



Determinant of Mountaineering Tourism Development Strategy at Gunung Slamet

Alisa Tri Nawarini [✉], Ade Irma Anggraeni

Department of Economic, Universitas Jenderal Soedirman, Indonesia

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Abstract

During and after the pandemic COVID 19 attacked Indonesia, the tourism industry fell sharply, but there is one tourism sector that could survive because that is adventure tourism. Adventure tourism is one of the travel activities that consider saving during this pandemic, especially mountaineering. This research aims to analyze the factors influencing tourists to climb Gunung Slamet. Those factors are divided into two kinds: push factor and pull factor. The research was conducted on 90 climbers who climbed to Gunung Slamet through Bambang Gate in Purbalingga. The results show a positive influence of push and pull factors on mountaineering participation in Gunung Slamet. This result can be recommendations for Banyumas Government as administrator to develop promotional strategies such as facility fulfillment for the climber, increase social media use, and collaborate with other patrics to attract tourists.

INTRODUCTION

Indonesia is a country blessed with so many natural resources. These natural resources have become the strengths of achieving society's welfare. One of the uses of natural resources is in the tourism sector. According to the Ministry of tourism and creative economy, the tourism sector contributed 4.1 % to Indonesian GDP in 2020. This number is decreased from the contribution in the previous year. In 2019 tourism sector has contributed US\$16,9, but in 2020 it decreased to only US\$ 3,54. But after the pandemic is handled, Minister of Tourism and Creative Economy has targeted to increase the contribution to 10-12% within next 5 years.

The decline of the tourism sector has happened since Covid 19 attacked in 2020. Foreign tourist visitation to Indonesia has decreased by 75% last year. This is because of rest-

rictions on public activities in many countries as the effect of pandemic Covid 19. The number of tourists that visited Indonesia accounted for more than 16 million in 2019, but it decreased in 2020. There are only 4,08 tourists. Since that, the tourism sector has strived to find a way to recover and build its business again by focusing on local tourists as the target market.

Adventure tourism is one of the travel activities considered safe during this pandemic. One of the favorite adventure tourism activities is mountaineering (Chen & Chen, 2015). Climbing a mountain is an option for people who seek adventure and challenge in their lives. These activities are supported by a lot of beautiful mountains in Indonesia. During the Covid 19 pandemic, some mountains are closed temporarily, but right now, after the pandemic, some are already open by applying the strict healthy protocol to avoid Covid 19 dispersion. One of the mountains that offers adventure tourism

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[✉] Correspondence Address:
Jl. Profesor DR. HR Boenyamin No.708,
Kec. Purwokerto, Kabupaten Banyumas, Jawa Tengah 53122
E-mail: alisa.nawarini@unsoed.ac.id

in Central Java is Gunung Slamet. Gunung Slamet is located in Banyumas and has many attractions for visitors. Despite Baturaden as their main tourism object, Gunung Slamet has a challenging climbing path for climbers searching for adventure. There are three routes up to Gunung Slamet peak, but climbing through Bambang Gate is considered the most accessible and safest route.

Two factors determine people's come to tourism objects. They are the push factor and pull factor. Push factors are social-psychological, internally generated motivation and motives, such as escapism, social recognition, socialization, self-esteem, and novelty, that determine the need for travel (Taher et al., 2015). In this pandemic situation, climbing a mountain is considered a way to release people from the boring feeling that they felt, and they can feel safe in doing those make people able to keep their distance from each other. On another side, pull factors are the elements that represent a promise of satisfaction at destinations (Giddy, 2018). These pull factors show by the government's activities by making some promotions and making the mountain more attractive to visit. This push and pull factor will influence tourist mountaineering activities destination choice (Dewan & Kim, 2020). This article will provide an analysis of the push and pull factors' influence on mountaineering participation in mountain Slamet, especially for climbers climbing through Bambang gate. This research can contribute to theory since there are limited references discussing adventure tourism, especially mountaineering activities

HYPOTHESES DEVELOPMENT

Push factor is the need for sociological passage and the psychology of the individual who makes somebody travelled. Push factor as encouraging internally an individual to travel (Caber & Albayrak, 2016). The push factor is the aspect of internal or emotional a person doing the tour. So, the push factor can be described as encouraging the self individual to travel to the destination specified.

The dimensions of mountaineering tourism push factors, that are divided into two, they are motivational dimension and motives. The motivation dimension is a process that ini-

tiates someone to do something; in this case, motivation explains why an individual participates in mountaineering, demonstrating that motivation is a collection of internal and external factors that evoke the behavior of an individual (Giddy & Webb, 2018). Meanwhile, motivation is the possibility of a series of states of a person when individuals realize this, which explains that motivation is also a result of needs. Research indicates many motivations for a person to participate in mountaineering activities.

The second is the motive. Motive is a driving force that facilitates action or a reason why individuals do something; in this case, motive explains a person's reasons for participating in mountaineering activities. If an individual has a strong motive, then the people can just let themselves through the dangerous things (Demirović et al., 2019). The motive could be manifold, following the chosen destinations by individuals who participated. There are two types of reasons, general motives, and motives that are not too important such as status. When someone gets increased traveling experience, the motive usually becomes a necessity. The nature of the mountains is one of the features that motivate a person to engage in mountaineering activities—internally generated motives such as escapism, social recognition, socialization, self-esteem, and novelty. The first hypothesis to test in this research is:

H1: Push factor has a positive influence on mountaineering participation

A pull factor is a destination's features, attractions, or attributes. Pull factors are elements that exist in destinations that promise satisfaction to their visitors. Pull factors influence the decision of someone to choose destinations. Pull factors represent satisfaction in the destination they are going to (Fieger et al., 2019). In case this pull factor can be interpreted as a feature of a destination that can attract visitors to visit destinations.

Tourism mountaineering pulls factor element is the element that attracts people to the destinations specified with the appropriate power source. The nature of the mountains is one of the features that motivate a person to engage in mountaineering activities (Lwoga & Matu-

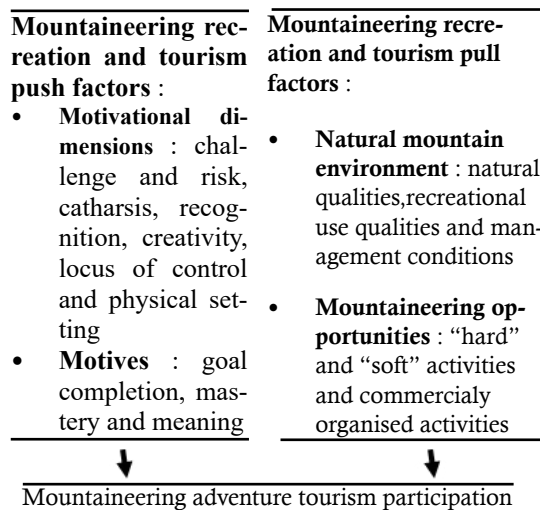
ro, 2020). The dimensions of mountaineering tourism pull factors are natural environment, mountaineering opportunities, hard and soft activities, and commercially organized activities.

Mountain Slamet has several factors that interesting for tourists. Beautiful scenery and challenging climbing path can motivate tourists to come. Especially in pandemic situations, releasing themselves from social isolation can motivate tourists to join in mountaineering activities (Welling et al., 2015). The second hypothesis to test in this research is:

H2: Pull factor also has a positive influence on mountaineering participation

METHOD

This research is a quantitative research using the survey method. Research is conducted at Basecamp ascent of Mount Slamet via Bambangan, in the District Purbalingga, Central Java. The sampling method used in this research is convenient, and the data analysis will be conducted using multiple regression using 90 respondents. The research model is developed based on Pomret research model in 2016 :



RESULT AND DISCUSSIONS

This research was conducted on 90 respondents who climbed to Gunung Slamet through gate Bambangan. Before the main data analysis was used to test hypotheses, the data had already passed the validity and reliability test. Validity is measured using the Pearson Correlaton test, whi-

le the realibility test uses Cronbach Alpha. The result of the validity and reliability test conducted are :

Tabel 1. Validity and reliability test results

Text / Var	Push Factor	Pull factor	Mountaineering participation
Validity	0.691	0.687	0.642
	0.627	0.786	0.537
	0.668	0.630	0.634
	0.543	0.795	0.665
	0.465	0.800	0.568
	0.729		0.416
	0.499		0.464
	0.608		
	0.631		
	0.741		
Reliability	0.746	0.767	0.737

From the result above, it show that all r count are greater than r table (0.2061), and alpha value also greater than 0.7 so it can stated that the the data passed for validity and realibility test.

While the result of the classical assumption test required to achieved BLUE (Best Linear Unbiased Estimator) in regression analysis are :

Table 2. Classical Assumption Test Result

Classic Assumption Test	Multi-collinearity	Auto-correlation	Heteroskedasticity
	1.086	2.539	0.052
	1.074		0.806
			0.068

Based on the result above, the data already passed the classical assumption test because, in the multicollinearity test, the value 1,086 and 1,074 are both below VIF: 10, autocorrelation test by using Durbin Watson show the value is between DU: 1.703 and 4-DU: 2.297 so there is no autocorrelation. The last is the heteroscedasticity test which all the values are greater than sig 0,05, so there is also no heteroscedasticity in the data.

Demographic Characteristics of Respondents

Adventure tourism is very challenging and requires a lot of energy to do it. Respondent of this research shows that males are dominant

rather than women in climbing Gunung Slamet; the age is dominated by young people in the age range 21-30 years old. This makes sense because climbing a mountain requires a lot of energy and skills, so usually, young people tend to climb a mountain rather than older people or kids. There are many reasons why climbers are interested in climbing Gunung Slamet. Still, most said climbing a mountain is like relaxation after doing some work activities during the weekday. College students and workers are willing to climb Gunung Slamet to release the stress they feel in doing their daily activities.

Table 3. Respondent Demographic

Respondents Characteristics	Category	Respondent (people)
Gender	Male	62
	Female	28
Age	15-20 years old	26
	21-30 years old	60
	31-45 years old	4
Occupation	Students	10
	College students	40
	Worker	40

Based on data analysis conducted with multiple regression analysis, the result shows the positive influence of push factors and pull factors on mountaineering participation:

Table 4. Result of Multiple Regression Analysis

Variables	Regression Coefficient	t count	t table	Sig
Push factor	0.034	1.648	1.662	0.011
Pull factor	0.668	7.081	1.662	0.041
R2	0.720	26		
F	27.968	60		

Discussions

The push factor has a positive influence on mountaineering participation

From the statistical analysis result above, the push factor's positive influence on mountaineering participation shows by the value of t count (0.648) higher than the t table (1.662);

therefore, the first hypothesis is accepted. People climb a mountain because they like an adventure. The challenge and risk they felt during climbing gave climbers a positive motivation. The other motivational to climb a mountain are catharsis (relaxation they felt) by viewing scenery, enjoying wildness, and being close to nature (Tangeland et al., 2013). The creativity in using their minds to think and help others, and decision-making ability in various situations they face during climbing. Mountain Slamet is a mountain with beautiful scenery and a challenging route, so tourists will feel relaxed and challenged when they climb the mountain.

While motive dimension shows the ability to fulfilled climber personal motive, such as compulsion to complete their individual goals and show the mastery they have when finished climbed (Wang et al., 2019). Those feelings can be a motive triggered a person to climb a mountain. the other motive that makes a person want to climb is o search for new perspectives in their life. During the pandemic COVID 19, many people felt stressed because they couldn't do normal activities, so by clim mountain Slamet they can get new perspectives in life and feel more energized when they return to their routine. This study has resulted in line with the research by and that concluded in their research that motivation dimensions to stimulate participation (Shrestha & Phuyal, 2016). The motivation dimension positively influences mountaineer participation.

Pull factor has a positive influence on mountaineering participation

Pull factor positively influences mountaineering participation because the value of t count (1.648) is higher than the t table (1.662) so the second hypothesis is accepted. Pull factor of mountaineering tourism are about the mountain itself. The beauty of the natural environment in Gunung Slamet has motivated tourists to climb. Gunung Slamet landscape also offers some mountain opportunities in the same part of the mountain, it attracts tourist to try some challenge when they climbed. The challenged tey faced are not only on some activities that considered as "hard" activities (which are the activities that offer experienced climber to use their skills and contend with high level risk, bit also on "soft" activities which are the activities that only need limited skills and risk. In other way, Gunung Slamet is already known for it mountain adventure activities from long ago, so local government there already created some promotional activities through some mountaineer community and also social media related

with climbing activities there, These promotional activities have proven successful in gaining tourist interest to climb there. Pull factor has a positive influence on mountaineering participation (Albayrak et al., 2021).

CONCLUSIONS AND RECOMMENDATIONS

Research shows the positive influence of push factor and pull factor on mountaineering participation. This result lead recommendation to the Banyumas government as administrator of Gunung Slamet tourism to increase their strategy to provide facility for climber and also maintaining natural environment at Gunung Slamet since natural view has become attractiveness point for the tourism of Gunung Slamet. Other things can do by Banyumas government to promoting Gunung Slamet tourism is by maximizing social media as promotional media to give information to climber and also tourists. Government also can collaborate with other parties such as institutions or company to held some event in Gunung Slamet, so there will be more exposure for development of mountaineering activities there. For further research, this research can be reference source regarding research about push factor and pull factor in tourism industry and hospitality management.

This research is limited because it was conducted during pandemic covid 19, so researcher find it difficult to spread the questionnaire directly. Further research is better done using a questionnaire directly and also can do in other three other Gunung Slamet climbing routes, so the data will be better generalized.

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