

Tingkat kenyamanan obyek wisata di Pulau Bali berdasarkan tourism climate index = The comfort level of tourist attractions in Bali Island based on tourism climate index

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Abstrak

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Industri pariwisata di Pulau Bali telah berhasil menarik wisatawan mancanegara dalam jumlah besar, sehingga menjadi kegiatan ekonomi utama. Kegiatan pariwisata berkaitan erat dengan kondisi internal di Pulau Bali, salah satu diantaranya adalah kondisi cuaca/iklim. Penelitian ini bertujuan untuk menganalisis pola kenyamanan iklim sehubungan dengan jumlah kunjungan wisatawan asing. Berbasis pada data unsur iklim tahun 1986 ndash; 2016 di 4 lokasi, tingkat kenyamanan iklim ditentukan dengan menerapkan Tourism Climate Index TCI , yang divalidasi melalui survey lapang dan wawancara dengan wisatawan asing yang penentuannya dilakukan dengan teknik quota sampling. Analisis spasial dengan metode overlay peta dilakukan untuk mengetahui pola kenyamanan iklim menurut ketinggian, yang dikaitkan dengan jumlah kunjungan wisatawan asing menurut obyek wisata dan kawasan asal. Hasil penelitian menunjukkan bahwa kenyamanan iklim di Pulau Bali 9 obyek wisata tergolong nyaman pada bulan Juni ndash; September, terutama obyek wisata yang berada di wilayah pegunungan. Besarnya jumlah kunjungan wisatawan pada obyek wisata di Pulau Bali bersamaan waktunya dengan tingginya tingkat kenyamanan iklim. Wisatawan merasa lebih nyaman ketika berada di obyek wisata yang tingkat kenyamanannya lebih tinggi.

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ABSTRACT

The tourism industry in Bali has attracted large numbers of foreign tourists, making it the main economic activity. Tourism activities are closely related to internal conditions in Bali, one of which is weather climate conditions. This study aims to analyze the climate comfort pattern with the number of foreign tourists visits. Based on climate data from 1986 to 2016 in 4 locations, the climate comfort level was determined by applying the Tourism Climate Index TCI , which was validated through field surveys and interviews with foreign tourists who were determined by quota sampling techniques. Spatial analysis with map overlay method is used to find the climate comfort pattern according to height, which is associated by the number of tourist visits based on tourist attractions and the region of the tourists rsquo origin. The results showed that the comfort level in Bali of 9 attractions are relatively comfortable in June September, especially attractions in higher places. The large number of tourist visits is coincided with the optimal level of climate comfort. Tourists feel more comfortable while in the attractions with a higher level of climate comfort.