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### Consciousness and Social Behavior of Visitors Tourism as a Culture Cares Environment (Case Study Places in Tulungagung District)

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Article Info	Abstract	
History Articles Received: September 2017 Accepted: October 2017 Published: June 2018	This study aims to determine the awareness and behavior of tourist visitors as an effort to cultivate the environment, obstacles faced by the tourism office and environmental agencies, as well as efforts made by tourism and environmental agencies for visitors to care about the environment. The type of this research is qualitative research. The research data was collected with several techniques, such as observation, interview, and documentation. Triangulation technique is done by means of triangulation method and source that is by checking the	
Keywords: environmentally caring cultur, social awareness, social behavior	information result of interview with documentation and observation. The result of the discussion about the awareness of the tourist visitors shows that the awareness of the less concerned tourism-related visitors. It proved less tourist visitors know the dangers of waste in the environment. Tourists' social behavior	
DOI https://doi.org/10.15294 /jess.v7i1.18040	to care less about the environment. This is evident with visitors littering, and no other visitors are rebuking. The obstacles faced by related agencies are human resources problems, eliminating bad thoughts from visitors, and communal waste generated by visitors. Efforts made by the relevant agencies is to create a work program devotion, appeal, and giving a free plastic bag.	

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### INTRODUCTION

Indonesia is rich in various unexplored natural potentials in various regions that can be used as tourist objects and attractions. Its potential to generate revenue and growth of tourism economy is predicted to grow rapidly (Budeanu, 2007). The diversity of natural resources and culture in Indonesia has become one of the favorite destinations for domestic and foreign tourists (Handriana, et al. 2016).

The abundance of Indonesia's natural wealth in the form of natural state of flora and fauna is very much, providing its own attraction for domestic tourists and foreign tourists to visit. Tour is a travel activity or part of the activity is done voluntarily and temporarily to enjoy the object and attraction of tourist areas (Pendit, 2003). Many of the people who promote the sights to others with the aim that the sights are visited. However, when the incessant promotion of tourist attractions to attract the number of visits to tourist attractions, sometimes not accompanied by awareness of visitors to maintain cleanliness and social behavior in the tourist area. Especially in the era of social media, when everyone is a reporter and deadline status updates are more important than eating on time, posting photos in places of interest so tempting.

The form of the unconscious and social behavior of tourist visitors is still a lot of plastic waste, cigarette piles, food and beverage waste brought by visitors and discarded arbitrarily located in the area around the tourist attractions. The interaction between humans and the natural environment is not solely manifested only as a relationship of human dependence on the natural environment alone, trained to manifest as a relationship where human beings advance and change the natural environment (Banowati, 2009).

The growing number of inhabitants on the climate will go forward (Setyowati, 2007). Many human activities such as, exploitation, waste, factory smoke damage to the environment on a large scale.

(Jambeck, 2015) Indonesia seems to recognize the second position of the largest

contributor of waste after China. Each year Indonesia is able to contribute up to 187.2 million tons of waste. Followed by the number of countries of the Philippines, Vietnam, and Sri Lanka which disasters the order of 5 world.

Table 1. The Largest Contributor of Waste in	
The World	

Rank	Country	Coastal pop (millions)	Waste gen. rate [kg/ppd]		
1	China	262.9	1.10		
2	Indonesia	187.2	0.52		
3	Philippines	83.4	0.5		
4	Vietnam	55.9	0.79		
5	Sri Langka	14.6	5.1		
6	Thailand	26.0	1.2		
7	Egypt	21.8	1.37		
8	Malaysia	22.9	1.52		
9	Nigeria	27.5	0.79		
10	Bangladesh	70.9	0.43		
Source: Jambeck, Science 2015					

While the province with the largest contributor of waste in Indonesia is East Java province as much as 48,146 tons/day followed by West Java 47.903 tons/day and Central Java of 27.974 tons/day. If this is allowed, then the environmental sustainability, especially coastal areas and other tourist attractions will be more worrying. so that the environmental damage is getting bigger (Ngabekti, et al. 2007). Because, if someone throw the waste into a tourist attraction such as beaches, and the garbage ished into the ocean, so eaten by fish or sea creatures and consumed by humans, then humans will also feel bad effects, especially for health. World community cooperation is essential to reduce and prevent the risk of environmental damage (Selvam, et al. 2011).

The impacts of environmental degradation and pollution are now in a detrimental condition that disrupts human life (Astuti, 2014). Siti Nurbaya (Minister of Environment and Forestry) said that, annually Indonesian people use nearly 10 billion pieces of plastic bags and 95 percent of them into garbage (Oscar, 2016). This is what needs to be followed up by the Ministry of Environment and Forestry to reduce plastic waste, by issuing a policy of paying plastic bags. The policy is expected that all citizens to suppress the use of plastic behavior, as well as minimize the existing waste. This is an effort to awareness of the government to the public about the importance of care with the environment. Tulungagung regency is intensively developing and building tourism potential in its area. On Sundays, and other holidays many places of tourism are flooded by tourists. Tourism is an industry whose survival is determined by good and bad environment and humanity itself (Sidarta, 2002). Thus, he is very sensitive to environmental damage, such as pollution of smelly and dirty domestic sewage, garbage accumulation, and damage to landscape by deforestation, as well as attitudes of inhabitants and unfriendly tourist visitors. Without a good environment, it is impossible for tourism to flourish. Waste is an undesirable waste material after the end of a process (Banowati, 2012).

Tulungagung regency has many interesting places of interest, and often visited by tourists such as Kedung Tumpang, Pantai Gemah, Goa Pasir and so forth. Unfortunately, when municipal and private governments are vigorously providing cheap recreation places that can be reached by the tulungaggung community, but not balanced with the awareness and behavior of visitors to always care about the environment. It is important to be more aware of the environment and its problems in addition to increasing environmental awareness, in a more responsible way (Aminrad, 2013).

According to observations made by researchers, at some points of tourism in Tulungagung district, the tourists who visit the sights many leave some garbage problems that resulted in less beautiful and dirty tourist spots. Some of the problems that exist in the form of waste food, plastic waste, cigarette put, which is very disturbing environment, especially the tourist place itself. This is what causes the original tourist attractions in a clean, well-maintained, good, to be a bad thing to look at. Community concern, especially tourist visitors, of course, need to be questioned.

### METHODS

This research uses qualitative research method with case study approach. This qualitative research is used as a research procedure that produces descriptions of written or oral words of people and observable behavior. The use of case studies is used because this study examines the events and activities of individuals and groups at a particular time and place, in this case, the awareness and social behavior of tourist visitors in Tulungagung.

Researchers act as instruments as well as data collectors. Researchers act as full observers and interviewers. Informants used in this study consisted of visitors of tourism, Tourism Office, and the Office of the Environment. Based on what is said by Sugiyono (2009) "That in qualitative research more data collection on observation, in-depth interview and documentation. Data Analysis Techniques Data analysis in this study carried out inductively is an analysis that starts from data collection, data reduction, data presentation, and data verification.

### **RESULTS AND DISCUSSION**

# Profile of Gemah Beach and Ngrowo River Garden

Gemah beach is located in the bay area of popoh Keboireng Village, Besuki District, Tulungagung Regency. The route to Gemah Beach is very easy, that is by following the path of the South Traffic Line (JLS) which already exists the information board about the direction of the gemah coast. Gemah Beach itself is a mainstay of Tulungagung regency, although its presence only emerged in early 2016 yesterday, but the coastal gemah already give a big impact for tulungagung regency, especially in the economic sector. The interesting thing about Gemah Beach is the beach with brown sand that stretches about one kilometer along with the spruce shoot tree. Therefore, gemah beach is a favorite destination for weekend trips. Kali Ngrowo Park is located on the banks of the river Ngrowo Lembupeteng Tulungagung regency.

Access to reach this place is easy. From Tulungagung Square to the south until the intersection of tamanan and turn right straight approximately 1 kilometer to the park ngrowo times. Just like Gemah beach, this park began to crowded in 2016 along with the completion of the park area development. To enter this location, visitors are free of charge alias free. Although free, but the charm offered from this garden ngrowo so many of them include refreshing and sports activities because it has provided various facilities, so that visitors can enjoy the other side of the river Ngrowo.

### Awareness of Tourists

The problem of waste is a complex problem in every country, besides disturbing the scenery, waste can also damage the existing environment. At the end of the twenty-first century, various public awareness movements are concerned with the environment. It deals with awareness to keep the earth human dwelling into clean, healthy, and green. (Marhaeni, 2012). Environmental problems arise, basically caused by the dynamics of the population, the utilization and processing of natural resources are less prudent, less controlled use of science and advanced technology, the negative impacts that often arise from economic progress should be positive, and spatial clash (Rachman, 2012).

Garbage creates problems because it is seen as a useless material and pollutes the environment (Banowati, 2014). However, to minimize the hazard from waste, it is necessary to take responsibility and habituation of each individual to dispose of the garbage in its place. Related to the awareness of visitors to obey the existing appeal in the area of tourism, researchers interviewed some visitors who come, tourist attractions Sulton Ali explained:

"That's Simple, if I still see, if there is caution (regulation) I obey, if there is no yes usually I do not obey. If anyone ignores the rules (forbidden to litter), it means that the person does not care about the mas environment, let's say that person throws the garbage here, there will also be cleaning" (interview June 11, 2017).

## Further responses Riga tourist visitors tell the argument as follows:

"Everyone's different, here's a bulletin board usually people are indifferent to the environment, he gave priority to the past then the trash is abandoned, mostly so, so yes each person's consciousness. A small example of aja mas, right there is the word "forbidden to pee here" but people still urinate here. So here's the mas, now that most of the rules are made to be broken. Especially if there is no rules board" (interview June 10, 2017).

The statement of the above visitors in line with the responses by visitors fany tour:

"Maybe the tourist traveler's thoughts are wrong. Perhaps an article is only seen as a decoration, not applied. Self awareness hell yes less. The mind wants to be practical ah, throw it out here instead of throwing garbage in the garbage bins away where the trash is there, have to throw it out there will also be a take, short mind is the main term "(interview June 24, 2017).



Figure 1. Interview with One of The Tourist Visitors

The results showed that tourist visitors actually frequent and always throw garbage in the trash. They are aware that cleanliness is important for themselves, others and for the environment. However, problems arise when the trash can not be found. They throw garbage carelessly. There are those who regret his actions (littering), some are normal. But there are some people who care about garbage, that is the garbage brought into the crackle and when it has found a new dumpster is thrown in the trash. This is reflected in the guidance by parents of some tourist visitors.



Figure 2. Awareness of Tourist Visitors on The Gemah Beach

At tourist sites there are usually signs or appeals ban (littering), as well as in the coastal areas gemah and park ngrowo times also have an appeal that should not be violated by visitors who come.



Figure 3. The Boards are Prohibited from Disposing of Garbage

Based on the results of the study, it can be seen that the visitors of most tourist areas do not obey the rules/appeal warning boards (prohibited littering waste) prevailing in the sights. The appeal seemed to be just a display that was ignored by its existence. In fact there are some people who call if the appeal/rule boards are made pointless to be violated. The rules or laws are only made complementary without any follow-up or applied in the field (Setyowati, 2008).

### Visitors' Social Behavior

Tourists while on vacation should be using their time to have fun. However, it is unfortunate that they leave garbage/littering. In principle behavior is the behavior, behavior, and actions of a person to the surrounding environment (Setyowati, 2008). Based on the results of research shows that the visitors are reluctant to take the garbage that is right in front of it. They argue that if the garbage will also be cleaned by janitor of tourist area. This thinking is actually only a temporary resolve or an item from the waste management system (Indriyanti, et al. 2015). So they do not worry about the garbage around them. In fact, the cleaning officer who is on the beach gemah and park ngrowo this time to do clean-up activities where the neighborhood tourist area once a week. Humans do what they believe is good for them, they will do (Strack, 2004). This indicates that the tourist visitors are less concerned about the garbage that is around him, and more dependent on the janitor.

In the area of tourist attractions, of course, tourist visitors not only see the beauty of the tourist attractions alone, but also must have seen an activity from other visitors at the tourist attractions such as seeing people who throw garbage carelessly/not in place. Here are the attitudes and actions of tourist visitors who see other tourist visitors littering in the area of tourist attractions: The first tourist visitors are Riga visitors from Surabaya, he explained as follows:

"Often I mas see people like that (throw rubbish indiscriminately), to the problem (admonish/tell), mas it's own know if for example people are given know or given advice, now people do not want, essentially it's" you you, me me "so most people right" what the heck you do not let people throw garbage, people no problem the same with you. It should be every tourist area that should be provided a lot of garbage "(interview June 10, 2017).

In line with Riga, Fanny tourist visitors also said the same thing related to it:

"Oh often, a lot to find the incident (people throw garbage carelessly in the tourist area) if reprimanded hell, people now reprimanded must be emotion yes, I think ya seen aja sih awareness of his person. If I reprimand how I think now is less ethical I think, but we as a person should reprimand, but his name people are easily afraid of emotion, if already know yes I must scold "(interview June 24, 2017).

Further statements from tourist visitors Yohan Arif Wahyudi:

"In fact I ignore mas, but I never told, but there are ngerespon good, and some are responding not good. After that I so how so. Ngko lek misal tak kandani ngko dikiro yokyok an, misal lek gak tak kandani engko yo tetep rusuh (later if for example I say mistaken, if not told later dirty) "(interview June 18, 2017) Based on the research that researchers get that the visitors are afraid, embarrassed, shy to advise or tell fellow visitors of other tours caught littering. Tourists feel self-awareness and selfrespect in the tourist spots must be owned by everyone, because it is difficult for them (tourist visitors) to advise other visitors, who are not known to throw garbage carelessly. It is as if they (tourists visitors) choose silence, and do not take any action to reprimand tourists who throw garbage carelessly, for fear of being scolded.



Figure 4. Tourist Visitor Behavior at Taman Kali Ngrowo.

Tourist area is a meeting place of people who want to vacation, enjoy a comfortable atmosphere, and as a means to clear the mind. Many of these visitors do not know one visitor to another. When there is a visitor doing an activity, other visitors are not too concerned about it. Just as when one of the tourist visitors caught littering, visitors who know it does not care about what is done by visitors of the tour. As there is an individualistic sense of being in the tourist area. In addition to that, also other tourist visitors are reluctant to reprimand or just tell if his actions were wrong and violate the provisions in the tourist area. They are reluctant, reluctant, embarrassed, afraid that the visitors who make the mistake are offended by our reprimand. Even the tourism department of Tulungagung regency also confirmed that, the visitors of the tour is less concerned about the environment, especially

tourist attractions, and also less caring for fellow visitors.



Figure 5. Tourist Visitor Behavior at Gemah Beach.

Cultural culture in Tulungagung is thick with the title "tepa selira" which means to keep the other person's feelings so that person is not offended. In this day and age there are many people who are easily offended, either from words, speech or behavior. Society is very sensitive to this. However, it does not mean we should let the sights are dirty, due to the act of irresponsible tourist visitors. Tourists must dare to take action to admonish visitors who are caught doing such a dishonest thing, even though the person is older than us, but with a good attitude to admonish, no need to wear emotions or physical contact.

## Constraints From the Department of Tourism and the Office of the Environment

Tourism office, environmental agency and pokdarwis Tulungagung district in his work effort to meet the obstacles in the field. Based on the results of the research indicates that the environmental agency itself there is no significant obstacle to the scope of bureaucracy. However, in the external sphere, the environmental agency finds a variety of problems (1) obstacles encountered in the effort to civilize and invite the whole community as well as tourist visitors to care for the environment. (2) Related to waste generated by food stalls and also communal waste generated by visitors who come. In fact, it is also worth pity, the absence of strict rules governing the disposal of such waste.

Based on the research results can be seen that from the tourism office itself also does not encounter significant constraints on the internal condition of the tourism office. However, the departmental agency encountered several obstacles to the external sector, the first of which pokdarwis human resources needed to be improved. Because the average of them are farmers, farmers, traders, the average level of education is still low Elementary School, Junior High School and Senior High School. Because as good as any object if not supported by good quality human resources, then the attraction is not nothing, and can not provide a good example for the visitors of the tour to always care about the environment. Second, eliminate the culture of fikir patterns and misbehavior by tourist visitors. Finally, there is still lack of facilities in the tourist area, because it is still in the process of development. Facilities that really need to be added ie the trash can, loudspeakers, appealing boards and sand dredges.



Figure 6. Trash Facilities Need to be Added

# Efforts of The Department of Tourism and The Office of The Environment

Tourist attractions to be visited by many visitors, need good management, both from tourist attractions, human resources, and also the prevailing policies that must be followed in the region. Mr. Agus Prijanto Utomo (Head of the Field of Waste and P3) said that:

"Yesterday there was a program from my friends in gemah group conscious tour (pokdarwis) every entrance gemah beach, it was distributed 1 bag crackle, so so get given 1 bag crackle. The hope pokdarwis bag crackle is used for place or container of garbage visitors, but that happened just not as expected, the crackle bag is not used for garbage containers, so the garbage just stay, cricket bag switch function to a place for wet pants, and wet T-shirt. After many incidents like that, finally had a vacuum (activity for-for crackle) for 2 months. During the vacuum it turns more and more garbage, finally after the coordination is decided program of giving crackle for visitors run again, consciously unconscious, we tetep run the program in the hope that visitors can be aware of the environment "(interview July 19, 2017).

Based on the research obtained, it can be explained that the environmental agency has several annual agendas (1) Work devotion that invites all elements of society, especially the Tulungagung community to attend the event with the aim that the community is more concerned about the environment, especially in the tourist area. (2) a program that provides plastic bags to all visitors who come, with the aim of the waste is used as a container of waste brought by visitors who come. while the efforts of the Department of Tourism is in the form of garbage bins for the beach gemah and park ngrowo times, the appeal to pokdarwis and also tourist visitors, as well as the future there will be a program that one of them is submit KTP and also luggage luggage brought when going to the tourist area. In this case that has been successful and has been applied to the tourist area of Mount Budeg.



**Figure 7**. Interview with Mr. Heru from the Tourism Office of Tulungagung Regency

Indeed, according to the theory of habitus and arena by Bordieu, that the behavior of each individual is influenced by the environment and the actor itself. So even though the environment as an arena gives encouragement or influence, it is not impossible that there are still some tourist visitors who are aware and do social behavior or a good attitude. Back again that the habits undertaken by every individual even though it is just throw away plastic candy, if done many times and accustomed it will become an inherent habit. Indeed, in creating a comfortable tourist area, clean, beautiful, and visited by many tourists in addition to work programs undertaken by the relevant agencies, it is necessary also the participation of tourist visitors. Participation here is a mental and emotional involvement of a person to the achievement of goals and take responsibility in it. In that definition the key to his thinking is mental and emotional involvement (Sunarjan, 2014).

### CONCLUSION

The findings of data in the field related to the awareness of the visitors to care for the environment can be said to be less. This can be seen from the amount of garbage found in the tourist area that makes other tourist visitors feel sad, and disappointed. Researchers call it unscrupulous tourist visitors who have made the tourist area full of garbage. Some bulletin boards, an appeal, seem to be ignored. As well as facilities of waste bins provided by related agencies less so utilized by most visitors who come. However, some visitors show a caring conscious nature. This is reflected in some visitors who prefer to bring the garbage first if not found a trash can. The findings of data in the field related to the social behavior of tourist visitors to care about the environment can be said to be very less. The norms and values that govern the interactions between people are ignored (Sunarjan et al, 2017). This can be seen how the attitude and actions of the visitors who stay silent, ignore when you see there is garbage in front of or around them. The visitors are more dependent on the janitor, because they think it's the duty of the janitor. Furthermore, many of the visitors who find other visitors who throw garbage carelessly, but not, reprimanded, and prefer silence. They are embarrassed, afraid that later reprimanded angry and instead will make a long problem. The findings of data in the field related to obstacles faced by the management of tourist area is the human resources of pokdarwis with the background of farmers, farmers, traders who have low education level. Then other obstacles

eliminate the culture of fikir patterns and misbehavior by tourist visitors. And waste generated by food stalls and also communal waste generated by visitors of the tour. The findings of data in the field related to the efforts of the area manager so that the visitors are accustomed to care for the environment, including the work of this devotion done by the environment department, the tourism office, pokdarwis along with the community and the coming tourist visitors. Clean village program, this program is not only to be contested, but also how to respond, to invite the community to care for the park ngrowo and other tourist end. Then the crackle distribution program is done when visitors will go to the tourist area, especially the beach, and the last is the appeal. This action is most can be pursued by the tourism office and also the environment and tourism groups conscious tour (pokdarwis) in an effort to make tourist visitors aware and care about the environment. This appeal includes a boards of appeal and also an appeal through speakers at the sights.

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