

Objek dan Daya Tarik Wisata

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OBJEK DAN DAYA TARIK WISATA

(Undang – Undang No. 9/Tahun 1990 tentang KEPARIWISATAAN

***“ Segala sesuatu yang menjadi
sasaran wisata”***

***WISATA: “Kegiatan perjalanan atau
sebagaian dari kegiatan tersebut
yang dilakukan secara sukarela serta
bersifat sementara untuk menikmati
objek dan daya tarik wisata”***

ATRAKSI WISATA

(Tourist attractions)

“Segala sesuatu (tempat/area, fasilitas wisata, aktivitas wisata atau ciri – ciri/fenomena yang spesifik) yang memiliki suatu karakteristik tertentu yang dapat menarik atau ditunjukkan untuk menarik orang sebagai para pengunjung/wisatawan untuk dikunjungi, disaksikan, dilakukan atau dinikmati di suatu daerah tujuan wisata

ATTRACTION

Positive or favorable attributes of an area for a given activity or set of activities as desired by a given customer or market, including climate, scenery, activities, or culture.

(Charles J. Metelka – 1990)

TOURIST/VISITOR ATTRACTIONS

Elements of the tourist product which attract visitors and determine the choice to visit one place rather than another

(S. Medlik - 1993)

**A Designated permanent resource
which is controlled and managed for
the enjoyment, amusement,
entertainment and education of the
visiting public**

(Middleton - 1994)

**Attractions, by definition
have the ability to draw
people to them and aim to
serve the recreational
needs of visitors**

(Mill & Morrison - 1992)

Tourist attractions can be described as an area with different natural attributes or features, that appeal to non – local visitors, that is, tourists. These attributes or features can vary as much as types of tourists vary

(Coltman - 1989)



Atraksi wisata cenderung mengekspresikan area yang Secara Geografis Relatif Kecil Skalanya Mudah dan dapat dikunjungi mampu memberikan motivasi waktu singkat dan terbatas Tidak termasuk fenomena alam



**Terminologi "Visitor Attractions"
Bagi pengunjung atraksi wisata yang tidak menginap**

Sumber daya yang tidak atau belum dikembangkan, belum dapat disebutkan sebagai atraksi wisata tetapi hanya sumber daya potensial, hingga dilakukan pengembangan aksesibilitas, fasilitas wisata dan aktivitas wisata

“Attractions do not become attractions for the purpose of tourism, until a certain amount of development has occurred to make the resources accessible and attractive for tourists”

(Miil dan Morrison: 1998)

ATRAKSI WISATA

- ☉ **Salah satu komponen terpenting dalam pengembangan dan sistem pariwisata**
- ☉ **Faktor yang dapat menarik kunjungan wisatawan/pengunjung.**
- ☉ **Merupakan motivator utama bagi suatu perjalanan wisata**
- ☉ **Inti dari produk wisata**
- ☉ **Dasar dari kegiatan pariwisata**

“Attractions are the main motivators for tourist trips and are the core of tourism product. Without attractions there would be no need for other tourism services. Indeed tourism as such would not exist if it were not for attractions”

(Swarbrooke: 1996)

“The central aspect of tourism are attractions. Attractions have many characteristics and they tend to draw visitor to them. They can do a large extent be developed anywhere and act as a growth inducer, tending to be developed first in a tourist region”

(Mill dan Morrison: 1998)

“Attractions”

Provide the energizing power Therefore, those areas contemplating the new development or expansion of tourism need to place high priority on the planning and management of tourist attractions”

(Gunn: 1988)

“The tourism product may be seen as a bundle or package of tangible and intangible components, including destination attractions and facilities, accessibility, image and price, which combine to form the overall experience”

(Middleton: 1997)

The background image shows a wooden building with a thatched roof, likely a traditional structure. In the foreground, a white van is parked, and a person is standing near it. The scene is outdoors with trees and a clear sky.

Fasilitas wisata dan aktivitas wisata dapat pula berfungsi sebagai atraksi wisata

Atraksi wisata dapat merupakan KOMBINASI dari berbagai jenis daya tarik wisata

Setiap jenis atraksi wisata masing – masing memiliki Karakteristik dan Daya tarik wisata yang Spesifik



Atraksi Wisata



Segmen Pasar Wisata

- **Demografis**
- **Psikografis**



Motivasi Perjalanan

Pariwisata berkembang lebih optimal bila memiliki lebih dari satu jenis

Atraksi wisata → VARIASI

Daerah Tujuan Wisata

- ☯ **Nodal Character (terkonsentrasi)**
- ☯ **Linear Character (tersebar memanjang)**

Atraksi Wisata

Fasilitas Wisata

Aktivitas Wisata

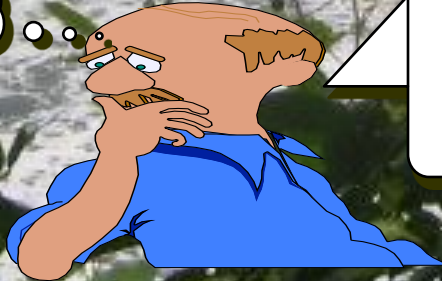
Pelayanan Wisata

Produk Wisata

Pengalaman Wisata

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Objek dan daya tarik wisata, terdiri dari:

- a) Objek dan daya tarik wisata ciptaan Tuhan Yang Maha Esa, yang berwujud keadaan alam, serta flora dan fauna.**
- b) Objek dan daya tarik wisata hasil karya manusia yang berwujud museum, peninggalan purbakala, peninggalan sejarah, seni budaya, wisata agro, wisata tirta, wisata buru, wisata petualangan alam, taman rekreasi dan tempat hiburan**

(Undang – Undang No. 9/tahun 1990 Bab III, pasal 4 ayat 1)

Basic distinctions are between SITE ATTRACTIONS (e.g. climatic, scenic, historical) when the place itself is the major inducement for a visit and EVENT ATTRACTIONS (e.g. festivals, sporting events, trade fairs). When the event staged is the larger factor in the tourist's choice than the site: often the site and the event together combine to determine the tourist's choice.

Another distinction is between NATURAL and MAN MADE or BUILT ATTRACTIONS, as between beaches and heritage towns

(S. Medlik – 1993)

1. MAN – MADE ATTRACTIONS

Are physical structures (Statue of Liberty, Empire State Building) or events (Olympic Games).

2. NATURAL ATTRACTIONS

Are physical phenomena deemed unusual and/or beautiful (Grand Canyon, Alps)

3. SECONDARY ATTRACTIONS

Have tourist appeal, but are not the primary reason for visiting a location]

4. A NEGATIVE ATTRACTION

Is an attribute of an area that tends to make some customer or market choose not to visit as for example pollution or no activities

(Charles J. Metelka – 1990)



TOURIST ATTRACTIONS:

**Short – stay touring circuit attractions
longer – stay focused attractions**

(Gunn – 1988)

THREE – CATEGORY TYPOLOGY OF TOURIST ATTRACTIONS:

***Natural attractions, that are based on features
of the natural environment***

***Cultural attractions, that are based on man's
activities***

***Special types of attractions, that are artificially
created***

(Inskip – 1991)



While no clear definition exists, attractions can be split into four main types:

- 👤 **Features within the natural environment**
- 👤 **Man-made buildings, structures and sites that were designed for a purpose other than attracting visitors, such as religious worship, but which now attract substantial numbers of visitors who use them as leisure amenities**
- 👤 **Man-made buildings, structures and sites that are designed to attract visitors and are purpose-built to accommodate their needs, such as theme parks**
- 👤 **Special events**

(Swarbrooke – 1996)



T TYPOLOGY OF VISITOR A ATTRACTIONS

O OWNERSHIP

P Public, private, voluntary sectors

P PRIMARY and S SECONDARY ATTRACTIONS

C CATCHMENT AREA

L Local, regional, national, international

N NUMBER of VISITOR

L LOCATION

R Rural, urban, coastal

S SIZA of AREA

TARGET MARKETS

Age, sex, stage in the family life-cycle, social class, place of residence, day/staying visitors, individuals or group, types of transport, period/time of visit, personality/life-style of visitors

BENEFITS SOUGHT

Excitement, status, nostalgia, enjoyment, learning something new, good service, clean environment, obtaining a sun tan, buying a souvenir, easy accessibility etc.

(Swarbrooke – 1996)

Klasifikasi Atraksi Wisata

Atraksi Wisata Alamiah

(Natural Attractions)

**Berbasiskan pada sumber daya tarik wisata alam
(natural resources)**

Atraksi Wisata Budaya

(Cultural Attractions)

**Berbasiskan pada sumber daya tarik wisata budaya
(cultural resources)**

Atraksi Wisata Buatan/Binaan Manusia

(man-made Attractions)

**Berbasiskan pada sumber daya tarik wisata buatan
dan binaan manusia (man-made resources)**

**📁 PERISTIWA WISATA (Tourism Events) terintegrasi
ke masing-masing jenis atraksi wisata**

Atraksi Wisata Alam

CONTOH:

- ✍ **Iklim/cuaca (Climate)**
- ✍ **Pantai (Beaches/Shorelines)**
- ✍ **Laut (Wisata Bahari-
Marine Tourism)**
- ✍ **Taman Laut)Sea Garden)**
- ✍ **Sungai**
- ✍ **Danau**
- ✍ **Hutan**
- ✍ **Gunung/Pegunungan**
- ✍ **Kawah Gunung Api**
- ✍ **Gua (Speleo Tourism)**
- ✍ **Air Terjun**
- ✍ **Lembah**
- ✍ **Flora & Fauna**
 - * **Taman Nasional
(National Park)**
 - * **Suaka Margasatwa,
cagar alam (Reserves Area)**
- ✍ **Wisata Agro (Agro Tourism):**
 - * **Pertanian**
 - * **Perkebunan**
- ✍ **Panorama/Pemandangan
Alam (Scenic-view)**
- ✍ **Bentang Alam (Landscapes)**
- ✍ **Bentukan Alam yang unik
dan spesifik (Canyon, Reef)**

Atraksi Wisata Budaya

CONTOH:

- ✂ **Pola budaya dan gaya hidup masyarakat (*Cultural pattern and life-styles*)**
- ✂ **Adat istiadat masyarakat**
- ✂ **Kesenian Tradisional: Seni lukis, seni pahat, seni ukir, seni tari, seni musik, seni drama.**
- ✂ **Keramahtamahan masyarakat**
- ✂ **Peninggalan budaya/sejarah (*Cultural/Historical heritage*): bangunan, tapak/situs (*situs*).**
- ✂ **Perkampungan tradisional**
- ✂ **Peristiwa Budaya (*Cultural Events*)**
- ✂ **Situs Arkaelogi/Purbakala.**
- ✂ **Pertunjukkan Seni (*Cultural Performance*)**

Atraksi Wisata Binaan/Buatan Manusia

CONTOH:

- ✂ **Taman Rekreasi Umum (*Leisure/Recreation Park*)**
- ✂ **Taman Rekreasi dengan Tema (*Themed Park*)**
- ✂ **Musium dan Galeri Seni (*Museum & Art Gallery*)**
- ✂ **Sanggarloka/Resor (*Resort*):**
 - ***Mountain Resort***
 - ***Beach Resort***
 - ***Health Resort/Spa***
- ✂ **Kebun Binatang (*Zoo*)**
- ✂ **Taman Safari (*Safari Park*)**



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- A background image of a street in a village. On the right, there are traditional houses with tiled roofs. A sign on a pole reads 'KAWASAN PERUMAHAN' with an arrow pointing right. There are also some utility poles and a blue sign on a pole. The ground is paved and there are some fallen leaves.
- ✂ **Taman/Pusat Hiburan (*amusement Park/Amusement Centre*)**
 - ✂ **Industri dan Teknologi**
 - ✂ **Dam**
 - ✂ **Monumen**
 - ✂ **Pusat Kerajinan**
 - ✂ **Bangunan Bersejarah/kuno/agama/Istana**
 - ✂ **Kebun Raya (*Botanical Garden*)**
 - ✂ **Aquarium/Marine World**
 - ✂ **Sirkus**
 - ✂ **Pusat Perbelanjaan (*Shopping Centre*)**
 - ✂ **Pertanian/Peternakan (*Farm*)**
 - ✂ ***Festival***



✂ **Peristiwa (*Events*) Olah raga, kesenian, pertunjukkan.**

✂ **Kota Tua**

✂ **Pameran (*Exhibition*)**

✂ **Taman (*Park*)**

* **Taman Kota (*Urban Park*)**

* **Taman Desa (*Country Park*)**

✂ **Kasino, Teater, Marina, Area Piknik**

✂ **Kereta Api Kuno**

✂ **Arena Bermain (*Playground, Playlot*)**