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

15. Average expenditure per day for at Tanjung Puting National Park (IDR):
   - $<500.000$
   - $500.000 - 1.000.000$
   - $1.000.000 - 1.500.000$
   - $> 1.500.000$

**Behavior**

16. Is visiting Tanjung Puting National Park 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 Tanjung Puting National Park?
   - Photographing the scene
   - Travel around the site
   - Culinary tour
   - Enjoy the natural scenery
   - Ecotourism
   - Other

19. Favorite souvenirs to souvenirs from Tanjung Puting National Park:
   - Gem stone
   - T-shirt
   - Traditional medicine
   - Local signature food
   - Craft of rattan
   - Craft of rubber
   - Other

20. Travel arrangements:
   - Self-arranged
   - Travel agency

21. Are you going to come back to the Tanjung Puting National Park?
   - Yes
   - No
   - Don't know

22. Would you recommend the Tanjung Puting National Park 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 Tanjung Puting National Park?

<table>
<thead>
<tr>
<th>No</th>
<th>Condition</th>
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<th>1</th>
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24. How do you think the prices in Tanjung Puting National Park in following terms?

<table>
<thead>
<tr>
<th>No</th>
<th>Means</th>
<th>Poor</th>
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A. Demographic aspects

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2. Sex: □ Male □ Female
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   □ Student □ Civil Servant
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6. Net income in one month (IDR):
   □ <500.000 □ 1.500.000 – 2.500.000
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   □ 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 □ Medical treatment
   □ Visit family/friends □ 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)
13. How many times do you visit the Batu Mahasur Waterfall Gunung Mas ......
14. The length of stay in the Batu Mahasur Waterfall Gunung Mas...... days

15. Average expenditure per day for at Batu Mahasur Waterfall Gunung Mas (IDR) :
☐ <500.000   ☐ 1.500.000 - 2.000.000
☐ 500.000 - 1.000.000 ☐ 2.000.000 - 2.500.000
☐ 1.000.000 - 1.500.000 ☐ > 2.500.000

Behavior
16. Is visiting Batu Mahasur Waterfall Gunung Mas 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%
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7. Other ☐ 10% ☐ 20% ☐ 30% ☐ 40% ☐ 50%

18. Activities undertaken in Batu Mahasur Waterfall Gunung Mas? ☐ photographing the scene ☐ travel around the site
☐ Culinary tour ☐ enjoy the natural scenery
☐ Ecotourism ☐ other .................................

19. Favorite souvenirs to souvenirs from Batu Mahasur Waterfall Gunung Mas:
☐ Gem stone ☐ T-shirt
☐ Traditional medicine ☐ Local signature food

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

21. Are you going to come back to the Batu Mahasur Waterfall Gunung Mas?
☐ Yes ☐ No ☐ don’t know

22. Would you recommend the Batu Mahasur Waterfall Gunung Mas 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 Batu Mahasur Waterfall Gunung Mas

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<tr>
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<td>1 2 3 4 5 6 7 8 9 10</td>
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SURVEY OF TOURIST MARKET
THE CITY OF PALANGKARAYA IN 2017

Dear respondent,

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   □ Student □ Civil Servant
   □ Housewife □ Retired
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6. Net income in one month (IDR):
   □ <500.000 □ 1.500.000 – 2.500.000

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:
   □ Airplane □ 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:
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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 ......
14. The length of stay in the Sebangau National Park....... days

15. Average expenditure per day for at Sebangau National Park (IDR):
   - $<500,000$
   - $500,000 - 1,000,000$
   - $1,000,000 - 1,500,000$
   - $>1,500,000$

### Behavior

16. Is visiting Sebangau National Park is your main destination?
   - Yes
   - No

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

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

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

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

21. Are you going to come back to the Sebangau National Park?
   - Yes
   - No
   - don't know

22. Would you recommend the Sebangau National Park 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 Sebangau National Park

<table>
<thead>
<tr>
<th>No</th>
<th>Condition</th>
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<th>1</th>
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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
- Taxi
- Public transport
- Vehicles travel agent
- Local Motorboat
- Other

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

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

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
   - 10%
   - 20%
   - 30%
   - 40%
   - 50%
   (spa, massage, dll)
7. Other
   - 10%
   - 20%
   - 30%
   - 40%
   - 50%

18. Activities undertaken in Sei Gohong:
- Photographing the scene
- Travel around the site
- Culinary tour
- Ecotourism
- Other

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

20. Travel arrangements:
- Self-arranged
- Travel agency
- Unplanned
- 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:

<table>
<thead>
<tr>
<th>No</th>
<th>Condition</th>
<th>Poor</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Attractiveness</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Facility</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Access</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>4</td>
<td>Service</td>
<td></td>
<td></td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

24. How do you think the prices in Sebangau National Park in following terms:
<table>
<thead>
<tr>
<th>No</th>
<th>Means</th>
<th>Poor ←-----------------------------→Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Local transport</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Accommodation</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Entrance Ticket</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Food and beverage</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Souvenir</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Tour guide</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Etc, mention..</td>
<td></td>
</tr>
</tbody>
</table>

**Kisi – kisi wawancara**

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Definisi operasional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persepsi wisataan</td>
<td>Apa yang sesuai dengan harapan antara harapan dan pengalaman yang didapati selama berwisata di tempat wisata ini?</td>
</tr>
<tr>
<td>Potensi tempat wisata</td>
<td>Apa yang menjadi daya tarik utama dari tempat wisata ini?</td>
</tr>
<tr>
<td>Kesesuaian dengan harapan</td>
<td>Bagaimana kesesuaian antara harapan dan pengalaman yang didapati selama berwisata di tempat wisata ini?</td>
</tr>
<tr>
<td>Wisatawan luar palangka y</td>
<td>Apakah anda pernah mengunjungi kota Palangkaraya?</td>
</tr>
<tr>
<td>Etc, mention..</td>
<td>Jika ya, tempat wisata apa yang anda kunjungi?</td>
</tr>
</tbody>
</table>

**Kisi – kisi wawancara**

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Definisi operasional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variabel</td>
<td>Definisi operasional</td>
</tr>
</tbody>
</table>
### Tabel 1. Kisi-Kisi Observasi Lokasi Penelitian

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

**G. Investasi**
- Investasi yang telah ada di lokasi
- Stakeholder 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