

Backpacker Tourist Behavior towards Sustainable Tourism in Yogyakarta

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Abstract

Purpose: This research aims to see the relationship between backpacker tourist behavior and the development of sustainable tourism in Yogyakarta.

Method: Incorporating the role of backpackers in the context of sustainable tourism is the aim of this study which took a sample of 272 backpackers in a questionnaire regarding attitudes towards sustainable tourism. The data obtained was processed using Ms. Excel and then described narratively.

Result: The results show that the majority of backpacker tourists have behavior that strongly supports the concept of sustainable tourism in Yogyakarta.

Contribution: This study provides empirical evidence that backpacker tourists positively support sustainable tourism in Yogyakarta, offering valuable insights for policymakers and stakeholders in promoting sustainable tourism development.

Keywords: Backpacker Tourists, Tourist Behavior, Sustainable Tourism, Yogyakarta

Introduction

Entering the 21st century, the tourism market to Indonesia in general and Yogyakarta in particular tends to open wider, especially as it is supported by quite popular tourism policies such as the declaration of the 10 Best Tourist Destinations in Indonesia, the instructions for which are contained in the Surat Setkab. No.B652/Seskab/Martim/11/ 2015 dated November 6 2015. Likewise with Peraturan Presiden No. 69/2015 concerning Visa Free Visits which provides entry access to prospective tourists from 45 countries in the world. In the context of tourism, the number of tourist visits and the types of tourists who come are indeed one of the most vital components because the dynamic movement of tourists will have an extraordinary multiplier effect on the development of a tourism destination.

The increasingly rapid development of information technology has now made it easier to plan tourist trips to places far from the tourist's home area. This happens because information about tourism destinations and various components of tourist trips can be accessed online. If in the previous era prospective tourists relied heavily on tour packages from travel agencies, now they can carry out various kinds of activities that initially could only be carried out by travel agencies, such as making reservations and booking travel tickets, accommodation, transportation, tour guides and tourist attraction tickets. as long as they will be at the destination they are going to. In many cases, tourist itineraries can even be prepared independently, making backpacking style trips increasingly popular among tourists.

The behavior of backpacker tourists who have the characteristic of being independent and all their characteristics certainly give their own color to the very dynamic tourist destination of Yogyakarta. Yogyakarta has the advantage of having various types of tourist characteristics, especially if this is related to sustainable tourism, which is currently always a



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major issue. Whereas sustainable tourism must be based on sustainability criteria which include, among other things; being able to be supported ecologically for a long period of time, economically feasible, ethically and socially fair for local communities.

As one of Indonesia's main tourism destinations, Yogyakarta is a magnet for various types of tourists; among them are backpackers. These tourists, who are very easily recognized by their appearance and exploring character, have made quite a contribution to the very colorful dynamics of Yogyakarta tourism. It is not surprising that in Yogyakarta areas have emerged that have become centers for backpacker tourists, such as Jl. Sosrowijayan, Jl. Prawiroduman, Jl. Parangtritis and several other places that continue to develop. The sight of foreign and domestic tourists with large backpacks on their backs is a common sight in Yogyakarta. Like other leading tourist destinations, Yogyakarta also continues to improve regarding the concept of sustainable tourism, this research aims to see the relationship between backpacker tourist behavior and the development of sustainable tourism in Yogyakarta.

Literature Review

Research relating to the travel patterns of backpackers in Yogyakarta is relatively small compared to tourism research on other themes. Sorenson (2008) in "Making A Living In The World Of Tourism Livelihoods In Backpacker Tourism In Urban Indonesia" examines the lives of workers in the backpacker environment in the Sosrowijayan Yogyakarta area with the aim of investigating and deepening the meaning and meaning of living in low cost conditions, backpackers and the tourism sector in the core area of Yogyakarta City. The study conducted by Sorenson has contributed to a better understanding of tourism issues in "third world countries", even though tourism is considered a business, if these activities only rely on attention and trends from the travel patterns of tourists from "western countries" then tourism will not provide much offers in the injustice of globalization. The principles of equality in interactions between backpackers and local communities provide more value and experience than just economic benefits.

Meanwhile, Maritha (2010) in "Profil Pengeluaran Wisatawan Asing ala Backpacker di Yogyakarta" raised issues related to the expenditure patterns made by international backpackers while they were on tour in Yogyakarta. Albana (2014: 4) in "Media Sosial Sebagai Sarana Informasi Pariwisata Kota Yogyakarta (Studi Kasus Backpacker di Prawiroduman)" tries to explore the role of social media which plays the most role in attracting backpackers to Yogyakarta. Lusandiana (2014) in "Menolak Wisata, Menjadi Warga Dunia? Analisis Identitas Backpacker Sebagai Subjek Wisata Alternatif" seeks to explore the daily culture of backpackers and then explain their self-identification process. Based on this, this research seeks to show and make explicit the dominant discourse that underlies the backpacker lifestyle to show a way for tourism and its problems to be overcome. Apart from that, Febriyani (2015) in "Proses Tafakur Anggota Komunitas Backpacker di Yogyakarta" conveys something unique about backpacking travel behavior in terms of certain religions and beliefs (Islam); the *tafakur* process carried out by members of the backpacker community during traveling activities, descriptions of individuals before and after carrying out the tafakur process and factors that support the *tafakur* process carried out by members of the backpacker community.

Research Method

The method used in this research is a qualitative descriptive method which guides research to explore or photograph the social situation that will be researched thoroughly, broadly and in depth. The research instrument uses a questionnaire related to backpacker

tourist behavior and sustainable tourism aimed at backpacker tourists in Yogyakarta. Because the number of backpacker tourists is very large (unlimited/unknown) and their mobility is high, the number of samples taken was 272 people. The questionnaire results were tabulated using the MS.Excel program and then described to make data easier to understand.

Result and Discussion

Tourists with typical backpacker characteristics that are easy to find in Yogyakarta are dominated by foreign tourists, therefore of the 272 respondents there are only 3 people who are local backpackers. Of the foreign backpacker tourists, the majority came from Europe and were visiting Yogyakarta for the first time. This happens not because there are too few local backpacker tourists, but to be able to recognize their presence in the activity centers of backpacker tourists is very difficult, because their appearance is like ordinary tourists or local residents. Local backpacker tourists really blend in with the surrounding environment. Thus, the answers to the 7 questions in the questionnaire are greatly influenced by the perceptions of foreign backpacker tourists. The location for collecting questionnaire data was carried out at the activity centers for backpacker tourists, namely Jl. Malioboro, Jl. Sosrowijayan, Jl. Patangpuluhan, Jl. Parangtritis and other tourist attractions around Yogyakarta. Every photo of backpacker tourists' activities at tourist attractions were used to increase the accuracy of the data.



Backpacker Tourists in Yogyakarta in Privat and Public Transportation
Source : Credit Photo by Author

Table 1. Result of Questionnaire Tabulation

Character	Information					
	Answer	Non Stars Hotel	Hostel	Friends House	B & B	Others
Types of accommodation used while	Amount	95	85	21	51	23

Character	Information					
traveling in Yogyakarta	Percentage	34,9%	31,3%	7,7%	18,8%	8,5%
Favorite food menu while traveling	Answer	European	Japan	Chinese	Local Food	Others
	Amount	18	2	2	231	19
	Percentage	6,6%	0,7%	0,7%	84,9%	7,0%
Place to shop for souvenirs	Answer	Art shop	Airport	Street Vendors	Hotel	Others
	Amount	55	2	188	11	21
	Percentage	20,2%	0,7%	69,1%	4,0%	7,7%
Place to buy lunch and dinner	Answer	Hotel	International Restaurant	Local Restaurant	Roadside stall (warung)	Others
	Amount	8	15	176	62	11
	Percentage	2,9%	5,5%	64,7%	22,8%	4,0%
Length of Stay in Yogyakarta	Answer	> 5 Days	4 Days	3 Days	2 Days	1 Day
	Amount	69	67	88	45	3
	Percentage	25,4%	24,6%	32,4%	16,5%	1,1%
Frequency of interaction with local communities	Answer	Always	Once a Week	Every Day	Rarely	Never
	Amount	68	22	159	22	1
	Percentage	25,0%	8,1%	58,5%	8,1%	0,4%
The most expenses during a trip to Yogyakarta	Answer	Accommodation	Transportation	Food	Attractions	Others
	Amount	78	41	45	89	19
	Percentage	28,7%	15,1%	16,5%	32,7%	7,0%

Source : Tabulation of Ms.Excel by Author



Popular Type of The Backpacker's Accommodation in Yogyakarta

Source : Credit Photo by Author

The majority of backpacker tourists visiting Yogyakarta tourist destinations stay in non-star hotels (34%), hostels (31%), Bed & Breakfast (19%), friends' houses (8%), and other types of accommodation (8%). This data shows that accommodation types in the form of hotels and hostels are still the favorites of backpacker tourists, however other types of accommodation such as B&Bs, friends' houses obtained from couchsurfing are also starting to become popular for overnight stays. These types of accommodation increasingly open up opportunities for social interaction between backpackers and local communities because generally accommodation locations are close to or integrated with residential areas.



Backpacker Tourists at The Local Food Stall in Yogyakarta
Source : Credit Photo by Author

Backpacker tourists who visited Yogyakarta tourist destinations said that their favorite food menus were local food (85%), Japanese food (7%), European food (6%), Chinese food (1%), and answered others (1 %). This data shows that backpacker tourists have extraordinary interest in the taste of local food menus as one of the attractions of culinary tourism. In this way, Yogyakarta's typical local foods will become one of the tourist attraction entities that will be popular internationally.



Backpacker Tourists with The Local Craftman
Source : Credit Photo by Author

The majority of backpacker tourists who visit Yogyakarta tourist destinations shop for souvenirs at street vendors (68%), art shops (20%), other places (7%), hotels (4%), and airport shops (1%) . This data shows that the presence of backpacker tourists makes its own contribution to the development of the people's economy because the majority of souvenirs sold in Yogyakarta and in places frequently visited by backpackers are original Yogyakarta products. On the other hand, by buying from street vendors who are dominated by local

residents, this souvenir shopping behavior can increase the income of tourism actors in the micro economic category.



Backpacker Tourists Enjoys Their Meal in Local Restaurant
Source : Credit Photo by Author

The majority of backpacker tourists who visit Yogyakarta tourist destinations spend their budget on lunch and dinner at local restaurants (65%), food stalls (23%), international restaurants (5%), other places (4%), and hotels. (3%). This data shows that the existence of visiting backpacker tourists is able to make a significant contribution to the sustainability of local restaurants and food stalls which are basically owned by the local community.



Backpacker Tourists in Dormitory
Source : Credit Photo by Author

The composition of the length of stay of tourists (length of stay) of backpackers visiting Yogyakarta tourist destinations is quite diverse, with the most staying 3 days (32%), 4 days (25%), 5 days (25%), 2 days (17%), and 1 day (1%). This data shows that the length of stay of backpacker tourists in Yogyakarta is much higher than the average for other tourists, namely according to tourism statistics data for the Special Region of Yogyakarta (2023) for foreign tourists it is 2,43 days and for domestic tourists it is 1,57 days.



Backpacker Tourists Interaction with Local People of Yogyakarta
Source : Credit Photo by Author

In accordance with one identity as a backpacker tourist, interaction with the community is very crucial for backpackers. The data shows that the level of interaction between backpackers and the community is very intensive every day (59%), always (25%), every week (8%), rarely (8%), and never (0%) . Interactions occur not only at tourist locations, but also because some backpacker tourists stay in accommodation owned and managed by local communities.



Backpacker Tourists in The Famous Borobudur Temple
Source : Credit Photo by Author

Backpacker tourists who visit Yogyakarta tourist destinations spend the most on tourist attractions (33%), accommodation (29%), food shopping (16%), transportation (15%), and other shopping (7%). This data shows that the budget for seeing tourist attractions is the largest expenditure, one of the reasons is because the majority of backpacker tourists who were respondents to this research come from abroad and they have to pay much more expensive entrance tickets to tourist attractions than domestic backpackers.

If we pay attention to the 10 principles of sustainable tourism, namely the principle of participation, the principle of stakeholders involvement, the principle of local ownership, the principle of sustainable resource utilization, the principle of accommodating community goals, the principle of carrying capacity, the principle of monitoring and evaluation, the principle of accountability, the principle of training and the principle of promotion, the data above cannot fulfill all of these principles. However, several things are well represented, especially those related to local community participation and the long-term impact on the existence of tourism activities themselves.

Conclusion

The presence of backpacker tourists, both domestic and foreign, visiting Yogyakarta tourist destinations has a positive impact on the development of sustainable tourism, although it is still limited to the more dominant economic elements. Tourist travel activities carried out by backpacker tourists help encourage the economic growth of local communities, increase the productivity of local communities, increase the creativity of local communities to create tourism services, and increase the empowerment of local communities. The existence of backpacker tourists helps encourage friendship between nations, increases tolerance between people, understanding of diversity and cross-cultural understanding, as well as possibilities for developing voluntourism.

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