E-Journal of Tourism Vol.10. No.1. (2023): 1-12

Real Demand Survey (RDS) on The Development Plan of Jogya Agro Techno Park (JATP) in Kulon Progo Regency

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DOI: https://doi.org/10.24922/eot.v10i1.89877

Article Info

Submitted:
July 27th 2022
Accepted:
March 1st 2023
Published:
March 30th 2023

Abstract

Agrotechnopark is the idea of the Ministry of Agriculture, which combines the concept of educational tourism based on agriculture, animal husbandry and fisheries. Agrotechnopark is expected to become a centre for developing agricultural products managed as entrepreneurial growth and a service centre for agricultural science technology. The purpose of this study is to find out what factors need to be carried out by the manager of JATP (Jogya Agro Techno Park) so that it will be visited by domestic and foreign tourists, where Real Demand Survey (RDS) is carried out. Meanwhile, JATP is located in Wijilan Village, Nanggulan, Kulonprogo, Yogyakarta. The type of research is explanatory with a quantitative approach. The purposive sampling technique was carried out the sampling method. Data collection techniques in the implementation of RDS through primary data and secondary data. The number of samples (n) using a 95% confidence level and 5% sampling error, the respondents obtained for visitors/prospective visitors to JATP tourism were 360 respondents. The survey was conducted from August – September 2019. As a result, the type of tourism has a significant effect on the interest in tourist visits to JATP; the types of tourism that are of particular interest are nature tourism, culinary tourism, and recreational park tourism, attracting potential tourists to JATP. The type of tourism desired by tourists is the type of tourism that does not exist elsewhere and is enjoyable. Hence, the concept of JATP, which is agro-tourism, attracts tourists to visit, mainly since it is located far from the crowds of Yogyakarta so that tourists can momentarily relieve fatigue from routine activities.

Keywords: Real Demand Survey; tourists; logistic regression.

INTRODUCTION

Background

Jogya Agro Techno Park (JATP) is a priority program for the governor of the Special Region of Yogyakarta, based on the Governor's Decree Number 163/Kep/2017 concerning Development Priority Programs. JATP is located in Wijilan Village, Nanggulan, Kulonprogo, Yogyakarta. JATP is an integrated agricultural area with various agricultural support

activities, such as agricultural areas, livestock areas, plantation areas, and post-harvest processing areas. JATP is designed as a centre for applying agriculture technology and as a container for processing crops. In addition, in terms of innovation to disseminate technology in agriculture. JATP is directed as an area that can make an independent village, get positive values from the community, and increase the community's economic income (Rahayu, 2019).

JATP is planned to function as a training place, apprenticeship, technology dissemination centre, and community business advocacy centre following the policy directions in the 2015-2019 Science Park and Techno Park Planning Guidelines (Prihatin, Widyawati & Kusumoarto, 2019). The concept of Agro Technopark shows the integration of activities, including: (1) Education and Training. The building that accommodates this activity is used to broaden visitors' insight into the agricultural sector. (2) Research and Development. A facility that accommodates agriculture research, research and development activities is equipped with a laboratory room. (3) Exhibition. A building that accommodates the introduction of tools or machines used in agriculture, both traditional technology and modern technology and (4). Greenhouse/Green House.

The Yogyakarta government plans to develop JATP, so that it becomes a tourist destination and can compete with the tourist destinations of the Borobudur temple in Magelang, Central Java. The Yogyakarta government conducted a Real Demand Survey (RDS). Real needs are needs that do reflect what is needed. The term real needs arises because there are different views in describing the actual conditions of the needs at the community level. Generally, there are differences in opinions between policy makers (government) and policy recipients (society). Real needs usually describe the actual conditions of community needs, in the sense of focusing on the community's views, not the views of policymakers (USAID, 2008).

A Real Demand Survey (RDS) is successful if it can attract tourists or potential tourists to visit tourist attractions. This interest is influenced by several factors, including tourist attraction (attractions), accessibility, tariffs, facilities, and information in a package called tourism products, all of which must follow market demand. Initially, attractive products are getting lower in quality and become less attractive. Therefore quality must always be maintained (Andina & Aliyah, 2021).

This study is intended to determine the real needs of the factors that influence tourist interest in visiting JATP and to see what factors most influence tourist interest in visiting JATP. While the independent variables used are a). Types of tours to be held in JATP, b). What tourist attractions should be in JATP, c) What facilities should be provided in JATP and d) Accommodation desired by respondents in JATP.

The significance of this research is to use the Real Demand Survey (RDS), because the use of RDS in a survey is still rarely done, especially in Indonesia. In addition, the measurement of the variables to be studied uses a nominal measurement scale to reduce perceptual bias due to the use of a Likert scale. This research is expected to contribute to similar research, especially RDS.

LITERATURE REVIEW

Tourism in a destination will develop rapidly if there is the involvement of stakeholders who are often referred to as Pentahelix. Pentahelix is five parties that must be involved in tourism development, namely: (1). The central government and local governments, (2) The community or tourism community that acts as the host. (3) Academics who foster the competence

of human resources in tourist destinations. (4) Media that publish and disseminate information about tourism destinations, and (5) Tourism businesses, namely private parties that provide services and products based on the needs and desires of tourists. Tourism is an interrelated cross-sectoral, and cross-regional activity (Ismayanti, 2020; Kusuma & Arifien, 2020).

Tourism interest is a travel activity carried out by someone with the aim of recreation and entertainment. It has prepared for this travel activity according to Law No. 10 of 2009 concerning tourism, namely various tourist activities supported by different facilities and services the community provides. The existence of tourist attractions in tourist destinations, both in the form of natural attractions, cultural attractions, and cultural attractions (Sondakh & Tumbel, 2016). Nuraeni (2014) states that satisfied tourists tend to make repeat visits and will recommend their friends or acquaintances. Furthermore, the factors that influence tourist interest in a destination include tourist attraction (attractions), accessibility, rates, facilities,

The tourist attraction is the main focus of driving tourism in a destination. In a sense, tourist attraction is the primary driver that motivates tourists to visit a place (Ismayanti, 2020). Tourist attractions can be in the form of tourist objects and tourist attractions. A tourist attraction is a tourist attraction that is static and tangible, so there is no need for any prior preparation to enjoy it. A tourist attraction is a tourist attraction that can be seen through performances and requires practice and even sacrifices to enjoy it (Aprilia, Sunarti & Pangestuti, 2017). In Law Number 10 of 2009 concerning Tourism, a tourist attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and artificial products that are the target or purpose of tourist visits. The tourist attraction must be managed in such a way so that its sustainability and sustainability are guaranteed. Attractions in the form of tourism objects generally consist of: (a) nature tourism, (b) cultural tourism and (c) special interest tourism.

Furthermore, Setiawan (2015) states that an area will have a high tourist attraction if it has 4 (four) components: attraction, amenity, accessibility, and ancillary. Tourist attractions are a significant component in attracting tourists. An area can become a tourist destination if the conditions support it to be developed into a tourist attraction. An attractive tourist attraction is called the capital or source of tourism. Three capital attractions attract tourist arrivals, namely 1) Natural Resources (natural), 2) Cultural tourism attractions, and 3) Man-made attractions themselves.

Amenity amenities are all kinds of facilities and infrastructure tourists need while in tourist destinations. The facilities and infrastructure in question include lodging, restaurants, transportation, and travel agents.

Accessibility is an essential thing in tourism activities. All kinds of transportation or transportation services are critical access in tourism. On the other hand, this access is identified with transferability, namely the ease of moving from one area to another. Suppose an area is not provided with good accessibility, such as airports, ports, and roads. In that case, there will be no tourists who will affect the development of accessibility in the area. If a site has tourism potential, it must provide adequate accessibility so that the area can be visited.

Ancilliary (Additional Services). Additional services must be provided by the local government of a tourist destination, both for tourists and tourism actors. The services provided include marketing, physical development (roads, railroads, drinking water, electricity, telephone, etc.), and coordinating all kinds of activities with all laws and regulations on highways and in tourist attractions. Ancillaries are also things that support tourism, such as

management agencies, Tourist Information, Travel Agents, and stakeholders who play a role in tourism.

Aprilia, Sunarti & Pangestuti (2017) stated that the existing facilities at a tourist spot are one the tourist attractions. Tourists will visit again if there are facilities that can meet all their needs while enjoying the tourist attraction. These facilities are also expected to make tourists feel more comfortable and stay longer and give a good impression of their tourist attractions. To support this, providing facilities is also necessary to provide services that can provide convenience and comfort to tourists. Tourist facilities are complementary to tourist destinations needed to meet the needs of tourists enjoying a tour. Tourist facilities are made to support the concept of existing tourist attractions. Therefore, in addition to a tourist attraction, tourist activities carried out by tourists require tourism facilities that support these tourism activities. So that in the end, each component is interrelated in a series of travel tours ranging from tourist attractions and activities to tourist facilities, which are an inseparable unit (Salim & Wiyana, 2017).

According to Yoeti (2008), the forms of service facilities within a destination include accommodation, transportation at the destination, restaurants, sports and activity facilities, other facilities, and retail outlets. Tourist facilities directly or indirectly provide services to tourists in a tourist destination where its existence is very dependent on the presence of tourist travel activities. Sasmita (2017) states that the facilities are grouped into three parts: first, the main facilities are the facilities most needed and felt by visitors while in a tourist attraction, such as lodging, places to eat, souvenir shops, and others. Second, supporting facilities are facilities whose proportions are complementary to the main facilities so that tourists will feel more at home.

Salim & Wiyana (2017) state that the facilities needed in a tourist area are as follows: (a) Accommodation, (b) Restaurant, (c) Shopping and (d) Public Facilities. Furthermore, Sasmita (2017) stated that accommodation is a critical facility in tourism activities. Accommodation is everything that is provided to meet one's needs when travelling. In more detail, tourist accommodation can be a place where visitors can rest, stay, bathe, eat and drink, and enjoy services such as entertainment facilities. This facility will encourage tourists to visit and enjoy tourist objects and attractions for a relatively long time. Accommodation consists of (a) hotels/inns, (b) places to eat and drink, and (c) entertainment facilities. Supporting facilities: (a) parking lots, (b) souvenir shops, (c) cleaning facilities, (d) public toilets, (e) prayer rooms, and (f) security and order facilities. They are supporting facilities: (a) signposts, (b) information centre and (c) visitor services.

METHODS

This type of research is explanatory with a quantitative approach. The purposive sampling technique carried out the sampling method. The purposive sampling technique is a sampling technique with specific considerations (Sugiyono, 2010). Data collection techniques in the implementation of RDS through primary data and secondary data. The number of samples (n) used Paul Leedy's formula (Arikunto, 2006) using a 95% confidence level and sampling error, the respondents, obtained for visitors/prospective visitors to JATP tourism were 359.09 rounded to 360 respondents. Respondents are tourists on tour visits to all tourist sites in Yogyakarta from August to September 2019.

To make the reliability of the research instrument, the validity and reliability of the instrument were tested. Testing the validity using the Pearson Product

Moment formula and the reliability of the Cronbach Alpha coefficient (Ghozali, 2001).

The variables used are Tourist Interests, Types of Tourism, Tourist Attractions, Tourist Facilities, Tourism Accommodations and Tourism Access, all of which are nominal. While the analytical tool used is Logistic Regression analysis. The logistic regression model used is:

$$Ln\left(\frac{p_i}{1-p_i}\right) = \beta_o + \beta_1 JENWIS + \beta_2 ATWIS + \beta_3 FASWIS + \beta_3 AKOWIS + \beta_4 AKSWIS$$

Where:

Pi	=	tourism interest probability
GENWISE	=	The type of tourism that the respondent will visit
ATWIS	=	Tourist attractions desired by respondents.
FASWIS	=	Tourist facilities desired by respondents.
AKOWIS	=	Tourist accommodation desired by respondents.

RESULT AND DISCUSSION

Based on the questionnaire results, from 360 respondents, 194 or 53.9% were men, 53.72% were married, 88.98% were from Yogyakarta, 4.96% were from Central Java, and the rest were from other provinces. Regarding age, 36.09% are between 17-25 years old, 26-30 years old, 14.60%, 31-40 years old 18.46%, and the rest are above 41 years old. Most of the respondents had a high school education (53.44%). Based on the question, do respondents feel interested in the JATP development plan? A total of 52.80% expressed interest and would visit JATP.

The results of the validity test of the type of tourism variable can be seen in Table 1.

Table 1. Test the Validity of the Type of Tourism

Tourist Type Questionnaire Item	Pearson Correlation	Sig. (2-tailed)	Information
Natural tourism	0.338	0.000	Valid
Culture tour	0.471	0.000	Valid
Children's game tour	0.539	0.000	Valid
Culinary tour	0.573	0.000	Valid
Recreational park tour	0.515	0.000	Valid
Educational tour	0.650	0.000	Valid
Zoo tour	0.550	0.000	Valid
Shopping tour	0.467	0.000	Valid
Other	0.147	0.005	Valid

Source: Processed data

There are 9 question items for the type of visitor tourism variable. The analysis results show that all question items have a sig value. 2 tailed is smaller than 5%, meaning that the question items from the tourism type variable are all valid. The reliability test, which obtained Cronbach's Alpha value equal to 0.637, is included in the criteria of moderate reliability because it is between 0.50 to 0.70, so it is declared reliable.

The results of the validity test on the tourist attraction construct what visitors would be seen in Table 2.

Table 2. Test the Validity of Tourist Attractions

Tourist Attractions Questionnaire Items	Pearson Correlation	Sig. (2-tailed)	Information
Adult game rides	0.482	0.000	Valid
Children's play	0.544	0.000	Valid
3D Cinema	0.451	0.000	Valid
Educational tour	0.452	0.000	Valid

Tourist Attractions Questionnaire Items	Pearson Correlation	Sig. (2-tailed)	Information
Fishing pond	0.416	0.000	Valid
Swimming pool	0.611	0.000	Valid
Bird Park	0.541	0.000	Valid
Flower garden	0.478	0.000	Valid
Vegetable garden	0.498	0.000	Valid
Agricultural museum	0.553	0.000	Valid
Instagramable photo spots	0.577	0.000	Valid
Outbond	0.599	0.000	Valid
Jogging track	0.597	0.000	Valid

Source: Processed data

There are 13 question items for the Tourist Attractions variable favored by visitors, based on the analysis showing that all question items have a sig value. 2 tailed is smaller than 5%, meaning that all question items from the tourist attraction construct are entirely valid. Then tested, the reliability and obtained Cronbach's Alpha value equal to 0.788 was included in the high-reliability criteria because it is between 0.70 to 0.90, so it is declared reliable.

The results of the validity test on what tourist facilities visitors would desire variables can be seen in Table 3.

Table 3. Test the Validity of Tourist Facilities

Tourist Facilities Questionnaire Item	Pearson Correlation	Sig. (2-tailed)	Information
Archipelago Culinary	0.390	0.000	Valid
Local Cuisine	0.286	0.000	Valid
International Culinary	0.286	0.000	Valid
Meeting hall	0.431	0.000	Valid
Souvenir Center	0.553	0.000	Valid
Agricultural product sales center	0.543	0.000	Valid
Minimarket	0.505	0.000	Valid
Parking	0.640	0.000	Valid
ATM center	0.664	0.000	Valid
Rubbish bin	0.605	0.000	Valid
Worship place	0.518	0.000	Valid
Toilet	0.521	0.000	Valid
Tourism information center	0.624	0.000	Valid
Security service	0.212	0.000	Valid

Source: Processed data

There are 14 question items for the Tourist Facilities variable desired by visitors, based on the analysis showing that all question items have a sig value. 2 tailed is smaller than 5%, meaning that all question items from the tourism facility construct are all valid. Then tested the reliability and obtained Cronbach's Alpha value equal to 0.766, included in the high-reliability criteria, because it is between 0.70 to 0.90.

The results of the validity test on what visitors would desire tourist accommodation variables can be seen in Table 4.

Table 4. Test the Validity of Tourist Accommodations

Questionnaire Item	Pearson Correlation	Sig. (2-tailed)	Information
Guesthouse	0.365	0.000	Valid
Budget Hotels	0.305	0.000	Valid
3 Star Hotel	0.252	0.000	Valid
4 and 5 Star Hotel	0.441	0.000	Valid
Camping Ground	0.521	0.000	Valid
Villa	0.641	0.000	Valid

Source: Processed data

There are 6 question items for the Tourist Accommodation variable desired by visitors, based on the analysis showing that all question items have a sig value. 2 tailed is smaller than 5%, meaning that all question items from the tourist accommodation construct are entirely valid. Then tested the reliability and obtained Cronbach's Alpha value equal to 0.678, included in the criteria of moderate reliability because it is between 0.50 to 0.70.

The results of respondents' answers to the type of tourism variable can be seen in Figure 1.

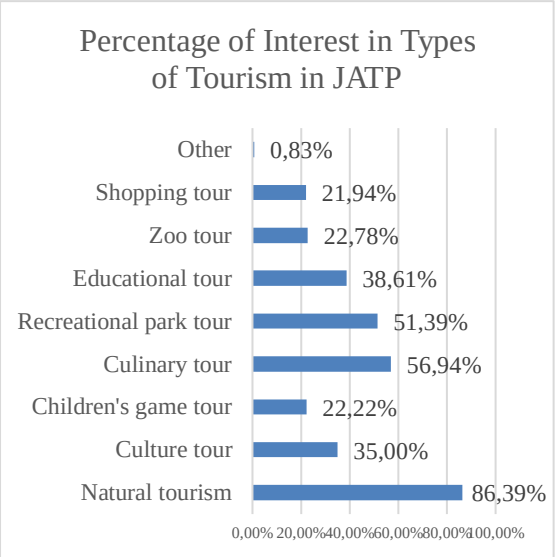

Figure 1. Type of Desired Tourism in JATP

Around 86.39% of respondents want natural tourism facilities in JATP, while 56.94% of culinary tourism and 51.39% of recreational park tourism.

The results of respondents' answers to the Tourist Attractions variable can be seen in Figure 2.

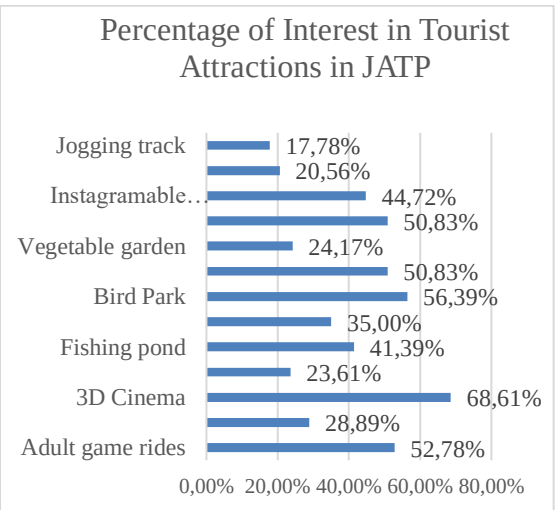

Figure 2. Desired Tourist Attractions in JATP

As many as 68.61% of respondents want 3D Cinema tourist attractions in JATP, 56.39% Bird Park and 50.83% Agriculture Museum and Flower Garden.

The results of respondents' answers to the Tourism Facilities variable can be seen in Figure 3.

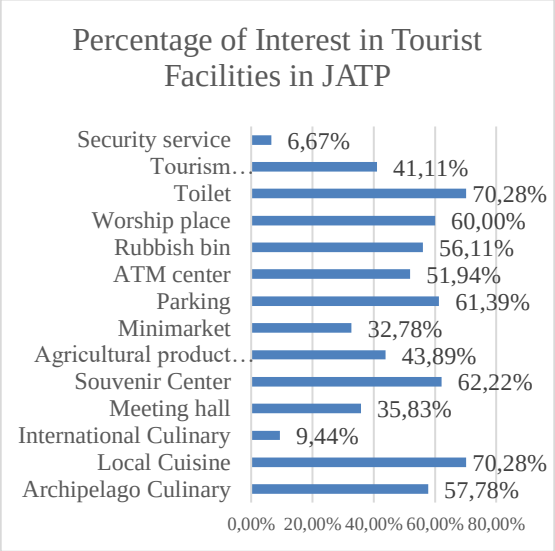

Figure 3. Desired Tourist Facilities in JATP

As many as 70.28% of respondents want local Culinary and Toilets, 62.22% for Souvenir Centers and 61.39% for large parking spaces.

The results of respondents' answers to the tourism accommodation variable can be seen in Figure 4.

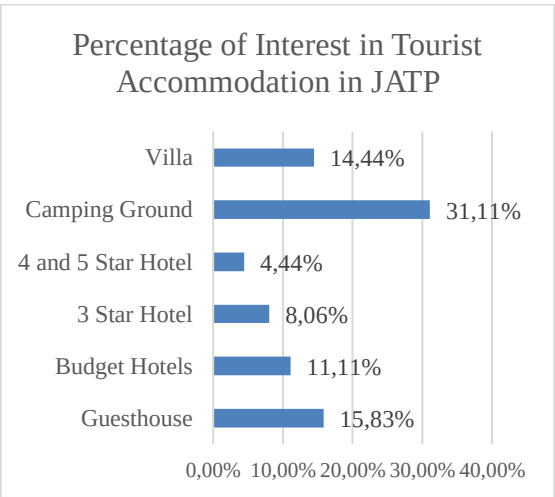

Figure 4. Desired Tourist Accommodation in JATP

31.11% of respondents want a camping ground, 15.83% wisma and 14.44% villas. For the results of the logistic regression analysis to be used correctly, it is necessary to carry out several tests before interpreting them (Widarjono, (2010), Ghozali (2006)), namely:

1. Omnibus Test

The Omnibus test is used to determine whether the independent variable or independent variable used in the model significantly affects visitor interest in JATP. The results of the Omnibus test can be seen in Table 5.

Table 5. Results of the Tourist Visitor Omnibus Test

	Chi-square	df	Sig.
Step	328.356	4	0.000
Block	328.356	4	0.000
Model	328.356	4	0.000

Table 5 shows that the Chi-Square value is 328,356 with df = 4, a significance value of 0.000. This value is much smaller than 5%, and it is concluded that the independent variables used in this model have a significant effect on interest in visiting JATP tourism.

2. Hosmer and Lemesshow's Test

The Hosmer and Lemesshow test is used to determine the suitability of the empirical data with the model or, in other words, to determine the difference between the model and the data, it is hoped that in this test, there is no difference between the model and the data so that it is said that the model is fit. If the probability of Hosmer and Lemesshow is greater than the actual level (in this case, it is set at 5%), then it is considered that the model is fit; otherwise, if it is smaller, then the model is not or does not fit. The results of the Hosmer and Lemesshow test are:

Table 6. Test Results of Hosmer and Lemesshow Tourist Visitors

Chi-square	df	Sig.
5.285	8	0.727

Hosmer and Lemesshow's is used to test with the null hypothesis that the observational data match or fit the model (there is no difference between the model and the data, so the model is said to be fit). If the value of Hosmer and Lemesshow's test statistics is equal to or less than 0.05 (5%), then the null hypothesis is rejected, meaning that there is a significant difference between the observed data and the model. The table above shows that the Chi-Square value of the Hosmer and Lemesshow test is equal to 5.285 with a sig of 0.727; this sig value is greater than 5%, and it can be concluded that the model is fit.

3. Cox and Snell's R Square

Cox and Snell's R Square is a measure similar to R Square in OLS multiple regression). However, it is different from OLS, for logistic regression using the Likelihood estimation technique. Nagelkerke's R Square is a modification of Cox and Snell's R Square so that it can be interpreted the same as R Square. The values of Cox and Snell's R Square and Nagelkerke's R Square can be seen in Table 7.

Table 7. Values of Cox and Snell's R Square and Nagelkerke's

-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
169.598[a]	0.598	0.799

The Nagelkerke R Square value is equal to 0.799, meaning that the variability of the variable interest in visiting JATP, which the independent variable can explain, is 79.9%. In comparison, the remaining 20.1% is influenced by other independent variables that are not included in the model.

4. Parameter Estimation and Its Interpretation

The results of the logistic regression analysis can be seen in table 8.

Table 8. Logistics Regression Analysis Results

Variabel	B	S.E.	Wald	df	Sig.	Exp(B)
JENWIS	0.910	0.175	26.994	1	0.000***)	2.485
ATWIS	0.491	0.100	24.034	1	0.000***)	1.633
FASWIS	0.630	0.106	35.098	1	0.000***)	1.877
AKOWIS	0.481	0.282	2.912	1	0.088*)	1.618
Constant	-10.814	1.311	68.077	1	0.000	0.000
Keterangan : ***) signifikan pada level 1%						
**) signifikan pada level 5%						
*) signifikan pada level 10%						

All variables used have a significant effect on interest in visiting JATP.

The interpretation of Table 8 is:

a. Suppose the type of tourism provided by JATP is increased by 1 unit. In that case, there will be a tendency to increase the probability of tourist interest in JATP being 2,485 times greater in visitors who are interested in JATP than those who are not. The types of tourism that visitors most favour are: nature tourism, then culinary tourism and recreation park tours.
b. Suppose tourist attractions in JATP are increased by 1 unit. In that case, there is a tendency to increase the probability of tourist interest in JATP being 1,633 times greater than those not interested in visiting JATP tourism. Tourist attractions visitors like are: 3D Cinema, Bird Park, Agricultural Museum and Flower Garden.
c. Suppose the tourist facilities in JATP are increased by 1 unit. In that case, there is a tendency to increase the probability of tourist interest in JATP being 1,877 times greater than those not interested in visiting JATP tourism. Tourist facilities most expected by visitors are local culinary, souvenir centre, sample parking and culinary of the archipelago.
d. Suppose tourist accommodation in JATP is increased by 1 unit. In that case, there is a tendency to increase the probability of tourist interest in JATP being 1,618 times greater than those not interested in visiting JATP tourism. The tourist accommodations most expected by visitors are Camping Ground, Wisma and villas.

The type of tourism has a significant effect on the interest in tourist visits to JATP; the types of tourism that are of particular interest are nature tourism, culinary tourism, and recreational park tourism, attracting potential tourists to JATP. The type of tourism desired by tourists is the type of tourism that does not exist elsewhere and is enjoyable. The concept of JATP, which is agro-tourism, attracts tourists to visit, mainly since it is located far from the crowds of Yogyakarta so that tourists can momentarily relieve fatigue from routine activities. Suppose JATP wants to attract as many tourists as possible. In that case, it must have: a) its level of uniqueness, this uniqueness includes similarity in type, quality, condition, and impression, and b) The level of beauty is an attraction that is constantly increasing; beauty is usually associated with rejection. Other measures, such as function, and efficiency, give satisfaction and have their characteristics (Widyaningrum, 2016). These results align with Nurbaeti's (2021) research, namely that there is a positive and significant relationship between tourist attraction and tourist interest in visiting.

Tourist attractions have a significant effect on interest in visiting JATP; specifically, the expected tourist attractions are the 3D Cinema, Bird Park, Agricultural Museum and Flower Garden. These results align with research (Jushendriawati, 2021; Suwena & Widyatmaja, 2010), where there is a positive and significant influence between tourist attractions and interest in tourist visits. Aprilia et al. (2021) show that

a well-maintained and managed tourist attraction will make it attractive so that tourists want to visit the attraction, satisfy it for recreational purposes, and enjoy the trip.

Tourist facilities have a significant effect on interest in visiting JATP. In particular, the expected tourist facilities are local culinary, souvenir centres, ample parking and culinary of the archipelago. These results align with research by Nurbaeti (2021) and Wardani (2018), where there is a positive relationship between tourist facilities and tourist interest. The provision of facilities at JATP needs to pay attention to a) Completeness, cleanliness, and neatness of the facilities offered. b). The conditions and functions of the facilities that will be offered are facilities that function correctly and are not damaged. c). Ease of using the facilities offered and d) Completeness of the tools used are tools used by tourists according to their specifications (Kiswanto (2011)).

Tourist accommodation significantly affects the interest of tourist visits to JATP; the specifically expected accommodation is Camping Ground, Wisma and villas. Where accommodation/lodging is where tourists can stay or rest by providing suitable facilities with food and beverage services or without waiters, the existence of accommodation facilities in JATP will encourage tourists to visit and enjoy tourist objects and attractions for a relatively long time. This accommodation information affects tourists' assessment of the choice of accommodation type to be selected, such as the type of facilities and services, price level, number of rooms available and so on. Tourists who come and visit a tourist attraction want to be able to enjoy their tour.

CONCLUSION

Based on the results of the discussion, it can be concluded as follows: 52.80% expressed interest in the JATP development plan and intended to visit. The independent variables used are a type of tourism, tourist attractions, and tourism facilities that jointly or partially affect respondents' interest in visiting the JATP development plan. While the most influential variable is the type of tourism, it is necessary to plan carefully about the kind of tourism that will be displayed. Based on the survey, the types of tourism desired by respondents include nature tourism in JATP, culinary tourism and recreation park tourism. Tourist attractions desired by respondents include 3D cinema, bird park, agricultural museum, and flower garden. tourist facilities: local culinary, souvenir centre, ample parking, and cuisine of the archipelago. tourism accommodation: camping ground, wisma and villas.

SUGGESTION

Based on the findings, the researcher has suggestions from the conclusions conveyed previously, which are as follows. Most of the RDS respondents came from the Yogyakarta area itself, so further RDS needs to be expanded to include tourist attractions in Yogyakarta and other nearby areas, for example, Central Java, East Java and West Java. The variables used in this study are still not standardized, meaning they are used by other researchers with different names and content. Therefore, it is necessary to standardize the variables used.

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