UNIVERSITI PUTRA MALAYSIA

VISUAL LANDSCAPE EVALUATION OF TOURISM AREAS IN WEST JAVA, INDONESIA BASED ON TRISAKTI UNIVERSITY EMPLOYEES’ PERSPECTIVES

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DOCTOR OF PHILOSOPHY
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By

INA KRISANTIA

Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in Fulfillment of the Requirements for the Doctor of Philosophy Degree

January 2012
DEDICATION

In the Name of Allah S.W.T., I dedicate this work to:

Those who love good and appreciate create good

Those who have put interest in this study and are going to use its findings

Those who have a special place in my heart:

My beloved husband, Aji Kusmantri

My sons, Imam Munandar and Ihsan Satriawan

My parents, Sumarmi (alm) and Yuhenni (alm)
Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Doctor of Philosophy

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In landscape, visual aspects are very important and contribute to our regional identity, while also giving value to the environment. In Indonesia, there are many tourism areas that are losing their visual attractiveness due to rapid development. This situation will affect the value of visual landscape. Based on this situation, it is imperative for visual landscape to be preserved. This study intends to evaluate visual landscape with an emphasis on preference, meaning, and economic value in relation to its preservation. This study uses a public preference method and as well as contingent valuation. 204 respondents were selected through convenience sampling among members of the public in Trisakti University to participate in a survey, where they were
asked to rate their preference based on 50 photographs of landscapes in several tourism areas of Indonesia. They were required to provide their reasons for preference in closed and open-ended descriptions by choosing 5 scenes they preferred most and also rate their willingness to pay to preserve the scene. The results found that there were three categories of preferred scenes with Resort and Highland scenes exhibiting a high preference, while Beach scenes having a moderate preference. The most preferred scenes were those of Highland landscape, which are considered to be strong in mystery, the meaning of serenity due the experience such as tranquility, smoothness through the ground texture from lawns. To preserve visual landscape in the highland category, the mean amount respondents were willing to pay was $USD 10.85 (RP108.550,-). There were relationships between preference, meaning, and willingness to pay with a positive relationship between preference and meaning showing a significant correlation. There was a negative relationship between preference and willingness to pay because the quantity of experience increases with landscape quality, and that causes utility to diminish. There was also a positive relationship between willingness to pay and meaning. In terms of meaning, meanings such as complexity contributed to preference of people for scenes in the highland and beach category, while coherence contributed to people’s preference of scenes in the resort category. Besides that, the meaning of mystery contributed to Willingness to Pay in the highland category, while legibility contributed to the Willingness to Pay in the resort category. Therefore, it can be concluded that people preferred scenes from the highland and beach category because of the complexity offered in the
scenes, while preference for scenes from the resort category was due to the meaning of coherence. In addition, people had the tendency to pay for the preservation of scenes from the highland category because of the mystery and legibility associated with scenes from resort category. Without doubt, this research has a big potential to create a model to evaluate visual landscape and in the same time it gives visual value to preserve the scenes in tourism areas.
Responden diberikan soal selidik dan diminta untuk memberikan kadar kesukaan terhadap 50 gambar kawasan pelancongan. Mereka juga diminta memberi penjelasan atas sebab pemilihan mereka dan menunjukkan maksud dari lima gambar kesukaan yang di pilih di samping menyatakan kesediaan untuk menyumbang wang kepada usaha pemeliharaan kawasan tersebut.

Hasil kajian menunjukkan bahawa terdapat tiga kategori pemandangan, di mana pemandangan jenis Tanah Tinggi dan juga Resort menunjukkan tahap kesukaan yang tinggi di kalangan responden, manakala pemandangan bagi kategori Pantai menunjukkan tahap kesukaan yang sederhana. Namun begitu, didapati bahawa jenis pemandangan yang paling disukai oleh responden adalah daripada kategori Tanah Tinggi, yang dikatakan mengandungi unsur-unsur misteri, maksud ketenangan sebagai hasil daripada pengalaman seperti keheningan dan kelembutan tekstur tanah daripada rumput. Responden menunjukkan kesanggupan membayar untuk pemeliharaan landskap visual bagi kawasan Tanah Tinggi sebanyak $USD 10.85 (RP108.550,-).

Berdasarkan hasil kajian, terdapat hubungan yang positif di antara tahap kesukaan, maksud, dan kesanggupan membayar. Hubungan antara tahap kesukaan dan maksud menunjukkan korelasi yang signifikan bagi kawasan-kawasan pelancongan di tanah tinggi, resort, dan pantai.

Walau bagaimanapun, hubungan yang negatif antara tahap kesukaan dan kesanggupan membayar diperhatikan bagi kawasan-kawasan resort, pantai dan kategori tanah tinggi.
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I certify that a Thesis Examination Committee has met on 20 January 2012 to conduct the final examination of Ina Krisantia on her thesis entitled “Visual Landscape Evaluation of Tourism Areas in West Java, Indonesia Based On Trisakti University Employees’ Perspectives” in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U. (A) 106] 15 March 1998. The Committee recommends that the student be awarded the degree of Doctor of Philosophy.

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DECLARATION

I declare that the thesis is my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or any other institution.

INA KRISANTIA

Date: 20 JANUARY 2012
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