



**SURVEY OF TOURIST MARKET
THE CITY OF PALANGKARAYA IN 2017**



Dear respondent,
in the development of tourism of the City of Palangkaraya, Universitas Muhammadiyah Palangkaraya partners with the City Government of Palangkaraya conducting research surveys of tourist market in 2017.

Your participation and support are needed in the development of tourism of Palangkaraya. **Thank you for Your time and cooperation**

Note:

1. Tick (✓) on the answer you choose and fill the column with an actual answer you experience
2. You answer more than one

A. Demographic aspects

1. Country of origin :
2. Sex : Male Female
3. Age : years old
4. Education :

<input type="checkbox"/> Elementary School	<input type="checkbox"/> Middle School	<input type="checkbox"/> High School
<input type="checkbox"/> Undergraduate	<input type="checkbox"/> Graduate	<input type="checkbox"/> Postgraduate
5. Occupation :

<input type="checkbox"/> Student	<input type="checkbox"/> Civil Servant
<input type="checkbox"/> Housewife	<input type="checkbox"/> Retired
<input type="checkbox"/> Private Employees	<input type="checkbox"/> other.....
6. Net income in one month (IDR) :

<input type="checkbox"/> <500.000	<input checked="" type="checkbox"/> 1.500.000 – 2.500.000
-----------------------------------	---

- | | |
|--|--|
| <input type="checkbox"/> 500.000 – 1.000.000 | <input type="checkbox"/> 2.500.000 – 5.000.000 |
| <input type="checkbox"/> 1.000.000 – 1.500.000 | <input type="checkbox"/> > 5.000.000 |

B. Psychographic aspects

7. Sources of information about Tanjung Puting National Park comes from:

<input type="checkbox"/> friend's recommendation	<input type="checkbox"/> family	<input type="checkbox"/> ads on television
<input type="checkbox"/> newspaper	<input type="checkbox"/> travel brochures	<input type="checkbox"/> social media
<input type="checkbox"/> other		
8. Motivation to visit Tanjung Puting National Park:

<input type="checkbox"/> Vacation	<input type="checkbox"/> Official Service
<input checked="" type="checkbox"/> Business	<input type="checkbox"/> Visit family/friends
<input type="checkbox"/> Research	<input type="checkbox"/> Medical treatment
<input type="checkbox"/> Pilgrimage	<input type="checkbox"/> other.....
9. Means of transport to the West Kotawaringin:

<input type="checkbox"/> Airplan	<input type="checkbox"/> Ship
<input type="checkbox"/> Car	<input type="checkbox"/> Bus / travel car
<input type="checkbox"/> other.....	
10. Local transportation used to get to the Tanjung Puting National Park:

<input type="checkbox"/> Rental car	<input type="checkbox"/> Taxi
<input type="checkbox"/> Public transport	<input type="checkbox"/> Vehicles travel agent
<input type="checkbox"/> Local Motorboat	<input type="checkbox"/> other.....
11. Place to stay around Tanjung Puting National Park:

<input type="checkbox"/> Starred Hotel	<input type="checkbox"/> Non-starred Hotel
<input type="checkbox"/> Home of family / friends	<input type="checkbox"/> local Home stay
<input type="checkbox"/> other.....	
12. Your visit to the Tanjung Puting National Park with:

<input type="checkbox"/> Alone	<input type="checkbox"/> Friends (.....persons)
<input type="checkbox"/> Tour group (..... persons)	<input type="checkbox"/> Family (.....persons)
13. How many times do you visit the Tanjung Puting National Park

7	Etc, mention..																			
---	--------------------------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

BALITBANG PALANGKA RAYA



**SURVEY OF TOURIST MARKET
THE CITY OF PALANGKARAYA IN 2017**



Dear respondent,
in the development of tourism of the City of Palangkaraya, Universitas Muhammadiyah Palangkaraya partners with the City Government of Palangkaraya conducting research surveys of tourist market in 2017

Your participation and support are needed in the development of tourism of Palangkaraya. **Thank you for Your time and cooperation**

Note:

1. Tick (✓) on the answer you choose and fill the column with an actual answer you experience
2. You answer more than one

A. Demographic aspects

1. Country of origin :
2. Sex : Male Female
3. Age : years old
4. Education :
 Elementary School Middle School High School
 Undergraduate Graduate Postgraduate
5. Occupation :
 Student Civil Servant
 Housewife Retired
 Private Employees other.....
6. Net income in one month (IDR) :
 <500.000 1.500.000 – 2.500.000

- 500.000 – 1.000.000 2.500.000 – 5.000.000
 1.000.000 – 1.500.000 > 5.000.000

B. Psychographic aspects

7. Sources of information about Batu Mahasur Waterfall Gunung Mas comes from:
 friend's recommendation family ads on television
 newspaper travel brochures social media
 other
8. Motivation to visit Batu Mahasur Waterfall Gunung Mas:
 Vacation Official Service
 Business Visit family/friends
 Research Medical treatment
 Pilgrimage other.....
9. Means of transport to the Gunung Mas:
 Airplan Ship
 Car Bus / travel car
 other.....
10. Local transportation used to get to the Batu Mahasur Waterfall Gunung Mas:
 Rental car Taxi
 Public transport Vehicles travel agent
 Local Motorboat other.....
11. Place to stay around Batu Mahasur Waterfall Gunung Mas:
 Starred Hotel Non-starred Hotel
 Home of family / friends local Home stay
 other.....
12. Your visit to the Batu Mahasur Waterfall Gunung Mas with:
 Alone Friends (.....persons)
 Tour group (..... persons) Family (.....persons)

5	Souvenir													
6	Tour guide													
7	Etc, mention..													

BALITBANG PALANGKA RAYA



**SURVEY OF TOURIST MARKET
THE CITY OF PALANGKARAYA IN 2017**



Dear respondent,
in the development of tourism of the City of Palangkaraya, Universitas Muhammadiyah Palangkaraya partners with the City Government of Palangkaraya conducting research surveys of tourist market in 2017

Your participation and support are needed in the development of tourism of Palangkaraya. **Thank you for Your time and cooperation**

Note:

1. Tick (✓) on the answer you choose and fill the column with an actual answer you experience
2. You answer more than one

A. Demographic aspects

1. Country of origin :
2. Sex : Male Female
3. Age : years old
4. Education :
 Elementary School Middle School High School
 Undergraduate Graduate Postgraduate
5. Occupation :
 Student Civil Servant
 Housewife Retired
 Private Employees other.....
6. Net income in one month (IDR) :
 <500.000 1.500.000 – 2.500.000

- | | |
|--|--|
| <input type="checkbox"/> 500.000 – 1.000.000 | <input type="checkbox"/> 2.500.000 – 5.000.000 |
| <input type="checkbox"/> 1.000.000 – 1.500.000 | <input type="checkbox"/> > 5.000.000 |
| <input type="checkbox"/> 1.000.000 – 1.500.000 | <input type="checkbox"/> > 5.000.000 |

B. Psychographic aspects

7. Sources of information about Sebangau National Park comes from:
 friend's recommendation family ads on television
 newspaper travel brochures social media
 other
8. Motivation to visit Sebangau National Park:
 Vacation Official Service
 Business Visit family/friends
 Research Medical treatment
 Pilgrimage other.....
9. Means of transport to the Palangka Raya:
 Airplan Ship
 Car Bus / travel car
 other.....
10. Local transportation used to get to the Sebangau National Park:
 Rental car Taxi
 Public transport Vehicles travel agent
 Local Motorboat other.....
11. Place to stay around Sebangau National Park:
 Starred Hotel Non-starred Hotel
 Home of family / friends local Home stay
 other.....
12. Your visit to the Sebangau National Park with:
 Alone Friends (.....persons)
 Tour group (..... persons) Family (.....persons)
13. How many times do you visit the Sebangau National Park

7	Etc, mention..																		
																		
	...																		



**SURVEY OF TOURIST MARKET
THE CITY OF PALANGKARAYA IN 2017**



Dear respondent,
in the development of tourism of the City of Palangkaraya, Universitas Muhammadiyah Palangkaraya partners with the City Government of Palangkaraya conducting research surveys of tourist market in 2017

Your participation and support are needed in the development of tourism of Palangkaraya. **Thank you for Your time and cooperation**

Note:

1. Tick (✓) on the answer you choose and fill the column with an actual answer you experience
2. You answer more than one

A. Demographic aspects

1. Country of origin :
2. Sex : Male Female
3. Age : years old
4. Education :
 Elementary School Middle School High School
 Undergraduate Graduate Postgraduate
5. Occupation :
 Student Civil Servant
 Housewife Retired
 Private Employees other.....
6. Net income in one month (IDR) :
 <500.000 1.500.000 – 2.500.000
 500.000 – 1.000.000 2.500.000 – 5.000.000
 1.000.000 – 1.500.000 > 5.000.000
 1.000.000 – 1.500.000 > 5.000.000

B. Psychographic aspects

7. Sources of information about Sei Gohong comes from:
 friend's recommendation family ads on television
 newspaper travel brochures social media
 other
8. Motivation to visit Sei Gohong:
 Vacation Official Service
 Business Visit family/friends
 Research Medical treatment
 Pilgrimage other.....
9. Means of transport to the Palangka Raya:
 Airplan Ship
 Car Bus / travel car
 other.....

10. Local transportation used to get to the Sei Gohong:
- Rental car
 - Public transport
 - Local Motorboat
 - Taxi
 - Vehicles travel agent
 - other.....

11. Place to stay around Sei Gohong:
- Starred Hotel
 - Home of family / friends
 - other.....
 - Non-starred Hotel
 - local Home stay

12. Your visit to the Sei Gohong with:
- Alone
 - Tour group (..... persons)
 - Friends (.....persons)
 - Family (.....persons)

13. How many times do you visit the Sei Gohong

14. The length of stay in the Sei Gohong..... days

15. Average expenditure per day for at Sei Gohong (IDR) :
- <500.000
 - 500.000 - 1.000.000
 - 1.000.000 - 1.500.000
 - 1.500.000 - 2.000.000
 - 2.000.000 - 2.500.000
 - > 2.500.000

Behavior

16. Is visiting Sei Gohong is your main destination?
- Yes
 - No

17. Estimated percentage of expenditure per person for a category:
- 1. Accommodation/hotel 10% 20% 30% 40% 50%
 - 2. Food and beverage 10% 20% 30% 40% 50%
 - 3. Transportation 10% 20% 30% 40% 50%
 - 4. Souvenir 10% 20% 30% 40% 50%
 - 5. Tour Guide 10% 20% 30% 40% 50%
 - 6. Hospitality services (spa, massage, dll) 10% 20% 30% 40% 50%
 - 7. Other 10% 20% 30% 40% 50%

18. Activities undertaken in Sei Gohong?
- photographing the scene
 - Culinary tour
 - Ecotourism
 - other
 - travel around the site
 - enjoy the natural scenery

19. Favorite souvenirs to souvenirs from Sei Gohong:
- Gem stone
 - Traditional medicine
 - Craft of rattan
 - other.....
 - T-shirt
 - Local signature food
 - Craft of rubber

20. Travel arrangements:
- self-arranged
 - unplanned
 - travel agency
 - other.....

21. Are you going to come back to the Sei Gohong?
- Yes
 - No
 - don't know

22. Would you recommend the Sei Gohong as a tourist destination to others?
- Yes
 - No
 - don't know

23. By providing a rating score of 1 (poor) to 10 (excellent), how do you think the condition of Sei Gohong

No	Condition	Poor ←-----→Exellent									
		1	2	3	4	5	6	7	8	9	10
1	Attractiveness										
2	Facility										
3	Access										
4	Service										

24. How do you think the prices in Sebangau National Park in following terms:

No	Means	Poor ←-----→Exellent									
		1	2	3	4	5	6	7	8	9	10
1	Local transport										
2	Accommodation										
3	Entrance Ticket										
4	Food and beverage										
5	Souvenir										
6	Tour guide										
7	Etc, mention..										

Potensi tempat wisata	Apa yang menjadi daya tarik utama dari tempat wisata ini?	What are the main attraction of this tourist attraction?
Kesesuaian dengan harapan	Bagaimana kesesuaian antara harapan dan pengalaman yang didapatkan selama berwisata di tempat wisata ini	How does the actual experience during travel in this tourist attraction compared to your expectation?
Wisatawan luar palangka : pengetahuan tentang Palangka Raya, keinginan tentang Palangka Raya	Apakah anda pernah mengunjungi kota Palangka Raya? <input type="checkbox"/> Ya <input type="checkbox"/> Tidak Jika ya, tempat wisata apa yang anda kunjungi ? Menurut Anda, wisata apa yang perlu dikembangkan di kota Palangka Raya?	Have you ever visited the city of Palangka Raya? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, what sites do you visit? In your opinion, what tourist attraction should be developed in the city of Palangka Raya?

Kisi – kisi wawancara

Variabel	Definisi operasional	
Persepsi wisatawan		
Pengembangan tempat wisata	Apa yang seharusnya dikembangkan di tempat wisata ini	What should have been developed in this tourist attraction?

Kisi – kisi wawancara

Variabel	Definisi operasional	

Persepsi wisatawan		
Pengembangan tempat wisata	Apa yang seharusnya dikembangkan di tempat wisata ini	What should have been developed in this tourist attraction?
Potensi tempat wisata	Apa yang menjadi daya tarik utama dari tempat wisata ini?	What are the main attraction of this tourist attraction?
Kesesuaian dengan harapan	Bagaimana kesesuaian antara harapan dan pengalaman yang didapatkan selama berwisata di tempat wisata ini	How does the actual experience during travel in this tourist attraction compared to your expectation?
Wisatawan luar palangka : pengetahuan tentang Palangka Raya, keinginan tentang Palangka Raya	Apakah anda pernah mengunjungi kota Palangka Raya? <input type="checkbox"/> Ya <input type="checkbox"/> Tidak Jika ya, tempat wisata apa yang anda kunjungi ? Menurut Anda, wisata apa of yang perlu dikembangkan di kota Palangka Raya?	Have you ever visited the city of Palangkaraya? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, what sites do you visit? In your opinion, what tourist attraction should be developed in the city of Palangkaraya?

Tabel 1. Kisi-Kisi Observasi Lokasi Penelitian

Aspek yang diobservasi	Keterangan (Dilengkapi dengan gambar/foto)
A. Informasi Umum	
Nama DTW	
Lokasi	
Jenis DTW	
Deskripsi DTW	
B. Daya Tarik Alam	
Daya tarik utama	
Daya tarik pendukung	
C. Daya Tarik Budaya	
Daya tarik utama	
Daya tarik pendukung	
D. Aksesibilitas	
Cara pencapaian menuju DTW dari kota/pusat pelayanan terdekat	
Kualitas jalan menuju DTW	
Kualitas jalan di dalam DTW	
Ketersediaan moda transportasi	
Waktu tempuh	
E. Sarana dan Prasarana	
Hotel dan penginapan	
Warung makan	
Kamar mandi dan AC	
Air bersih	
Listrik	
Fasilitas pendukung yang lain	
F. Aspek Pasar Wisatawan	
Besarnya jumlah wisatawan (lokal, nusantara, dan mancanegara) yang datang ke	

DTW	
Skala jangkauan (lokal, regional, dan mancanegara)	
G. Investasi	
Investasi yang telah ada di lokasi	
<i>Stakeholder</i> yang berperan dalam investasi	
Retribusi/tiket masuk objek	
H. Kelembagaan dan SDM	
Pengelolaan DTW saat ini	
Ketersediaan struktur lembaga pengelola	
Ketersediaan pemandu wisata	
Pelibatan masyarakat sekitar DTW	
I. Permasalahan	
Permasalahan mendasar yang perlu diperhatikan dan perlu segera ditangani	
Permasalahan jangka panjang yang mungkin muncul	
Konflik dalam pengembangan pariwisata	
Dampak pengembangan pariwisata	

BALITBANG PALANGKA RAYA