: (1) West Manggarai, (2) Manggarai, (3) East Manggarai, (4) Ngada, (5) Nagekeo, (6) Ende, (7) Sikka, and (8) East Flores but the development is highly concentrated in Labuan Bajo West Manggarai as it is soon to be a premium destination in Indonesia. Second, the overland of Flores has farther attractions that likely to be visited to distribute the movement of tourist and brings benefits to other regions, yet not been considered, thus, there is a significant need to create linkage between attractions in form of travel pattern. As seen in figure 2, the number of international visitors to West Manggarai is the highest whereas the highest number of attractions is owned by East Flores. There was a big gap between visitor numbers in West Manggarai compared to other regions. It is meant that the distribution of tourists has not prevalent throughout Flores Island while the potential attractions have not yet been revealed particularly in East Flores.
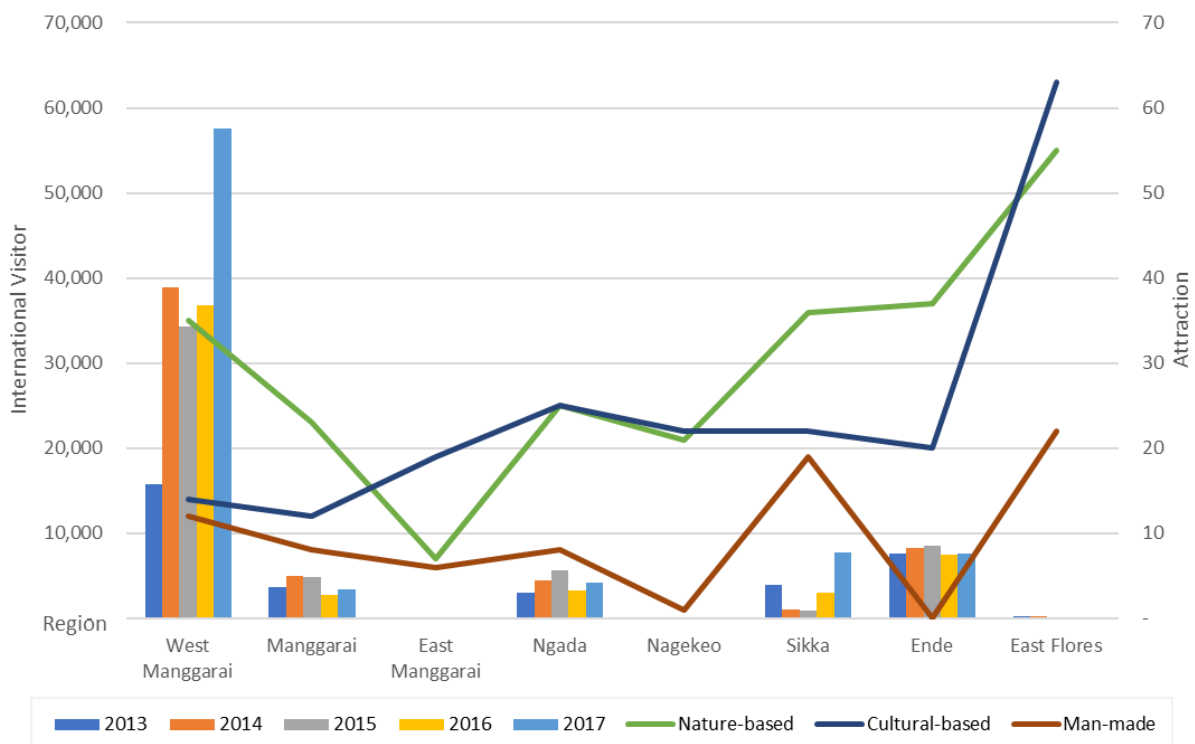

Figure 2. Number of International Visitor vs. Number of Attraction in Eight Region in Flores Island

Source: Adaptation from (Statistic of Nusa Tenggara Timur Province, 2020)

The necessary data for the application of this study has been obtained from the Regional Tourism Offices and Statistic Bureau of East Nusa Tenggara. Among the information provided, this study considers two variables: number of international tourist arrival and list of attractions. These variables will make it possible to start the investigation about points of interest associated with tourists' visits.

Using qualitative methods, the challenge is to provide the best-fit attraction in multi-destination. This study has collected data on 197 cultural-based attractions. These attractions were shortlisted to obtain the best fit attractions. Guided interviews were conducted with key informants who represented the tourism office of each region. Focus group discussion (FGD) involved 35 stakeholders consists of tourism business such as local tour operators, restauranteurs, hoteliers, souvenir shop owners, café owners, car rental provider; academicians; communities, and media FGD were conducted twice and the aims for FGD were to make an agreement about point of interest readiness in each region and the interconnection between each region 10 days field surveys were conducted to verify the commitment from FGD. A point rating system (PRS) was used to evaluate the attractions and shortlisted them as the best fit attraction to meet the criteria of a well-prepared and prepared attraction. The checklist consists of items about attractions and activities, amenities, and accessibilities in various point of interest identified by participants and key informants while PRS needed to curate the item of checklist with the scale 1 up to 4 Scale 1 refers to no development, scale 2 refers to unprepared (still in development stage), scale 3 refers to prepared and visited by locals, scale 4 refers to well-prepared, able to be visited by international tourist Then, a field survey was taken to verify the FGD results, identify the distance between attraction and the travel time between each point of interest.

As the research addresses the potentialities of attraction overland Flores and creates the travel pattern with cultural tourism theme, then, an exploratory sequential method design was used. It involved analysis of qualitative data and explored the view of participants (Creswell & Creswell, 2018). The data are then inductively analyzed where information gained is developed to identify the similarities that can be clustered based existed in data (Veal, 2018). Cluster analysis was chosen to identify the object in a multi-dimensional space (Chalupa et al., 2013; Dembovska & Silicka, 2012) and subsequently to gain a better understanding of the potentialities of a destination (Higuchi & Maehara, 2021). The formation of a cluster is based on the factors model of travel behavior. Similarities found were grouped into a theme-based and each point of interest in the group was linked into routes to create various travel.

C.   RESULTS AND ANALYSIS

Initial curation found 35 out of 197 cultural-based attractions that are appropriate to be included in travel patterns as a result of PRS from FGD. Nine points of interest are prepared attractions, and 26 attractions are considered as well-prepared attractions, ready to be visited by international visitors. Attractions were spread out from East Flores to West Manggarai (see figure 3)
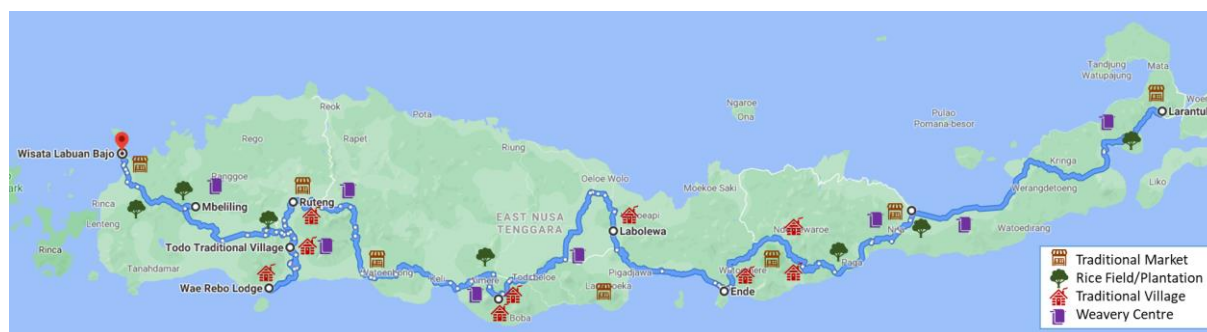

Figure 3. Potential Cultural-based Attraction in Flores Island

The result of FGD indicates that 35 points of interest can be clustered into three themes: (1) weaving, (2) village, and (3) gastronomic (see table 1). Weaving, traditional village, and culinary have been the signature feature of Flores and potential to be the unique selling value of overland Flores to attract visitors.

Table 1. Clustering Cultural Theme Attraction of Overland Flores

Cluster	Region	Point of Interest	PRS Result
Weaving	East Flores	1. Lewokluok Weaving Centre	Prepare
	East Manggarai	2. Rana Tonjong Embroidery Centre	Prepare
	East Manggarai	3. Poco Ranaka Embroidery Centre	Prepare
	Ende	4. Weaving Museum	Well-prepare
	Manggarai	5. Todo Village	Well-prepare
	Manggarai	6. Waerebo Village	Well-prepare
	Nagekeo	7. Boawae Weaving Centre	Well-prepare
	Ngada	8. Bena Village	Well-prepare
	Sikka	9. Watuplabi Village	Well-prepare
	Sikka	10. Lepo Lorun Weaving Centre	Well-prepare
Village	Ende	1. Wologai Village	Well-prepare
	Ende	2. Nggela Village	Well-prepare
	Ende	3. Wolotopo Village	Well-prepare
	Ende	4. Saga Village	Well-prepare
	Manggarai	5. Waerebo Village	Well-prepare
	Manggarai	6. Ruteng Pu'u Village	Well-prepare
	Manggarai	7. Todo Village	Well-prepare
	Nagekeo	8. Kawa Village	Prepare
	Ngada	9. Gurusina Village	Well-prepare
	Ngada	10. Tololela Village	Well-prepare
	Ngada	11. Bena Village	Well-prepare
	Ngada	12. Belaraghi Village	Well-prepare
Gastronomic	East Flores	1. Kawalelo Sorghum Field	Well-prepare
	East Flores	2. Larantuka Market	Well-prepare
	East Manggarai	3. Colol Coffee Plantation	Prepare
	East Manggarai	4. People Market Rana Loba	Prepare
	Ende	5. Watuneso Cacao Plantation	Prepare
	Ende	6. Nduaria Vegetable Market	Well-prepare
	Manggarai	7. Ruteng Market	Well-prepare
	Manggarai	8. Lingko Lodok Rice Field	Well-prepare
	Ngada	9. Aimere Sopi Distillery	Well-prepare
	Sikka	10. Maumere Fish Market	Well-prepare
	Sikka	11. Salt Pond Maumere	Prepare
	West Manggarai	12. Sten Lodge	Prepare
	West Manggarai	13. Pecan Garden Mbelling	Well-prepare

As seen in table 1, the weaving cluster consists of ten points of interest, which are: Lewokluok (East Flores), Watublapi and Lepo Lorun (Sikka), Weaving Museum in Ende, Boaware (Nagekeo),

Bena (Ngada), Poco Ranaka dan Rana Tonjong Embroidery Centre (East Manggarai), Todo and Waerebo village (Manggarai). Weaving is one of the unique selling values of Flores Island where each village has a distinct waving motives and design with richness masterpiece of value art. The local people on the coast believe the philosophy of their ancestors, that weaving activities to be executed in the coastal area and to be bartered to people who live in a highland area, where their main living is farming.

Traditional Village cluster (see table 1) contains 12 points of interest, these are the most visited Wologai, megalithic village of Nggela, Wolotopo and Saga village (Ende), Kawa traditional village with a savanna landscape (Nagekeo), Bena village - a very well-known of the megalithic village, Gurusina with distinct architectural design, Tololela and Belaraghi (Ngada), Waerebo traditional village, Ruteng Puu Village and Todo Village (Manggarai).

Whereas gastronomic cluster (see table 1) comprises of six traditional markets and seven plantation or rice field or farms, which are Larantuka market and sorghum field (East Flores), salt pond and fish market (Sikka), cacao agriculture, vegetables, and fruits mart (Ende), Maunori Saturday market (Nagekeo), Aimere Sopi distillery (Ngada), Colol coffee plantation (Manggarai), Ruteng market (East Manggarai) Pecan Garden and Lingko spiderweb (West Manggarai).

All three clusters, then, are constructed into patterns. Various patterns from the multi-destination model (Lue et al., 1993) are exercised and the en-route and base-camp are the best-fit pattern based on travel time, travel distance, and tourist dispersion. As seen in table 2, the characteristic of en-route involves visiting several attractions which is en-route to and from the main destination, and feature of base-camp is when a tourist stays at primary destination for overnight and connect directly to local attraction (Chancellor, 2012; Kang, 2016; Paulino et al., 2021), then the trip is started from the east part, Larantuka (East Flores) to the main destination in Labuan Bajo (West Manggarai). In additon, FGD results suggests the dispersion of tourist flow, the availability of airports as entry and exit points that best fit with distribution of points of interest as well as surprising element of the traditional culture of Flores, Then, it was summarised that en-route and base-camp are the two models that suitable.

Table 2. Comparison between theme, travel time and travel pattern

	En-Route	Base-Camp	Regional	Trip Chaining
Weaving Route	6 Days	7 Days	7 Days	8-9 Days
Traditional Village Route	7 Days	9 Days	9-10 Days	11-12 Days
Gastronomic Route	6-7 Days	9 Days	11 Days	12-13 Days
Tourist Dispersion	Best Fit	Best Fit	Not fit	Not fit

Therefore, the travel pattern design on Weaving Route (see figure 4) is started from Larantuka, the east coast part of Flores Island, visit weaving village in Lewokluok, then continue to Sikka region to visit weaving village community in Lepo Lorun and Watublapi Culture and Art village. The next journey is to visit Weaving Museum in Ende region and followed by a visit to Nagekeo to visit the weaving center of Boawae. Bena traditional weaving village is the further next stop in the west part of the island, then embark to Poco Ranaka as well as to traditional village of Todo in East Manggarai. The final journey of weaving travel pattern is to visit Golokarot village in West Manggarai.

Figure 4. Weaving Tour Route - Cultural Journey of Flores

The pattern of the traditional village (see figure 5) begins from Ende by visiting several villages, from Wologai, Nggela, Saga, Wolotopo, then continue to Nagekeo region to visit Kawa traditional village in Lewolewa. Continuing the journey to Manggarai region, to visit some beautiful traditional villages of Bena, Gurusina, Tololela, Belaraghi and Ruteng Pu'u. The traditional village exploration continues to Todo and Waerebo villages.
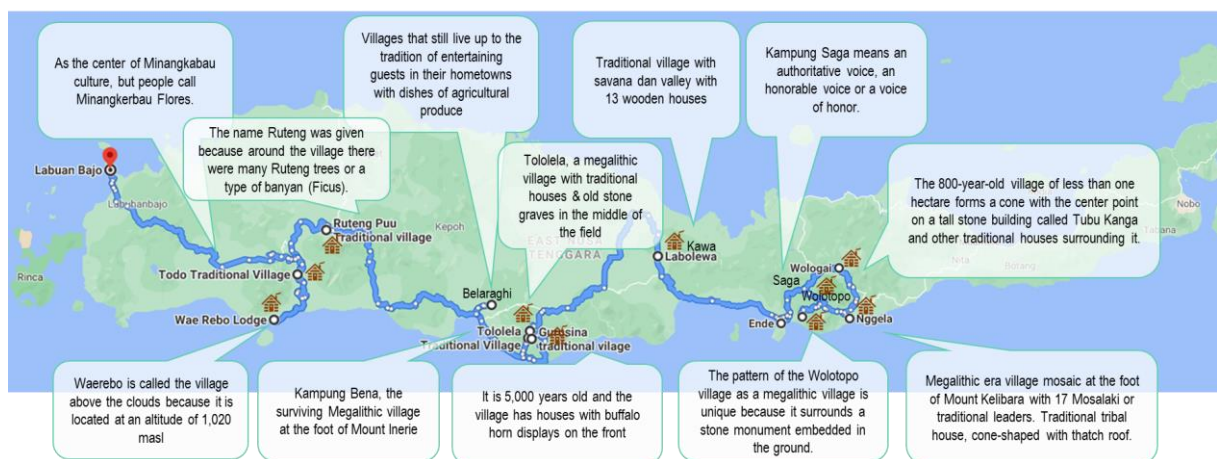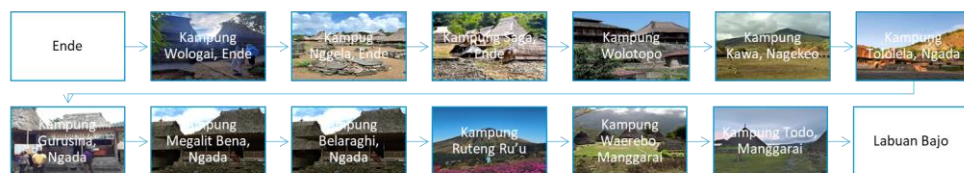

Figure 5. Traditional Village Travel Pattern - Cultural Journey of Flores

As the land in Flores Island is very rich and fertile, then, gastronomic travel patterns (see figure 6) can be started from Larantuka to experience barter process crops and weaving, then visit sorghum

agrotourism, salt pond, and fish market in Maumere coastal areas. Next are the regions of cacao, vegetables, and fruits in Watuneso and Waturaka. Later is Nagekeo regions have a unique Saturday Maunori traditional market with a barter transaction concept. One of traditional alcoholic beverage is called Sopi/Moke a fermented lontar fruit can be found, continue to Coffee plantation at Colol village. A unique spider web rice field concept called Lingko can be found in the Manggarai region. Whilst in West Manggarai, candlenut field can be found as well as organic healthy living.

Figure 6. Gastronomic Travel Route - Cultural Journey of Flores

D. CONCLUSION

Primarily, this research aims to investigate the points of interest of overland Flores to enable the mapping of destinations into cluster-based factors of travel behaviors. To do so, an explanatory sequential method was conducted. The result of identification is providing the list of point of interest on each destination regions which are (1) West Manggarai, (2) Manggarai, (3) East Manggarai, (4) Ngada, (5) Nagekeo, (6) Ende, (7) Sikka and (8) East Flores that there is a domination of potential cultural tourism-related activities. The finding shows from initial 196 cultural based attration, only 35 points of interest matched and are ready to be visited as in favored by stakeholders. As multi-destination, travel pattern are constructed on en-route and base-camp pattern. Three theme, then, came as cluster of (1) weaving; (2) traditional village; and (3) gastronomic. Weaving tour routes is consisted of 10 attractions, traditional village is comprised of 12 attractions and gastronomic route is contained of 13 attractions. Activities offered in the weaving route are weaving class, shopping, colorings class, and learning the history of woven design, whereas, in traditional villages, tourists can follow Edu-tour and be in living tradition by staying in a traditional house for a night. In gastronomic travel route, activities offered are traditional agro-culture, home-cooking and dining, culinary festival, and veggie-fruit picking.

Limitations of this research are storytelling reveal on each point of interest and market profile specification due to research time boundaries, thus, it is recommended to do further research on storytelling the untold Flores and market intelligence on a target market.

The implication of the study for the travel industry is a thematic travel pattern that can be used by tourists as a guide in exploring the island as well as can be managed by tour operators and communities in creating tour activities and packages. Furthermore, the paper will contribute to the practice of travel management and tourism destination development studies.

Acknowledgment

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