

Distinctiveness, Continuity, Self-Esteem, & Self-Efficacy in Tourism of Karo Regency, Indonesia

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Abstract

As the essential aspect to increase tourism, place identity can improve someone's quality of life. This research aims to investigate place identity in tourism destination in Karo Regency, Indonesia, that can be used to create a tourism development program. This research used a mix method by identifying four elements: distinctiveness, continuity, self-esteem, and self-efficacy. The result shows that the strongest element of place identity was self-esteem and distinctiveness, while self-efficacy and continuity were weak. Furthermore, tourism in the area relatively goes well even though place identity elements were weak. However, the improvement to enhancing tourism is needed.

Keywords: Tourism Development; Place Identity; Karo Regency; Indonesia

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1.0 Introduction

As the prime economic generators in a country, Tourism can boost the quality of life of the people, the resident and the tourist (Wang & Xu, 2015). In tourism, tourist satisfaction is important, tourist that satisfied will come again (Ginting & Wahid, 2015). The interaction between resident and tourist has effect to tourist satisfaction (Wang & Xu, 2015). Whether the impact of the interaction good or bad, it depends on how their perception about tourism in one place (Sharpley, 2014). This perception is called place-based perception that its result includes place identity (Wang, 2016). This topic has already been discussed broadly (Ujang, 2012; Wang & Xu, 2015, Ginting & Wahid, 2015). Place identity is formed by four aspects, distinctiveness, continuity, self-esteem, and self-efficacy (Twigger-Ross & Uzzel, 1996). The purpose of this paper is to analyze the resident and tourist's perception about place identity to increase the tourism interest in Karo Regency that can be used as suggestion for tourism development program in there.

2.0 Literature Review

The four aspect, distinctiveness, continuity, self-esteem, and self-efficacy, must be equivalent to support place identity (Breakwell, 1993). Distinctiveness is someone's perception about one place being different to other places (Berman, 2006). The place that has particular character and uniqueness will make that place easier to recognize (Wang & Xu, 2015) and make people love that place more than other places (Twigger-Ross & Uzzell, 1996). The difference of one place can also distinguish by a landmark (Lynch, 1960). Continuity is when a place can provide continuity to a person and when someone's identity is from the values of a place (Twigger-Ross & Uzzell, 1996). The value of a place and someone's memories or experience in a place are the main things in continuity (Ginting & Wahid, 2015).

Self-esteem means evaluating yourself (Ginting & Rahman, 2016). Self-esteem gives someone sense of belonging and make them want to commit to a place (Lalli, 1992). People would be happy and attach to a place with visible symbol that gives them pride (Twigger-Ross et al., 2003). Self-efficacy is when someone believes that they can control the environment (Wang & Xu, 2015). Self-efficacy is when there are elements of comfort, safety, and easy access in the environment (Twigger-Ross and Uzzel, 1996) that can accommodate someone lifestyle (Twigger-Ross, 2003). Based on the explanation above, the four aspects of place identity are formed by some variables (Table 1.).

Table 1: Place Identity Aspect

Place Identity Principle			
Distinctiveness	Continuity	Self-Esteem	Self-Efficacy
<ul style="list-style-type: none"> • Landmark • Uniqueness • Particular Character • Different Perception 	<ul style="list-style-type: none"> • Value • Nostalgia/Memory • Familiarity 	<ul style="list-style-type: none"> • Evaluation • Pride • Attachment • Commitment 	<ul style="list-style-type: none"> • Confidence • Comfort • Safety • Accessibility

(Source: Author)

3.0 Methodology

his research is conducted in Karo Regency where it rich with its nature and cultural heritage. Sadly, this potential is not well maintained. Karo Regency has many tourism destinations but for this research only five tourism destination that is used as samples. These five samples are the most attractive and familiar for resident and tourist, according to pilot research that conducted by the students of Architecture, Universitas Sumatera Utara. The sites namely: Pasar Buah; Bukit Gundaling; Sipiso Piso; Desa Lingga; And Bukit Kubu (see Fig. 1).

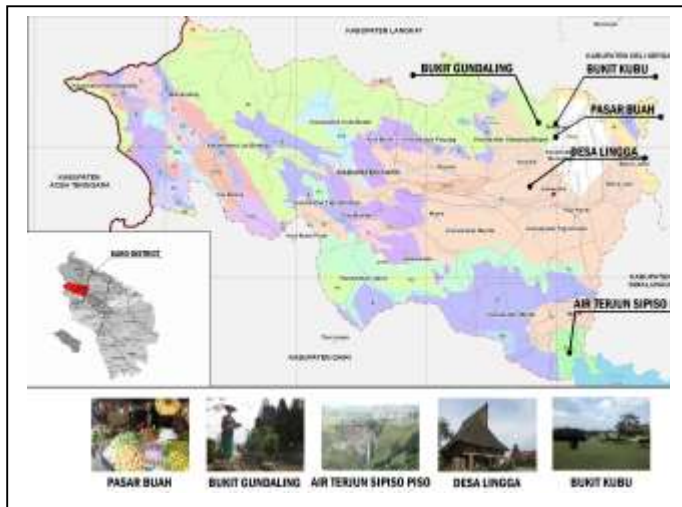


Fig. 1: Research Area
(Source: Google & Author)

This research used mix-method. A qualitative method conducted by field observation and depth interview with eight key respondent like local figure; tourism practitioners; government; and academics. The quantitative method conducted by distributed 360 questionnaires to respondent (180 resident; 180 tourists), to obtain their perception of place identity in the research area. Then, researchers combined the results of quantitative and qualitative data and triangulated it to create an overall conclusion about place identity of tourist destination in Karo Regency.

4.0 Results and Discussion

4.1 Respondents

There are 53% male and 47% women with age range 25-49 years old (46%). The residents are majority a merchant (85%) who mostly sells food and beverage (34%). Meanwhile, Majority of tourists come from Asian (76%) who mostly come with friends (44%), and their

main reason to visit Karo Regency is mostly having sightseeing (59%). They've visited Karo mostly only for one day or less (63%) and for 53% of tourists, it is their first visit.

4.2 Distinctiveness

Based on the results, respondents' response to overall distinctiveness were positive but not significant (3.18) (see Table 2). Most respondents could not portray the place where is being visited roughly (2.95). It is shown that study area are not different from others because one of the characteristics of the distinct area is imageable (Lynch, 1960). However, most respondents agreed that as a landmark, study area helped them in imagined (3.25) and accessed (3.30) Karo Regency and it is quite easy to access (3.31). It is shown that study area helps a person oriented and access a place (Hussain & Ujang, 2014).

Table 2. Respondents' perception of Distinctiveness Aspect in Research Area

Statements		Pasar Buah		Gundaling		Sipiso-Piso		Desa Lingga		Bukit Kubu		Total	
		Residents	Tourist	Residents	Tourist	Residents	Tourist	Residents	Tourist	Residents	Tourist		
Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean			
LA	I Can describe this place roughly	2.86	2.94	2.52	3.03	3.03	2.97	3.13	3.06	2.94	3.00	2.95	
	Landmark helps imagine this place	3.31	3.28	3.08	3.53	3.19	3.22	2.94	3.31	3.22	3.39	3.25	
	Landmark helps access/find this place	3.33	3.42	3.08	3.58	3.25	3.44	3.00	3.31	3.08	3.50	3.30	
	Access can be reached easily	3.08	3.14	3.25	3.22	3.31	2.94	3.47	3.58	3.42	3.64	3.31	
UN	Has diversity of cultural activities	3.00	3.31	2.80	3.33	2.86	3.22	3.02	3.08	3.03	2.94	3.23	
	Has attractive cultural activities	2.97	3.39	2.86	3.31	2.83	3.36	3.22	3.22	3.11	3.08	3.50	
	Has diversity of local product	3.03	3.56	3.16	3.17	3.14	3.36	3.27	3.06	2.92	3.22	2.92	
PC	Has attractive traditional buildings	2.81	3.58	3.05	3.11	2.81	3.33	3.52	3.97	3.14	3.00	3.06	
	I am attracted by this place	3.03	3.75	3.27	3.47	3.64	3.36	3.52	3.97	3.31	3.67	3.14	
	Has an attractive local transportation	3.03	3.47	3.38	3.31	2.47	3.00	2.13	2.14	3.11	3.11	3.19	
DP	The cultural activity is different from other	3.00	3.33	2.97	3.25	2.97	3.42	3.08	3.33	3.11	2.86	3.13	
	No place is comparable	2.92	3.00	3.08	3.11	3.39	3.06	3.50	3.42	3.22	3.19	3.19	
LA = Landmark UN = Uniqueness PC = Particular Character DP = Different Perception													
						Value 1 = strongly disagree, 5 = strongly agree							3.18

LA = Landmark UN = Uniqueness PC = Particular Character DP = Different Perception Value 1 = strongly disagree, 5 = strongly agree

(Source: Author, 2016)

According to respondents, cultural activities are diverse (3.06) and interesting (3.14) and has distinct product (3.19). Pasar Buah has the best appraisalment (see Table 2). It is because the cultural event often held at Pasar Buah. However, it was not done periodically and scheduled. Events tend attracted most tourists to experience a particular culture and distinguish it with another culture (Chin et al., 2014; Ujang et al., 2015). Furthermore, Pasar Buah is also a favorite souvenir place for tourists. Local product shows the distinct characteristics of place (Kastenholz, 2016).

The study area is considered attractive (3.50), especially Sipiso-Piso Waterfall and Desa Lingga. It is because most of them are interested in the natural panorama of Sipiso-Piso Waterfalls and Karo culture of Desa Lingga. Respondents also agreed that traditional houses are interesting (3.23), especially in Desa Lingga. This finding is in line with Dupeyras' finding (2013), tourism is about connecting someone with place identity, especially the nature, culture, and way of life. Most respondents perceived local transportation was not attractive (2.92). They are disappointed with horses' excrement that scattered along the way. While cleanliness is one thing that influences tourist's revisiting intention and satisfaction (Sadat et al., 2016).

According to respondents, cultural activities were not much different from other places

(3.13) (see Table 2). They argue that cultural activities were seldom so it cannot be compared to other places. Most respondents agreed that the study area was not comparable to other places (3,19), only Pasar Buah is similar to other places. They see Pasar Buah merely as a place to shopping like any other places. It is also expressed by the key respondent.

"Pasar Buah is always visited by tourists to buy souvenirs, but it is not different with others market in general. If it built with Karo architecture, it could give uniqueness on Pasar Buah." Key Respondent: Travel Association)

4.3 Continuity

Most respondents agreed on continuity aspect in the study area was quite low (3.14) (see Table 3). Tourists were more inclined to visit the culture elements of other countries to gain knowledge and experience (Samsudin, 2015). Respondents were slightly interested in cultural activities (3.15). They were also interested in the history of the study area (3.25) and in seeing the traditional houses in there (3.24). Desa Lingga (see Table 3) has the highest assessment in these three statements. It is because Desa Lingga is the only area that has a long history and traditional houses.

The study area is the homeland for many residents but not with tourists (2.8). Likewise, only a few respondents recalled their childhood in there (2.83). Tourists will return to one place based on their experience (Cheshmenzagi et al., 2012). Most respondents had good enough experience in there (3.2), and they also want to visit again/stay in the future (3.28).

Table 3. Respondents' perception of Continuity Aspect in Research Area

Statements		Pasar Buah		Gundaling		Sipiso-Piso		Desa Lingga		Bukit Kubu		Total
		Residents	Tourist	Residents	Tourist	Residents	Tourist	Residents	Tourist	Residents	Tourist	
Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean		
VA	I am interested in culture activities	3.11	3.28	2.88	3.17	2.86	3.28	3.13	3.36	3.11	3.31	3.15
	I am impressed with the historical story	2.81	3.28	3.13	3.28	2.94	3.11	3.58	3.83	3.31	3.19	3.25
	I am interested to see traditional house	2.94	3.31	2.88	3.36	2.67	3.36	3.47	3.94	3.33	3.14	3.24
	Famous with its traditional hose	2.61	3.36	2.88	3.11	2.64	3.22	3.69	3.86	3.25	2.86	3.15
	My hometown	3.03	2.59	3.00	2.14	2.72	2.36	3.69	1.95	3.28	2.27	2.80
N/M	Remind me of my childhood	2.92	2.86	3.08	2.32	2.81	2.41	3.61	1.95	3.19	2.50	2.83
	I have a memorable experience	3.14	3.50	3.11	3.33	3.17	3.11	3.58	2.83	3.53	3.06	3.24
	I will visit/stay in this place in the future	3.25	3.50	3.00	3.36	3.14	2.67	3.30	3.61	3.36	3.64	3.28
FA	Good facilities	2.78	2.86	2.61	2.53	2.67	2.81	2.66	2.42	3.22	3.36	2.79
	Lodging around this place is well maintained	3.06	3.08	3.13	3.03	2.64	2.94	2.36	2.86	3.36	3.47	2.99
	I am interested in panorama	3.28	3.47	3.36	3.61	3.50	3.56	3.16	3.56	3.53	3.69	3.47
	I am impressed with the local wisdom	3.17	3.25	3.13	3.17	3.31	3.31	3.50	3.97	3.33	3.72	3.37
	Residents are friendly	3.33	3.53	3.33	3.44	3.39	3.14	3.83	4.11	3.53	3.67	3.53
VA = Value N/M = Nostalgia/Memory FA = Familiarity Value Format: 1 = strongly disagree, 5 = strongly agree												3.16

(Source: Author, 2016)

The existing facilities were considered quite poor (2.79). The place with great facilities, attractive, functional, clean and not polluted became a major tourist destination (Samsudin, 2015). Hotel around location was considered good enough (2.99). Only in Desa Lingga and Sipiso-Piso Waterfall that has a poor assessment because there is no hotel in there. Respondents were fascinated by nature panorama in the study area (3.47) (see Table 3). Acceptance of residents for tourists can improve tourist' satisfaction (Basnezhin, 2015). Most respondents were also impressed with the local wisdom in the study area (3.37). Besides,

residents are friendly to tourists (3.53), especially in Desa Lingga. It is also supported by key respondents:

“Residents in Desa Lingga are expert in serving tourists, introducing traditional house as well as its history and culture.” (Key Respondent: Local Figure)

4.4 Self-Esteem

Self-esteem aspect in the study area was considered quite good (3.22) (see Table 4). The quality of facilities will build a long-term relationship with tourists and make them loyal to that place (Basnezhin, 2015). Unfortunately, some respondents perceived that it was hard to find a toilet (2.77), information center (2.85) and place to eat (3.04). Meanwhile, most respondents agreed that to find lodging around the study area is quite easy (3.08). Also, they are agreed that it cost was affordable (3.05). Likewise, the price of goods and food/drink in study area were quite affordable (3.11) & (3.13).

Table 4. Respondents' perception of Self Esteem Aspect in Research Area

Statements		Pasar Buah		Gundaling		Sipiso-Piso		Desa Lingga		Bukit Kubu		Total
		Residents	Tourist	Residents	Tourist	Residents	Tourist	Residents	Tourist	Residents	Tourist	
Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean		
EV	Easy to find a public toilet	2.64	2.94	2.88	2.39	3.00	2.72	2.33	2.39	3.11	3.28	2.77
	Easy to find the information center	2.86	2.72	2.97	2.67	2.69	2.72	2.36	3.00	3.25	3.25	2.85
	Easy to find a hotel/lodge	3.11	3.33	3.16	3.25	2.78	3.08	2.36	2.69	3.47	3.58	3.08
	Easy to find a restaurant	3.11	3.33	2.94	2.92	2.75	2.97	2.69	2.92	3.25	3.56	3.04
	Hotel/lodging around is affordable	3.00	3.31	2.86	3.11	2.78	3.08	2.66	3.08	3.31	3.28	3.05
	Goods cost is affordable	2.83	3.28	3.02	3.11	3.19	3.14	2.86	3.22	3.25	3.19	3.11
	Food/beverages costs is affordable	2.78	3.33	2.97	3.19	3.14	3.08	2.97	3.17	3.33	3.33	3.13
PR	Has high historical value	3.06	3.33	3.25	3.31	3.19	3.44	3.47	3.72	3.33	3.53	3.36
	Has symbol characteristic	3.06	3.61	2.91	3.42	3.28	3.33	3.44	3.58	3.22	3.53	3.34
AT	I am part of this place	3.25	2.94	3.16	2.83	3.44	3.11	3.61	2.53	3.39	3.36	3.16
	This place is important for me	3.14	3.14	3.22	2.72	3.25	3.03	3.55	2.86	3.56	3.44	3.19
	This place says a lot about me	3.03	2.81	3.02	2.39	3.22	2.86	3.47	2.36	3.33	3.06	2.96
	I feel happy	3.22	3.36	3.33	3.25	3.31	3.39	3.55	3.39	3.56	3.89	3.43
	I feel connected	3.28	3.08	3.19	2.89	3.28	3.06	3.5	2.81	3.69	3.50	3.23
	I feel sad if characteristic of this place is gone	3.47	3.75	3.58	3.58	3.47	3.53	3.86	4.06	3.86	4.03	3.72
	I feel very sad if this place is gone	3.39	3.75	3.63	3.58	3.50	3.58	3.88	4.06	4.03	4.19	3.76
CO	If I can, I would like to spend more time	3.19	3.56	3.33	3.31	3.31	3.28	3.38	3.39	3.64	3.75	3.41
	I will contributed for developing this place	3.00	3.17	3.38	3.11	3.47	3.36	3.61	3.25	3.53	3.94	3.38
EV = Evaluation PR = Pride AT = Attachment CO = Commitment Value Format: 1 = strongly disagree, 5 = strongly agree												3.22

(Source: Author, 2016)

Symbols & history of culture increase feelings tied to a place (Shabak, 2015). Most respondents are proud of history (3.36) and symbols features in there (3.34). Desa Lingga (see Table 4) gets the highest assessment because it has rich history and physical characteristics peculiar to Karo culture.

Functional and emotional ties are important in forming place identity (Ujang, 2012). Most respondents felt that they part of study area (3.16) and study area is an important place (3.19). They were also felt happy (3.43) and connected (3.23). Place attachment is essential to make place to be successful (Shabak, 2015). Respondents felt sad if characteristic of study area were gone (3.72) and destroyed (3.76), especially in Desa Lingga, because its history value that no other places owned it. It is also supported by one of the key respondents.

"In 1970, there are 29 traditional houses. Now only four remaining, Gerga, Belang Ayo, Griten, and Sapo Ganjang. It is so unfortunate." (Key Respondent: Academic Figure).

They also would like to spend more time in study area (3.41) and contribute to the development (3.38). A person who has high self-esteem tends to be more committed (Bankone & Ajadune, 2014).

4.5 Self-Efficacy

Self-efficacy in study area are still low (3.16) (see Table 5). Respondents were unsatisfied with study area, only 37% of tourist stay more than one day. Most respondents felt satisfied with study area (3.36) and agreed that they could do their activities (3.28). However, that place is not the best place to do the things they want (3.08). On the other hand, the study area provides new insights and experiences (3.37) and gives positive information (3.24) to them and wanted to recommend it to others (3.49). The information center in the tourism help tourists to know the things and help them to understand about the place (Ginting, 2016). Unfortunately, most respondents considered that the information center is still not available (2.95). Even though there already have an information center, but is not well maintained.

Table 5. Respondents' perception of Self-Efficacy Aspect in Research Area

Statements		Pasar Buah		Gundaling		Sipiso-Piso		Desa Lingga		Bukit Kubu		Total	
		Residents	Tourist	Residents	Tourist	Residents	Tourist	Residents	Tourist	Residents	Tourist		
CON	I can do my activity	3.11	3.42	3.22	3.11	3.22	3.19	3.30	3.39	3.39	3.42	3.28	
	I feel satisfied	3.06	3.50	3.19	3.39	3.25	3.36	3.16	3.67	3.44	3.61	3.36	
	The best place to do the things I want	2.83	3.14	2.97	3.17	3.33	2.97	3.08	2.72	3.25	3.31	3.08	
	Gives new experience and insights	3.00	3.47	3.25	3.42	3.22	3.39	3.27	3.81	3.31	3.53	3.37	
	Positive information obtained	3.03	3.44	3.08	3.22	3.11	3.22	3.19	3.22	3.33	3.50	3.24	
	I would recommend this place to others	3.25	3.58	3.19	3.44	3.47	3.36	3.44	3.75	3.64	3.81	3.49	
	There are information center	2.92	2.72	2.72	2.78	2.69	2.89	2.55	3.39	3.42	3.39	2.95	
COM	I feel comfortable	3.39	3.42	3.36	3.39	3.36	3.36	3.36	3.58	3.47	3.83	3.45	
	I feel like at home	3.11	3.03	3.00	2.92	3.22	3.11	3.50	2.42	3.50	3.50	3.13	
	I feel relax	3.33	3.44	3.30	3.50	3.33	3.33	3.44	3.28	3.50	3.83	3.43	
	I feel energized	3.22	3.31	3.19	3.28	3.42	3.36	3.38	3.25	3.58	3.58	3.36	
	There are trash bin	2.69	2.97	2.91	2.83	3.06	2.97	3.00	2.94	3.44	3.44	3.03	
	There are seat facilities	2.47	2.89	2.91	3.08	2.97	3.14	2.97	2.78	3.39	3.39	3.00	
	The condition of public toilets is good and sufficient	2.56	2.36	2.52	2.36	2.86	2.75	2.52	2.42	3.36	3.36	2.71	
SA	I feel safe	3.03	3.31	3.02	3.17	3.14	3.31	2.94	3.56	3.50	3.53	3.25	
	There are street lights	2.53	2.69	2.63	3.00	2.36	2.89	2.86	3.22	3.17	3.28	2.86	
AC	There are good pedestrian path	2.81	2.67	2.8	2.97	2.94	3.03	2.69	3.11	3.31	3.17	2.95	
	There are good public transport	2.89	2.83	2.97	2.94	2.69	3.00	3.11	3.22	3.39	3.17	3.02	
	The condition of the parking lot is good and sufficient	2.86	2.78	2.58	2.86	2.86	3.42	3.08	2.89	3.39	3.72	3.04	
CON = Confident COM = Comfortable SA = Safety AC = Accessibility Value Format: 1 = strongly disagree, 5 = strongly agree													3.16

(Source: Author, 2016)

A person who feels comfortable will be able to do their work (Twigger-Ross & Uzzell, 1996). Most respondents feel comfortable (3.45), relax (3.43), energized (3.36), and felt like at home in there (3.13). However, supporting facilities were still not satisfying. Most respondents agreed that trash bins in the study area were bad (3.03). A clean environment can make a place more attractive (Zakaria & Ujang, 2015). Moreover, seats, according to

respondents were still insufficient (3.00). The seat is one of the important things to improve comfort and quality of life of a person (Ja'far et al., 2012). Furthermore, one of comfort determinant in a place is public toilet (Ja'far et al. 2012). Unfortunately, most respondents argue that the condition of toilets were not adequate (2.71). It is also supported by key respondents.

"If we go to toilet before we eat, we will lose our appetite. Each place should build a restroom, and it is okay to have pay for it if it is always well-maintained." (Key Respondent: Travel Association)

The safety will influence tourists' decision to go to a place (Amir et al., 2015). Most respondents felt secure (3.25). Unfortunately, the lighting is still inadequate (2.86), and it makes many tourists left early. While, the lighting gives a feeling safe to someone (Mohaved et al., 2012). A good pedestrian path can increase tourism activities (Zakaria et al., 2015). However, pedestrian path was still not good (2.95). Public transportation according to respondents also still not satisfying (3.02). It is because public transportation was still insufficient. Public transportation facilities must be improved because public transportation is one of the essential things to developed tourism (Amir et al., 2015). The availability of the parking area can affect the tourists' desire to return again to a place (Snider et al., 2015). Nonetheless, the parking area has low assessment from respondents (3.04). The parking area in the study area was still not clear and insufficient.

6.0 Conclusion

Distinctiveness and self-esteem were the strongest elements, whereas continuity and self-efficacy were the weakest elements in the study area. But still, the overall findings has not yet satisfactory. Weak place identity aspects affect tourists' stayed in Karo, most of them have only stayed for one day or less. Promoting place identity will attract tourists and improve its competitiveness (Wang & Xu, 2015). Therefore, if place identity in Karo is not improved, Karo Regency would be left behind from other tourism areas. To improve it, government, local, and related parties need to work together. It needs strategy and clear guide to give detailed and comprehensive improvement.

It is recommended to investigating on how to improve place identity of tourism destinations in Karo Regency to complete the current research and also further research on place identity in others. As each tourist destinations has different place identity (Wang & Xu, 2015).

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