



## Evaluation of Visitor Responses to Lake Sipin Tourism Services

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### ABSTRACT

**Purpose of the study:** The aim of this research is to explore visitors' experiences and perceptions of Lake Sipin water tourism in Jambi and identify the factors that influence their satisfaction, with the hope of providing deeper insight into the potential and challenges in managing similar natural tourism destinations in the future.

**Methodology:** This research method adopts a naturalistic qualitative approach with data collection techniques in the form of interviews and documentation. The research population was tourist visitors who visited Lake Sipin in Jambi, with a sample selected purposively to cover diversity of visitor characteristics. The data collected was analyzed thematically to identify themes that emerged from the interview transcriptions and documentary material.

**Main Findings:** The main results of the research show that visitors' experiences of Lake Sipin water tourism in Jambi are influenced by several key factors, including natural beauty, interaction with the local environment, quality of facilities, and cultural diversity. Visitors stated that environmental cleanliness and safety were their main concerns, while interaction with local residents and participation in local cultural activities added value to their tourism experience.

**Novelty/Originality of this study:** The novelty of this research lies in its in-depth approach to the visitor experience at Lake Sipin, which not only explores the physical aspects of the destination, but also explores social, cultural and environmental interactions in understanding the dynamics of water tourism in Jambi and a valuable contribution in enriching the literature on natural tourism in Indonesia

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## 1. INTRODUCTION

Water recreation tourism in the world refers to holiday activities that involve visitors in various activities in the water environment. This tourist destination includes a variety of options such as beaches, swimming pools and water parks designed to provide a fun and refreshing experience [1]–[3]. Tourists can enjoy swimming, snorkeling, diving, or even enjoy exciting water rides at the water amusement park [4]–[6]. The aim of water recreation tourism is to provide fun, relaxation and excitement to visitors while enjoying the natural beauty of water and the various exciting activities on offer [7]–[9]. With its combination of stunning natural scenery and a wide variety of water activities, this destination attracts visitors from all over the world looking for a unique and refreshing holiday experience.

Water recreation tourism in Indonesia refers to holiday activities that provide a variety of experiences around the beautiful waters of the archipelago. Indonesia, with its extraordinary natural wealth, offers a variety of water tourism destinations, ranging from beaches, rivers, lakes and many others [10]–[12]. Lake Sipin is one of the attractive natural tourist destinations in Jambi province, Indonesia. This lake is surrounded by pristine natural beauty, and visitors can enjoy the peaceful and fresh atmosphere around it [13]–[15]. Although not a major water tourism destination like beaches or water parks, Lake Sipin offers a unique experience for visitors looking for tranquility and natural beauty. Common activities around the lake involve picnicking, cycling or simply relaxing and enjoying the view [16]–[18]. Visitors can also explore local life around the lake, such as visiting traditional markets or watching the daily activities of local residents.

Natural wealth is the main source that influences regional growth and economic levels. One of the revenues from regional original income is from the tourism sector, with its multi-sector and multi-effect nature, which has the potential to generate large income [19]–[21]. Cheap water tourism has become a popular choice for many people for several tempting reasons [22]–[24]. First, water tourism destinations often offer affordable entry fees, allowing anyone, including families on a budget, to enjoy a fun recreational experience. Additionally, public facilities such as public swimming pools or free-access beaches provide an economical alternative that still brings excitement [25]–[27]. Furthermore, cheap water tourism often provides a variety of satisfying recreational activities without having to drain your wallet, from swimming to enjoying artificial waterfalls. Ease of access and affordable costs make water tourism an attractive option for those looking for an exciting holiday experience without having to sacrifice personal finances.

This research is in line with research conducted by [23]. Although research has been conducted on visitor experiences in various tourist destinations, there is a gap in understanding the deeper interactions between visitors and the natural and cultural environment in water tourism destinations. This research will expand the scope of the literature by exploring visitors' experiences at Lake Sipin in Jambi, a place that presents a combination of enchanting natural beauty and unique local cultural diversity. By filling this gap, it is hoped that this research can provide new insight into the importance of integrating local wisdom in the management of natural tourist destinations, as well as supporting environmental and cultural preservation efforts in similar tourist attractions throughout Indonesia.

Public perception of water tourism tends to be very positive, because it offers a combination of entertainment, natural beauty and enjoyable recreational activities [28]–[30]. Water tourism is considered an effective way to escape from daily routine and enjoy moments with family or friends. Many people consider water tourism destinations to be an ideal place to relieve stress and enjoy the excitement [31]–[33]. The variety of experiences on offer, from sunbathing on the beach to challenging adventures in water parks, makes water tourism an attractive choice for various groups, including children, teenagers and adults [34]–[36].

This research is novel in exploring visitors' experiences of Lake Sipin water tourism in Jambi through an in-depth naturalistic qualitative approach. By paying attention to the natural context and real-life complexities involved, this approach allows researchers to gain deep insight into the perceptions, preferences, and factors that influence tourists' experiences at the destination. In addition, the use of data collection techniques in the form of interviews and documentation on a sample of tourist visitors provides a rich emotional and contextual dimension, which is able to describe the tourism experience holistically [37]–[39]. Thus, this research not only provides a deeper understanding of the Lake Sipin water tourism destination, but also provides a strong foundation for the development of management and marketing strategies that are more sustainable and oriented towards visitor experience.

The implications of this research are very important in the context of management and development of water tourism destinations such as Lake Sipin in Jambi. The resulting findings will provide valuable insight for managers in understanding visitors' preferences, needs and expectations, so that they can improve the quality of services and facilities offered. In addition, a deeper understanding of visitor perceptions and experiences will also help in developing more effective marketing strategies to attract new tourists and retain existing visitors. Other implications include the implementation of better conservation and sustainability measures, as well as the promotion of local wisdom and culture in the management of tourist destinations. Thus, this research has the potential to make a significant contribution to improving the tourist experience and the sustainability of the tourism industry in Lake Sipin and similar destinations in the future.

## 2. RESEARCH METHOD

This research chose a naturalistic qualitative approach because it is suitable for exploring in-depth understanding of visitors' subjective experiences and perceptions of water tourism destinations, such as Lake Sipin in Jambi. By using this approach, researchers can explore factors that influence tourists' experiences in a more holistic way, such as cultural, social and physical environmental aspects. A naturalistic qualitative approach also allows researchers to capture the complexity and dynamics of interactions between visitors and the natural tourist environment, which may not be detailed in quantitative research [40]–[42]. In addition, this

approach allows researchers to interpret and interpret data more flexibly, resulting in richer and more contextual findings about visitor experiences at Lake Sipin. Thus, the use of a naturalistic qualitative approach in this research is expected to provide deeper and more satisfying insight into how visitors understand and respond to natural water tourism, which can become the basis for developing and improving the management of tourist destinations in the future.

The population in this study consisted of all visitors who visited Lake Sipin in Jambi. To collect a representative sample, random sampling technique will be used. In this technique, every member of the population has an equal chance of being selected as a sample, thereby ensuring diversity and better representation in data analysis. Specifically, the use of random sampling allows researchers to select samples randomly from the visitor population, without any particular bias or preference in selection [43]–[45]. This random sampling process ensured that various characteristics such as age, gender, education, and socio-economic background were fairly represented in the sample, thereby allowing researchers to gain a more comprehensive understanding of visitors' experiences and perceptions of Lake Sipin. Thus, the use of random sampling techniques in this research is expected to increase the validity and reliability of research results, as well as provide a more accurate picture of the observed phenomena. In addition, the use of this technique also allows generalization of research results to a wider population with more confidence.

In this research, the data collection techniques used included interviews and documentation. Direct interviews were conducted with visitors who visited Lake Sipin in Jambi. This approach allows researchers to interact directly with respondents, listen to their stories, and gain an in-depth understanding of their experiences and perceptions of the tourist destination. Interviews also provide an opportunity for visitors to express their feelings, preferences and recommendations regarding their tourism experience at Lake Sipin. Apart from interviews, documentation is also an important technique in collecting data for this research. Documentation is carried out by capturing various aspects of the tourist experience through photos or videos, as well as recording notes about the activities carried out by visitors during their visit to Lake Sipin [46], [47]. This documentation may include natural views, interactions with fellow visitors, participation in tourist activities, and reactions to facilities or services available around the lake. By utilizing this documentation technique, researchers can collect additional data that supports and complements the information obtained through interviews. The results of this documentation can also provide a richer visual picture of the visitor experience at Lake Sipin, thus supporting a more holistic interpretation of the data. It is hoped that the combination of interviews and documentation in this data collection technique will produce a diverse and comprehensive dataset, as well as enable researchers to gain an in-depth understanding of visitors' experiences and perceptions of Lake Sipin water tourism in Jambi. Thus, it is hoped that this data collection technique can make a significant contribution in the formation of accurate and valuable research findings.

After the data collection process through interviews and documentation, the data analysis stage in this research requires a depth of understanding of visitors' experiences of Lake Sipin in Jambi. Using a qualitative approach, data analysis was carried out thematically, requiring a careful process of identifying patterns, motifs and main themes that emerged from interview transcriptions and documentary material [48]–[50]. In this analysis, researchers focus not only on what visitors are told, but also on the context and meaning behind their experiences. The in-depth analysis process involved close reading, classification, and complex interpretation of the collected data, allowing researchers to gain deep insight into perceptions, preferences, and factors that influence tourists' experiences at Lake Sipin. From the results of this analysis, it is hoped that valuable and comprehensive findings will emerge that will not only enrich understanding of this water tourism destination, but also provide valuable direction for its development and management in the future.

The research procedure began by approaching visitors around Lake Sipin in Jambi and inviting them to participate in interviews and documentation. Through this direct interaction, researchers can gain in-depth insight into visitors' experiences and perceptions of the tourist destination. After the data collection process is complete, the collected data will be analyzed systematically using a thematic qualitative approach. In this analysis process, researchers will look for patterns, motifs, and main themes that emerge from interview transcriptions and documentary material [51]–[53]. This in-depth analysis aims to reveal the meaning and significance of visitors' experiences, as well as understand the factors that influence their perceptions of Lake Sipin. The results of the analysis will be used to compile research findings that will be presented in a research report, providing a better understanding of visitors' experiences of this water tourism destination. Thus, it is hoped that this research process can make a significant contribution in enriching understanding of Lake Sipin as a tourist destination, as well as providing valuable direction for its development and management in the future.

### 3. RESULTS AND DISCUSSION

Based on the results of interviews with five questions, namely (1). What is your impression of the experience of visiting Lake Sipin in Jambi? What makes it different from other water tourism destinations you have visited? (2). What was the main attraction for you in choosing Lake Sipin as a water tourism destination? Is

there a particular activity that makes you interested in visiting this place? (3). What do you think about the quality of facilities and services available around Lake Sipin? Do you feel that the facilities and services meet your expectations as a visitor? (4). What is your experience of interacting with the environment around Lake Sipin, including nature, cleanliness and safety? Was there any aspect that particularly caught your attention or made an impact on your visit? (5). Are there any suggestions or recommendations you would like to give to improve your water tourism experience at Lake Sipin? Are there any particular areas that need to be improved or developed to make this destination more attractive to visitors in the future?

The answers were obtained from the five visitors, namely Visitor 1 "My experience when visiting Lake Sipin in Jambi was truly unforgettable. I was truly enchanted by its natural beauty which was still natural and not too busy. The calm and peaceful atmosphere around the lake really evoked a feeling of coolness and inner calm. One of the things that makes it different is its natural atmosphere which is still beautiful, far from the hustle and bustle of the city. It feels like escaping from the hustle and bustle of everyday life and reconnecting with pure nature." Visitor 2 "The main attraction for me in choosing Lake Sipin as a water tourism destination was its amazing natural beauty. The green scenery and clear water really captivated me. Apart from that, I was also interested in the various activities that could be done around the lake, such as rent a boat to explore the lake or just sit back and enjoy the beauty of nature. It feels like an escape from the daily routine and a chance to enjoy the peace of nature." Visitor 3 "I feel quite satisfied with the quality of the facilities and services available around Lake Sipin. Although not as many as other water tourism destinations, public facilities such as toilets and food stalls are well available. The service from traders and managers around the lake is also quite friendly and "However, of course there is still room for improvement, especially in terms of maintenance of public facilities and waste management."

Visitor 4 "I felt very comfortable and safe during my visit to Lake Sipin. Cleanliness and security around the lake were well maintained, so I could enjoy the tourist experience calmly and without worries. I was also impressed by the natural beauty around the lake, especially the green trees and "refreshing fresh air. It feels very refreshing to be able to enjoy unspoiled natural beauty like this." Visitor 5 "As a suggestion to improve the water tourism experience at Lake Sipin, I think some improvements could be made to public facilities such as parking areas and rest areas. Further development of various water tourism activities, such as renting a boat or diving, would also be an attraction additional benefits for visitors. Apart from that, more active promotion of the beauty and uniqueness of Lake Sipin on various social media and marketing platforms will also help increase the attractiveness of this destination for tourists. The following is documentation of Lake Sipin water tourism in Jambi.



Figure 1. Visitors to Lake Sipin



Figure 2. Rides at Lake Sipin



Figure 3. View of Lake Sipin



Figure 4. View of Lake Sipin

Every morning, on the shores of Lake Sipin in Jambi, a stunning natural panorama opens up, with the morning sunlight reflecting colorfully on the calm surface of the water. However, among this natural beauty,

there is a gap that may not be immediately visible: a lack of awareness of the importance of maintaining the environment and cleanliness around the lake. Even though this destination offers extraordinary natural beauty, rubbish is often found scattered around the tourist area, creating a sad contrast to its natural beauty. Awareness of the importance of maintaining the cleanliness and beauty of the environment around Lake Sipin is crucial to ensuring that this destination remains enchanting for current and future visitors. One aspect that is the unique focal point of Lake Sipin in Jambi is the harmonization between natural beauty and local culture. This destination not only offers stunning natural views, but also provides an in-depth experience of the lives of local people and their local wisdom. Through interactions with local residents, visitors have the opportunity to learn about the customs, traditions, and values associated with Lake Sipin. By incorporating local cultural elements into the tourism experience, Lake Sipin is not only a destination for relaxing and enjoying nature, but also a place where travelers can deepen their understanding of Indonesia's cultural diversity.

This research is in line with research conducted by [53]. In the context of this research, there is a gap in the literature that requires further explanation. Although there have been many studies investigating visitors' experiences and perceptions of water tourism destinations, such as lakes and rivers, there has been no research that specifically explores tourists' experiences at Lake Sipin in Jambi. Therefore, this research aims to fill this knowledge by exploring in depth the visitor experience at the destination, as well as understanding what factors influence visitor satisfaction. By correcting this, it is hoped that this research can provide a more comprehensive insight into lake tourism, as well as provide valuable recommendations for the management and development of water tourism destinations in Jambi and similar destinations in the future.

Although there has been much research into the experiences of tourists in various destinations, there are still research in understanding how certain factors, such as interaction with the local environment and cultural diversity, influence visitors' perceptions and experiences of water tourism, especially in places like Lake Sipin in Jambi. Comprehensive and in-depth research into tourist experiences in these destinations can provide richer and more detailed insights, which can then be used as a basis for managing and developing tourist destinations that are more sustainable and satisfying for visitors [54], [55]. By filling this knowledge, this research has the potential to make a significant contribution to enriching our understanding of the dynamics of lake water tourism as well as identifying areas that need improvement or improvement in its management.

The implication of this research is the recognition of the importance of integrating local wisdom in the management of tourist destinations. Findings highlighting the role of local culture in the visitor experience emphasize that the success of a destination depends not only on its natural beauty, but also on respecting and using local wisdom in developing unique tourism experiences. Therefore, the management of Lake Sipin and similar destinations can be more effective and sustainable if it is carried out by considering and involving local communities in decision making and implementing tourism development programs. It will also open up new opportunities to strengthen regional cultural identity, improve the welfare of local communities, and support the preservation of valuable cultural heritage for future generations.

One of the novel aspects of this research is its approach which combines in-depth qualitative analysis with a focus on visitors' experiences of water tourism destinations. By using interview and documentation techniques, this research not only captures visitors' views and preferences, but also explores the emotional, cultural and social interaction aspects that occur during their visits. This approach allows researchers to understand more deeply how tourists' experiences at Lake Sipin are not only influenced by the physical aspects of the destination itself, but also by the social and cultural factors that accompany it. Thus, this research makes a valuable contribution in broadening our view of the complexity of tourists' experiences in natural lake destinations, as well as enriching the literature on experience-based tourism in Indonesia.

#### **4. CONCLUSION**

In conclusion, this research succeeded in investigating visitors' experiences of Lake Sipin water tourism in Jambi with an in-depth qualitative approach. The results of the analysis show that tourist experiences are influenced by various factors, including natural beauty, interaction with the local environment, quality of facilities, and cultural diversity. The implication of the findings of this research is the importance of considering these aspects in the management and development of tourist destinations, including improving service quality, maintaining environmental cleanliness, and promoting local wisdom. In addition, this research also identified gaps in the understanding of tourist experiences in natural destinations, highlighting the importance of further research in this area to support the development of tourism that is sustainable and oriented towards the visitor experience.

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