



Gen Z's Interest in Adventure Tourism Activities in Pine Forests

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Abstract—Tourism is one sector that has the potential to support economic activities. Indonesia has many interesting tourist destinations, both natural and man-made tourism, many villages that have developed into tourist villages, including Karyamukti Village with the superior tourist attraction Gunung Padang Site. Apart from the Padang Mountain Megalithic Site, the Karyamukti Tourism Village also has several tourist attractions, one of which is the pine forest area tourist attraction. The pine forest located in Karyamukti Village functions as a camping ground. The aim of this research is to determine the tourist interest of young people, especially Gen Z, towards tourism in pine forests, and also to find out what types of tourism activities are suitable to be implemented in pine forest tourism areas, especially adventure tourism activities. The research method used is a quantitative method, with the aim of finding out the percentage of Gen Z's interest in adventure tourism activities and the type of tourism activities desired. The research results show that the majority of Gen Z wants camping, glamping and outbound as adventure tourism activities in pine forests.

Keywords: adventure tourism; gen z; outbound; padang mountain; pine forest

1. Introduction

Tourism is one sector that has the potential to support economic activities, so more attention is needed in the development of this sector. The tourism sector can create business opportunities and improve the economy, and able to bring positive impact on the welfare of local communities in a location that has tourist attractions. Not only from an economic perspective, but the tourism sector can also contribute greatly to several sectors such as the social sector, culture, and so on. (Mulya et al., 2020)

Tourism itself is broadly divided into 2, namely natural tourism and man-made tourism. As for tourism that combines natural elements and artificial elements, one of them is adventure tourism (Janowski et al., 2021). Adventure tourism has advantages because it is the development and combination of several existing tourist attractions, including: sports, culture, history, nature, and of course adventure (Ponte et al., 2021). Visitors can experience the sensation of wild nature, culture and healthy living by visiting adventure tourism

destinations. In 2013 UNWTO stated that "Adventure Tourism is one of the fastest growing sectors in the tourism sector, attracting high-value customers, supporting local economies and encouraging sustainable practices". Meanwhile in 2017 ATTA (Adventure Travel Trade Association) stated "67% of trip costs remain in the region" (Gross & Sand, 2020). This is proof that adventure tourism is a tourism industry where part of the economic portion can be enjoyed by the local community, and is a tourism industry that can be sustainable (Kasmin et al., 2021). There are several criteria regarding adventure tourism itself. A tour can be said to be adventure tourism if it involves two of the following three elements: interaction with nature, interaction with culture, and there is also physical activity in it. Thus, tourist trips in the countryside, cycling through the forest or swimming in the sea can be called adventure tourism. (Giddy, 2018)

Pine forests are part of natural wealth and in their development have been developed into many tourist destinations. According to the Big Indonesian Dictionary (KBBI), pine is a tree that is

usually planted or grows on mountain slopes (Ramadanti, 2019). Pine itself belongs to the pine genus of the Pinaceae family, this tree has a tall tree trunk and needle-like leaves. Pines can grow well in acidic soil and some in calcareous soil (Junedi, 2022).

In its development, pine forests as part of natural wealth have become tourist destinations that are visited by many with additional activities, not just as natural tourism, but developing into artificial tourism, including adventure tourism. (Pamungkas et al., 2021)

In Law Number 41 of 1990, it is explained that a forest is a unified ecosystem in the form of an expanse of land containing biological natural resources dominated by trees in a natural environment, which cannot be separated from one another. Meanwhile, according to Law number 5 of

1990, the tourist park itself is a nature conservation area which is used for tourism and recreation. It can be concluded that a pine forest tourist park is an expanse of land dominated by pine trees which functions as a conservation area and is also used for tourism and recreation. (Junedi, 2022)

The Pine Forest which is located in Malati Mountain, Karyamukti Village, Cianjur, West Java is one of the tourist destinations of the Karyamukti tourist village which has a main tourist attraction, namely the Gunung Padang Site. Pine forest which previously served as a camping ground. The current condition of the Pine Forest is overgrown with dense weeds so that it is not possible to resume operations before clearing the land. The access road to the Pine Forest is also very small and overgrown with wild grass, making it difficult for tourists to access if they want to get to the Pine Forest location.

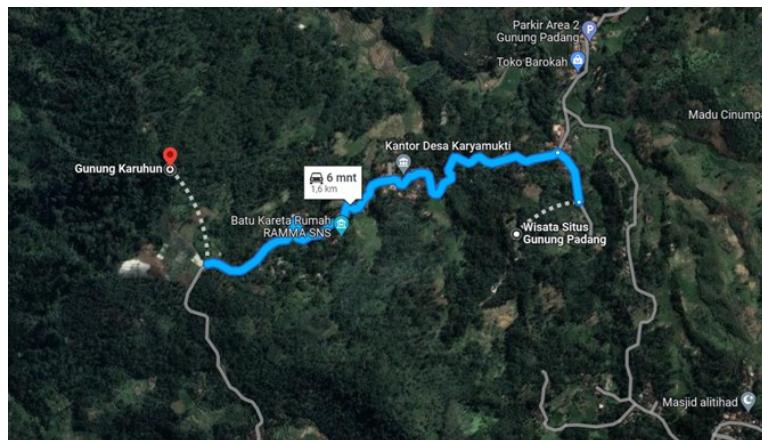


Figure 1. Distance between the Pine Forest Location and the Gunung Padang Tourist Site
Source: Google Maps, 2022



Figure 2. Condition of Pine Forest in Karyamukti Village
source: Survey Data, August 2022

Z Generation is those who born in 1996-2009 or commonly referred to as the internet generation, where this generation can easily share information via social media that they find interesting, including tourist areas.

Therefore, the aim of this research is to determine Gen Z's interest in natural tourism and artificial tourism, including adventure tourism implemented in pine forest natural tourism areas, and to find out what adventure tourism activities they want in pine forest natural tourism.

2. Method

The method used in writing this research article is quantitative methods. Quantitative research itself is research that involves collecting statistical data (Ashadi et al., 2018).

Data collection

Data collection was carried out by distributing questionnaires online. The questionnaire contained questions about interests and also types of

activities suitable for adventure tourism, which were filled in by respondents who met the Gen Z criteria, namely 14-26 years. The questionnaire was distributed online with the aim of reaching respondents widely, and the target of respondents who filled out the questionnaire was 50 people.

Data analysis

The data analysis method used is by calculating the percentage of questionnaire results for each question asked to respondents.

3. Analysis Results and Discussion

Respondent Profile

The initial part of this research article is the respondent profile, the respondent profile consists of 2 questions, namely name and age, the age range of respondents who filled out the questionnaire that was distributed is 15 to 26 years, which is in accordance with the target respondents of the questionnaire, namely Gen Z. Below are diagram of the age range of respondents.

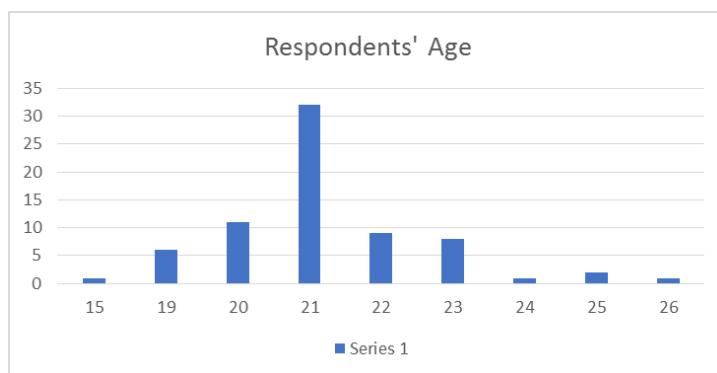


Diagram 1. Respondent Age Range Diagram

Types of tourism that respondents are interested in

After knowing the age range of respondents who meet the Gen Z criteria, the next discussion is about the type of tourism that is interested in questionnaire respondents. Based on the questionnaire that was distributed, 83% of respondents answered that they were more

interested in natural tourism, 11% in artificial tourism and 6% of respondents were interested in both, namely natural tourism and artificial tourism. Most respondents chose natural tourism because the majority of respondents were 21 years old, and were busy between work and college, therefore they wanted to travel to nature to refresh themselves from everyday life.

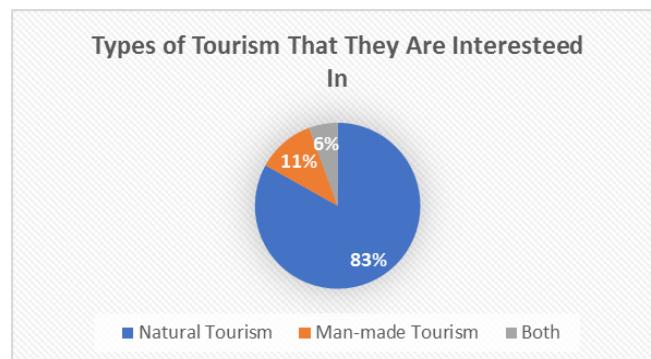


Diagram 2. Types of tourism that respondents are interested in

Types of Natural Tourism Interested by Respondents

Based on the previous question, which asked respondents about tourism interests in general, the author received results namely that the majority of respondents, amounting to 83% of respondents, preferred natural tourism over artificial tourism. The next part of the questionnaire is asking about what type of natural tourism the respondent is interested

in, and the author received the results that the respondents' greatest interest was beach tourism or marine tourism, and 48% of respondents chose marine tourism, but those interested in mountain natural tourism There are also no less people interested in marine tourism, mountain tourism enthusiasts, namely 46% of respondents, the remaining 5% like both, and 1% like plantation or forest.

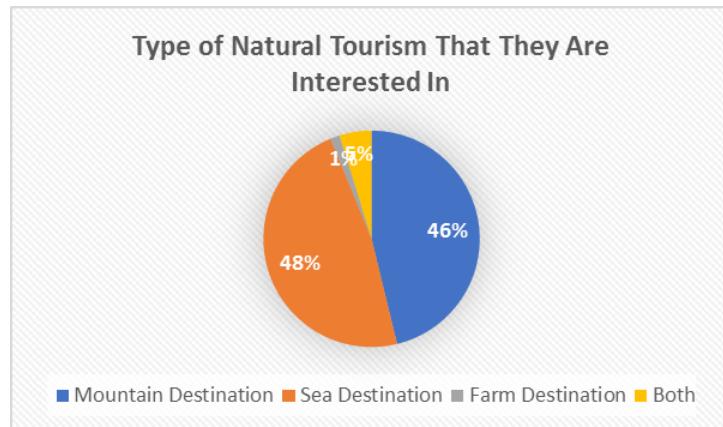


Diagram 3. Types of Natural Tourism Interested by Respondents

Adventure Tourism

Adventure tourism is a type of tourism that combines natural tourism with artificial tourism. In this section, the author asks respondents about artificial tourism related to nature, starting from whether respondents know about artificial tourism related to nature to the types of artificial tourism related to nature. Based on the questionnaire that was distributed, as many as 60% of respondents knew about the existence of artificial tourism related to nature, then the next question the author asked respondents about examples of artificial tourism related to nature, the most answer was outbound, namely 15% of respondents answered outbound, 5 % answered camping ground, and 5% answered

glamping.

Next, the author asked respondents about adventure tourism, which is artificial tourism that utilizes natural conditions. The author asked whether respondents had ever done adventure tourism. The answer from the respondents was that the majority of respondents had done adventure tourism, namely 80% of all respondents. For the types of adventure tourism that respondents knew about, 43% knew about outbound activities (games in the open air), 22% knew about camping activities (camping in nature), 7% knew about rafting (rowing on a river), 4% knew about bungee jumping (jumping from a height) with safeguards), and 3% knew all about it.



Diagram 4. Adventure Tourism Activities

After knowing the interests and activities of the respondents regarding adventure tourism, then in accordance with the aim of this research, namely to find out the types of adventure tourism activities that are suitable to be implemented in pine forest tourist areas, the author asked what types of activities are suitable to be implemented in pine forest tourist areas. Based on the results of the questionnaire, the majority of respondents chose

glamping and camping ground as activities that are suitable for implementation in pine forest areas, with a percentage of 64.8% choosing glamping (camping but with comfortable facilities) and 63% choosing camping ground (camping in nature), 54.9% of respondents chose outbound (games in the open air), and 53.5% chose tree houses as an activity that is suitable to be implemented in pine forest tourist areas.



Diagram 5. Suitable Activities to Implement in the Pine Forest Tourism Area

4. Conclusion

The aim of this research is to determine the tourism interest of Gen Z and to find out the types of adventure tourism activities that will be implemented in the pine forest tourist area. The conclusion that can be drawn from this research is that based on the questionnaire, 83% of Gen Z are interested in natural tourism, especially adventure tourism due to the high interest of Gen Z in tourism related to adrenaline. Then, 48% of Gen Z prefer natural tourism located on the beach. However, interest in natural tourism in mountainous areas is also no less high with a percentage of 46%. Adventure tourism is artificial tourism that utilizes nature and has various activities, including outbound (games in the open air), camping (camping in nature), rafting (rowing on a river), bungee jumping (jumping from a height with safety), and others. Based on the results of the questionnaire, the top 3 answers for adventure tourism activities that are suitable to be implemented in pine forests are camping (camping in nature), glamping (camping in nature with comfortable facilities), and outbound (games in the open air).

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