

Economic Analysis of the Use of Tourists on Tourism Objects in Makassar City

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ARTICLE INFO



Jurnal Economic Resources
Vol. 4 Issue. 2 (2021)

Article history:

Received – August 07, 2021

Revised – September 05, 2021

Accepted – September 14, 2021

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Key words:

Economic Development;

Tourism Development;

ABSTRACT

This study's first objective is to analyse tourists' use to increase the income of tourist objects in Makassar City. To accelerate and strengthen economic development following the potential advantages of marine tourism, accelerate growth by supporting tourism, namely developing government programs in the tourism sector. To take advantage of the potential and utilization of tourists to increase community income in marine tourism objects. The goals and targets to be achieved in long-term research are. This study's results can contribute to and support the use of tourists for research on increasing income in marine tourism objects so that they contribute to improving the revenue of maritime tourism objects.

INTRODUCTION

Dynamics so that it can stimulate economic life both inside and outside the region. This growth center can have a positive and negative influence on the surrounding area. The positive impact on the development of the surrounding area is called the spread effect; for example, residents can market the raw materials they produce. The negative effect is called the backwash effect, such as regional inequality, increased crime, and environmental damage (I Gede Pitana and Putu G Gayatri, 2015: 111). The existence of a growth center is also expected to create a multiplier effect. The presence of interrelated and mutually supportive sectors will generate a multiplier effect. For example, there is an increase in demand from outside the region so that production increases; this will impact increasing demand for raw materials and labor. Some links make many other sectors also grow, and there will be several rounds of growth. This multiplier effect makes the tourism area very important in spurring the surrounding area's growth (Siska Anggraeni, 2015: 11). The tourism industry is growing and developing quite rapidly in Indonesia. The large selection of tourist objects makes Indonesia a destination that many tourists visit, both domestic and foreign. In Indonesia, tourism will continue to increase the time over time seen from various indicators. In terms of international arrivals, from 1950 to 2015, the increase in the number of international tourist arrivals moved from 25 million to 1.2 billion tourists (UNWTO, 2015), with an average annual growth of around 6%. It is even estimated that by 2020, the number of world tourists will reach 1.6 billion visits. By seeing this prediction is not impossible, developing countries (including Indonesia) can also enjoy this.

Tourism growth means a lot to establish governments because it offers a way to get out of the environment of underdevelopment.

The government has launched various programs to promote tourism in Indonesia, and one of them is by organizing a tourist visit program in Indonesia. This program aims to advance Indonesian tourism to increase foreign, domestic, and domestic tourist visits to achieve the predetermined targets. Furthermore, in 2014, based on data obtained, the number of foreign tourists arriving reached more than 9 million, an increase of 7.1% compared to the previous year to provide foreign exchange income to 11.16 million US dollars. Indonesian tourism has enormous potential but has not been adequately tapped; Indonesia should be in the first place in attracting foreign tourists to visit Indonesia. For this reason, the government needs to encourage tourism industry players to play a more role in attracting foreign tourists, Lae-Lae Island. This island is not far from the coast of Losari Beach; in fact, it can be said that the distance is very close to the lips of the city of Makassar so that the view from several points on Lae-Lae Island looks bustling of the city of Makassar with the naked eye. The moment of sunset on Lae-Lae Island offers its charm for its connoisseurs. For some Makassar residents or tourists, Lae-Lae Island is a sunset paradise for Makassar City. Not surprisingly, sunset hunters will fill the Kayu Bangkoa Pier to cross to Lae-Lae Island when the afternoon comes. Many spend their time watching the sunset that Lae-Lae Island has to offer. Some tourists choose to spend the night on this 0.04 km² island. Due to the rapid development of the four marine tourism objects in Makassar City, there is intense competition in attracting visitors. Therefore, managers are required to provide satisfying services to visitors to get satisfaction to come back and recommend them to other potential visitors, which can add new visitors. One of the efforts made to provide satisfaction to visitors is to improve the quality of tourism services. Antara News Agency, a state-owned news agency, stated that infrastructure is still an obstacle to South Sulawesi's tourism services, including in Makassar. Access to the location,

Makassar City marine tourism objects have tourist attractions, including interests, accessibility, facilities, and tourism support services. This tourist attraction will later become a benchmark for tourists' utilization during and after traveling to these attractions. In line with that, tourists' satisfaction will affect marine tourism objects in Makassar City. According to Kotler in Tjiptono (2010: 90), tourist satisfaction is the level of a person's feelings after comparing the performance (results) he feels compared to his expectations. The quality of tourism services can be assessed from visitor satisfaction. Therefore, visitor satisfaction is paramount for maritime tourism object managers to pay attention to. Establishing sustainable visitor satisfaction is the right strategy to grab consumer interest. This can be realized by knowing the level of visitor satisfaction first. The visitor satisfaction level can provide tourists information about the level or size of customer satisfaction with the tour service. The level of visitor satisfaction can also be used as input for consideration and reference in making policies to increase tourism use in the future because it is undeniable that tourism in Makassar is proliferating. From year to year, the number of tourists to South Sulawesi and Makassar continues to increase. The following is data from the Makassar City Tourism Office from 2016 to 2018: This can be realized by knowing the visitor satisfaction level. The visitor satisfaction level can provide tourists information about the level or size of customer satisfaction with the tour service. The level of visitor satisfaction can also be used as input for consideration and reference in making policies to increase tourism use in the future because it is undeniable that tourism in Makassar is proliferating. From year to year, the number of tourists to South Sulawesi and Makassar continues to increase. The following is data from the Makassar City Tourism Office from 2016 to 2018: This can be realized by knowing the visitor satisfaction level. The visitor satisfaction level can provide tourists information about the level or size of customer satisfaction with the tour service. The level of visitor satisfaction can also be used as

input for consideration and reference in making policies to increase tourism use in the future because it is undeniable that tourism in Makassar is overgrowing.

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Because it is undeniable that tourism in Makassar is increasing, the number of tourists to South Sulawesi and Makassar continues to grow from year to year. The following is data from the Makassar City Tourism Office from 2016 to 2018: The level of visitor satisfaction can also be used as input for consideration and reference in making policies to increase tourism use in the future because it is undeniable that tourism in Makassar is snowballing. From year to year, the number of tourists to South Sulawesi and Makassar continues to increase. The following is data from the Makassar City Tourism Office from 2016 to 2018: The level of visitor satisfaction can also be used as input for consideration and reference in making policies to increase tourism use in the future because it is undeniable that tourism in Makassar is multiplying. From year to year, the number of tourists to South Sulawesi and Makassar continues to increase. The following is data from the Makassar City Tourism Office from 2016 to 2018:

Table 1. Data on National Tourist Visits in Makassar City 2016-2018

Mounth	The 2016 year		The 2017 year		The 2018 year	
	Visit	%	Visit	%	Visit	%
January	6,721	7.85	7,394	7.22	7,835	7.43
February	6,499	7.59	7,183	7.01	7,353	6.97
March	9,090	10.61	12,061	11.77	12,270	0.11
April	9,615	11.23	11,243	10.97	13548	12.85
May	8,539	9.97	9,662	9.43	9,394	8.91
June	4,833	5.64	4,974	4.85	4,174	3.96
July	4,503	5.26	4,627	4.52	4,153	4.89
August	3,631	4.24	3,702	3.61	6,172	5.85
September	7,927	9.26	12,904	12.59	9,445	8.96
October	11,682	13.64	11,946	11.66	11,581	10.98
November	7,872	9.19	8,309	8.11	9,847	9.34
December	4,732	5.53	8,457	8.25	8,675	0.082

Source: Makassar City Tourism Office 2019

Based on the description above, the researcher is interested in conducting a research entitled Economic Analysis of tourists' use to increase Marine Tourism Objects' income in Makassar City. "Based on the background of the above problems, the writer can put forward the formulation of the situation in this paper as follows: Is a tourist attraction has an effect on the increase in income at marine tourism objects? Does the tourism product affect the payment at marine tourism objects in Makassar City? Does the tourist attraction affect the revenue for

maritime tourism objects in Makassar City? Does job opportunity affect the income increase at marine tourism objects in Makassar City?

LITERATURE REVIEW

The tourism industry products are all forms of services enjoyed by tourists, from the time they leave their homes, while they are in the places they visit, and until they return to their homes (Yoeti, 2012). Muljadi (2013) adds that tourism products are authentic and unreal formations in a series of trips intended to provide a good experience for those who travel. Tourism products are packaged in various services, where different tourism companies are interrelated and produced. These companies include accommodation companies, tourist transport, travel agencies, restaurants, tourist attractions, and other related companies. Therefore, the tourism products available in an area can provide a tourism image and the impression (image) of one's travels (Suwanto, 2014). According to Suwanto (2014), tourism products' characteristics include Tourism results or products that cannot be transferred. Therefore, the product is not sold to consumers (tourists). Instead, tourists must be taken to the place where the product is produced. This encourages the satisfaction of visiting tourists (Poerwanto, 2014).

Tourism attraction is a potential tourism object based on maritime tourism development based on marine resources' main potential-based on marine resources' main potential (Syahadat, 2010). The satisfaction of visiting tourists will increase tourists' loyalty, such as going back to see again and will provide social promotions about these tourism objects. This will increase the number of tourist visits to these places, which will boost the economy and the region and society's economy (Syahadat, 2010). Ecotourism activities must be able to improve the social and economic welfare of the community. Therefore, before carrying out the development of ecotourism, it is necessary to analyze the socio-economic conditions of the community so that the strengths and weaknesses that exist in the community can be identified so that it can be seen what has received attention in the development of ecotourism (Ambo Tuwo 2011). Tourists who have temporarily stayed for at least 24 hours in the country they are visiting and the purpose of their trip can be classified into the following classification; 1, pilgrims for recreation, vacation, health, study, religion, and sports. 2. Family business trade relations, mission conferences, and so on. Travelers are temporary visitors who live in a country that is visited in less than 24 hours. The concept of marine tourism objects: tourist objects are: an essential component in the tourism industry and one reason visitors travel. Abroad, tourist objects are called tourist attractions, while in Indonesia, they are known as tourist attractions. A tourist object's definition is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and human-made wealth that is the target or purpose of a tourist visit (Ridwan 2012).

Based on the main problems that have been started, the following hypotheses can be proposed: Tourism objects have a significant effect on increasing income in marine tourism objects in Makassar City; Tourism products have a considerable impact on improving income in marine tourism objects Makassar City. The tourist attraction has a significant effect on increasing income in maritime tourism objects in Makassar City. Opportunities to work affect the increase in revenue at marine tourism objects in Makassar City. Based on the description above, the conceptual framework in this study can be seen in the following figure:

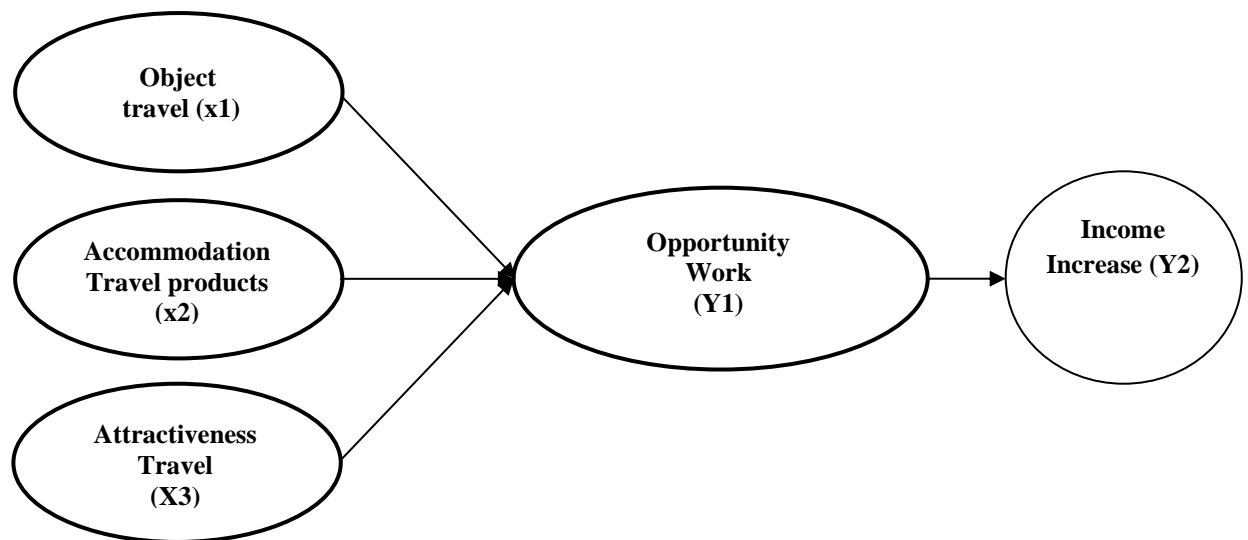


Figure 1. Conceptual Framework for Path analysis

REAEARCH METHOD AND MATERIALS

Data Materials

This research was conducted using the Path Analysis approach to analyze facts and data that support the information needed to support the research discussion. Simultaneously, the type of research is descriptive quantitative, which describes and explains the analysis of the factors that affect the increase in income through the opportunity to work on marine tourism objects in Makassar City. The research location was carried out in Makassar City, considering that there are many maritime tourism objects in Makassar City that are in demand by tourists that need to be developed to increase the regional acceptance of Makassar City. Meanwhile, the time necessary to conduct this research is from April to October 2020. A population is a whole group of elements, generally in people, objects, transactions, or events. In this study, the population consisted of all tourists in Makassar City in a month. The sample is a set or part of the population unit. The selection of this research is 100 tourists as the sample taken using purposive sampling technique or done deliberately considering that the respondent can provide an objective assessment of tourist satisfaction and is considered capable of representing the existing population.

Measurement

The data analysis techniques used in this study are as follows: Descriptive analysis provides a complete picture of tourists' use of marine tourism objects in Makassar City. Quantitative analysis using Path analysis to analyze the use of tourist attractions, quality of tourism products, tourist attraction towards increasing income through the opportunity to work on marine tourism objects in Makassar City. An operational definition is used so as not to cause multiple interpretations, namely by providing limits on the variables used in this study, namely:

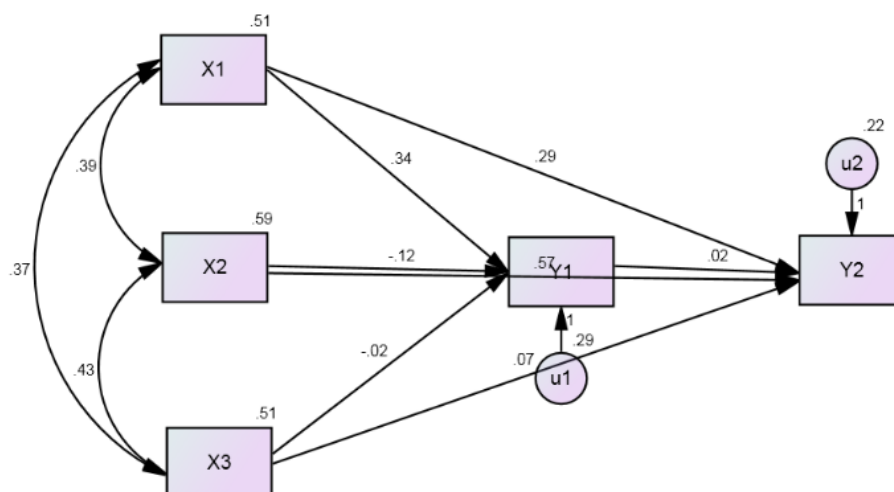
1. The increase in income (Y) is the income after comparing the performance (result) that he feels compared to his expectations on marine tourism objects in Makassar City. The indicators used are (a) a fantastic beach atmosphere; (b) Has a variety of tourist activities; (c) Has an expansive coastline, and (d) Services provided according to customer expectations. While the assessment scores are: very satisfied (5), satisfied (4), quite happy (3), dissatisfied (2), and very dissatisfied (1).

2. Tourist object (X1) is that tourists feel satisfied if they get the service as expected. The indicators used are: (a) Service officers/employees of tourist attractions; (b) Services of sellers at tourist attractions; (c) Food and beverage services at tourist attractions; and (d) Community services at tourist attractions. While the assessment scores are: very satisfied (5), satisfied (4), quite happy (3), dissatisfied (2), and very "dissatisfied (1).
3. The quality of tourism products (X2) is that tourists feel satisfied if the results of the evaluation show that the quality tourism products used The indicators used are: (a) Attraction in the form of exciting entertainment/recreation; (b) Complete tourist facilities; (c) Supporting infrastructure; and (d) smooth transportation. In comparison, the assessment scores are: very satisfied (5), satisfied (4), quite happy (3), dissatisfied (2), and very dissatisfied (1).
4. Tourist attraction (X3) is that tourists feel satisfied because they are attracted by the beauty of the tourism objects that are offered. The indicators used are: (a) witnessing the bustle of marine tourism; (b) enjoy the beautiful panorama of marine tourism; (c) feel the comfort of nautical tourism; and (d) affordable maritime tourism costs. While the assessment scores are: very satisfied (5), satisfied (4), quite happy (3), dissatisfied (2), and extraordinarily dissatisfied.
5. The indicators used in employment opportunities are performance, diligent work, skills in serving, healthy at work, while the scores (5) Satisfied (4) quite satisfied, (3) dissatisfied, (2) and very unhappy.

RESULT AND DISCUSSION

Tourism Object has a positive and significant effect on work opportunities with $P = 0.003 (<0.05)$ and CR value ($t_{count} > t_{table}$ or $2.961 > 1.968$) with a coefficient value of 0.257, this coefficient shows that if the tourism object is appropriately applied, then Job opportunities will increase. Tourism products have a negative and insignificant effect on Opportunity to Work with $P = 0.314 > 0.05$ and CR value ($t_{calculated} < t_{table}$ or $-1.0064 < 1.20$) with a coefficient value of -0.162, this coefficient shows that if Work opportunities are appropriately implemented so that that job opportunities will increase. Travel Attractiveness has a positive and insignificant effect on Opportunity to Work with $P = 0.900 (<0.05)$ and the value of CR ($t_{calculated} > t_{table}$ or $1.26 > 1.968$) with a coefficient value of -0.020, this coefficient shows that if the tourist attraction is adequately implemented, the job opportunities will increase. Tourism Objects have a positive and insignificant effect on the increase in income with $P = 0.006 < 0.05$ and a CR value ($t_{calculated} < t_{estimated}$ or $2.757 < 0.259$) with a coefficient value of 0.063, this coefficient shows that even though tourist objects are getting better, but not necessarily an increase in income directly. Tourism products have a positive and significant effect on increasing income with $P = 0.006 < 0.05$ and the CR value ($t_{calculated} > t_{estimated}$ or $2.746 > 1.968$) with a coefficient value of 0.259, This coefficient indicates that if the tourism product is appropriately implemented, it will increase income. Tourism attractiveness has a positive and insignificant effect on breaking the poverty chain with $P = 0.526 > 0.05$ and a CR value ($t_{calculated} > t_{estimated}$ or $2.746 > 1,968$) with a coefficient value of 0.063, this coefficient shows that if Attraction is applied well has not been able to increase the increase in income. Opportunity to work has a positive and insignificant effect on the rise in revenue with $P = 0.785 < 0.05$ and the CR value ($t_{calculated} > t_{estimated}$ or $0.017 > 1.968$) with a coefficient value of 0.017, this coefficient shows that if the opportunity to work increases, the increased income will increase Tourism attractiveness has a positive and insignificant effect on breaking the poverty chain with $P = 0.526 > 0.05$ and a CR value ($t_{calculated} > t_{estimated}$ or $2.746 > 1,968$) with a coefficient value of 0.063, this coefficient shows that if Attraction is applied well has not been able to increase income. Opportunity to work has a positive and insignificant effect on the increase in revenue with $P = 0.785 < 0.05$ and the CR value (t-

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The first stage in path analysis is hypothesis testing. Based on the table and figure above, the results of testing the hypothesis of direct and indirect effects in the inner model are as follows:

1. The effect of tourist attractiveness (X1) on job opportunities (y1) obtained a path coefficient value of 0.0783 because of the direct result that forms a significant indirect impact; it can be concluded that there is an indirect effect that is not significant between tourist attraction and increased income through job opportunities.
2. The indirect effect of tourism products on the increase in income through employment opportunities is the p-value of 0.790 because the direct impact that forms an indirect occurs is not significant, so it can be concluded that the indirect effect is not substantial between tourism products on increasing income through employment opportunities.
3. The indirect effect of a tourist attraction on increasing income through work opportunities is obtained by a coefficient of 0.908 because the direct impact which forms an indirect effect is not significant, it can be concluded that there is an indirect

effect that is not significant between tourist attractions on the increase in income through employment opportunities.

CONCLUSION

There is a direct and significant positive effect between tourism objects on Job Opportunities (Y1). The coefficient with a positive sign indicates that the higher the tourism object, the higher the job opportunity. There is a direct, insignificant effect between tourism products on work opportunities, meaning that the high and low value of tourism activities with a positive environment is not significant, so it does not affect work opportunities. There is a direct and insignificant positive effect between tourist attractiveness of tourist attractiveness on job opportunities, meaning that the high and low level of tourist attractiveness affects job opportunities. This has resulted in the development of investment in tourist attractions for commercial recreation and sport. There is a positive and insignificant direct effect between the coefficient of work opportunity, which is positive, and the increase in income. The positive coefficient indicates that the higher the chance to work, the higher the rise in revenue. This can have an economic and regional impact on creating jobs and increasing income. There is a positive indirect effect which is not significant between the increase in tourist objects on increasing revenue through job opportunities. This means that a foreign culture cannot replace the cultural environment that is a pillar of culture. There is an indirect effect between tourism products and increased income through job opportunities. There is an indirect effect of tourist attraction which is not significantly positive on the increase in revenue. This means developing a tourist attraction with beautiful natural panoramas such as sunset in the afternoon.

Based on the above conclusions, the authors provide the following suggestions: Given the utilization, it is expected that good servants of tourists to tourist objects, tourism products, tourist attractions, some have a significant effect and some do not have an insignificant impact. These three variables in the middle of Covid 19 need to be considered in tourists' use in marine tourism objects by empowering the indicators that shape them. Employee services at tourist sites, service at the tourist boarding house, and tourists' utilization of community marine items at tourist attractions are improved. We recommend that the variable tourism products and tourist attractions,

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