



ABSTRACT

Agrowisata Bhumi Merapi is one of the agro-tourism objects in the Sleman regency that offers plantation and livestock activities as the main attraction. Besides, there are some interesting photo spots such as hobbit houses, rickshaws and horse-drawn carts, also landmarks of Agrowisata Bhumi Merapi. It has an area of 6.3 hectares overall and 4.5 hectares for the field trip area and various attractions offered. However, the tourist activities are only centered at several spots. Therefore, a review of the tourist circulation patterns is considered necessary to fully describe the sustainability of tourist activity. Practically, this research can contribute to the management as a scientific basis in developing and managing tourism activities surrounding.

This study uses a descriptive exploratory method. Data collection was carried out using field observations, tourist behavior mapping and questionnaires using sample selection with purposive sampling techniques. Spatial analysis based on the spatial mapping of the region becomes an important instrument in this study. In analyzing data collected, this study employs descriptive quantitative analysis and map overlays.

Based on the results of the study, there is a relationship between physical setting elements in the form of the number and layout of tourist attractions, infrastructure, and circulation systems with the activity settings in the form of tourist behavior. The forming elements of the area give a result in the form of dynamic and static tourist activity patterns. Moreover, the result of this circulation patterns research shows 0% of the data belongs to single destination types, 30.3% are types of trip which involves transiting to nearby destinations, 60% are types of tour trips around the destination area and 9.7% are the hub and spoke travel types. There is not any single destination type found in the result because of the variety of attractions. The map overlay analysis results shows there are 5 tourist density points with the concentration of tourists on the north side of the west zone and the east side of the east zone.

Keywords: the tourist flows, physical setting, activity setting, and density



INTISARI

Agrowisata Bhumi Merapi adalah salah satu objek wisata agro di daerah Sleman yang menawarkan suasana perkebunan dan peternakan dengan daya tarik utamanya berinteraksi dengan hewan ternak. Selain itu, wisata yang ditawarkan adalah adanya *spot-spot* foto yang menarik seperti rumah hobbit, becak dan delman serta *landmark* bertuliskan Agrowisata Bhumi Merapi. Memiliki luas 6,3 Ha secara keseluruhan dan 4,5 Ha untuk area *field trip* serta berbagai atraksi yang ditawarkan membuat persebaran aktivitas wisatawan tidak merata. Oleh sebab itu, tinjauan mengenai pola sirkulasi wisatawan dianggap perlu untuk diperhatikan sehingga dapat mendeskripsikan secara utuh keberlangsungan aktivitas wisatawan. Secara praktis, penelitian ini dapat berkontribusi terhadap perencanaan pengembangan daya tarik wisata tersebut.

Penelitian ini menggunakan metode deskriptif eksploratif. Pengumpulan data dilakukan menggunakan observasi lapangan, pemetaan perilaku (*behaviour mapping*) wisatawan dan kuesioner yang menggunakan pemilihan sampel dengan teknik *purposive sampling*. Analisis spasial (keruangan) berbasis pada peta kawasan menjadi instrument penting dalam penelitian ini. Metode analisis data menggunakan analisis deskriptif kuantitatif dan *overlay* peta.

Berdasarkan hasil penelitian, terdapat hubungan antara elemen *setting* fisik berupa jumlah dan tata letak atraksi wisata, sarana prasarana, serta sistem sirkulasi dengan *setting* aktivitas yang berupa perilaku wisatawan. Elemen pembentuk kawasan tersebut memberikan hasil berupa pola aktivitas wisatawan yang bersifat dinamis dan statis. Kemudian hasil penelitian mengenai pola sirkulasi menunjukkan 0% merupakan tipe *single destination*, 30,3% tipe perjalanan melibatkan *transit* ke destinasi sekitar, 60% tipe perjalanan tur berkeliling daerah destinasi dan 9,7% merupakan tipe perjalanan *hub and spoke*. Tipe *single destination* tidak ditemukan karena jumlah atraksi yang beragam. Hasil analisis *overlay* peta menunjukkan terdapat 5 titik kepadatan wisatawan dengan konsentrasi wisatawan di sisi utara zona barat dan sisi timur zona timur.

Kata kunci: pola sirkulasi wisatawan, *setting* fisik, *setting* aktivitas, kepadatan.