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## **THE EXISTENCE OF TOURIST VISITS IN SAMBOJA, INDONESIA: A PREDICTION**

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### ***ABSTRACT***

*In the last few decades, tourism communities have continued to improve to develop destination attributes. The interest of tourists is certainly a reference that contains hope and reality after they visit a destination. Samboja is one area that has the most tourist destinations, both at the level of Kutai Kartanegara Regency and East Kalimantan Province (Indonesia). However, their natural destinations as beaches are not yet a priority for the local community, so their income from their development is still minimal. Through a semi-structured survey approach to 185 respondents (visitors) in four predetermined destinations, we dig deeper into the extent of the predictions of the existence of tourist visits (ETV) with several influencing variables. Regression estimates prove that tourist income, travel costs, and travel time have had a significant impact on ETV. From a similar test, the cost of travel to other attractions and facilities actually has an insignificant effect on ETV. The empirical evidence from this study is likely to be the right policy and can be applied by the tourism development community there.*

**Keywords:** Tourist visits, beaches, Samboja, regression

### **INTRODUCTION**

Until now, the tourism sector has contributed to foreign exchange in countries that have ideal geographic locations with beaches, natural gifts, a long history related to culture, or which can create artificial destinations with certain technologies (Mukti et al., 2021). Those who can develop tourist destinations, of course, can present their own perceptions of domestic and foreign tourists. Of

course, the tourism sector provides a multiplier effect on other sectors such as service provision, finance, food, and beverage accommodation, to other supporting sectors.

For example, in developing countries (such as Indonesia), tourism is one of the fastest-growing economic sectors and a top priority besides energy, food, and infrastructure. Hasibuan et al. (2019) explain that the contribution of the tourism sector to the national gross domestic product (GDP) in aggregate can increase the quantity and quality of labor, investment, and foreign exchange earnings. In the macroeconomic scope, in 2016 this sector contributed 10% of GDP so that the foreign exchange generated reached the US\$1 million, and around 11.3 million people worked in it. In a micro condition, 10.4 million foreign tourists and 255 million domestic tourists travel to Indonesia (Belawing et al., 2020).

The primary key to developing a tourism destination are fundamental factors that can be considered, including attractions, activities, accommodation, and facilities (5 A). The five indicators represent connectivity between transportation and visitors. An attraction must professional and guaranteed in terms of access routes and transportation options. In addition, 5 A can affect visitor perceptions, length of stay, choice of destination, and overall satisfaction with certain destinations (Shrestha & Shrestha, 2012; Hernández et al., 2020; Marahatta & Kshetr, 2012).

Multi-destination travel segmentation should refer to visitors who are traveling to a place for several reasons and those who have visited over one specific destination. Apart from that, it is also important to differentiate between the visitors who visit a location on a multi-purpose trip. Only travel costs per pure visitor and different categories should be considered (Leh et al., 2018; Clough & Meister, 1991; Menkhaus & Lober, 1995).

BPS-Statistics of Kutai Kartanegara Regency (2020) reported the development of tourist attractions in the Kutai Kartanegara Regency until 2019 38 destinations spread across 18 sub-districts. Of the 38 destinations, it still based the dominant ones on prehistoric heritage (kingdoms and ancient sites) and nature, including hills, beaches, rivers, and tourist villages. From the same period, more domestic tourists visited this area than foreign tourists, with 1,502,750 visitors (1,498,944 for local tourists and 3,806 from foreign tourists). As for their activities, they prefer to visit cultural events every year called "Erau". The festival invites more visitors because it is a tradition and custom of the community in Kutai Kutai Kartanegara, so it becomes a special attraction. Meanwhile, foreign tourists to the event is because of being part of the "Erau" promotion and several countries such as Hungary, India, Mexico, Poland, Romania, and Turkey often take part. However, the intensity of visits to coastal destinations has been minimal. In fact, Samboja District, which is still one area with Kutai Kartanegara Regency, has four beaches that are no less exotic. Pangempang Beach, Sambera Beach, Mutiara Indah Beach, and Pelangi Beach are mainstays in Samboja, but the lack of interest in visitors there has its own reasons. The lack of management of the availability of facilities, long distances, and travel costs considered the major factors why they choose to visit other destinations than coastal destinations.

Current kinds of literature present the choice of tourist destinations and pays attention to the direct impact through attribute factors (destination price and distance to destination). However, this discussion did not reach consensus for a specific location, as it relates to an inhibiting or attractive effect. As an alternative, Nicolau & Más (2006) proposed that the relationship between distance and price could be moderated by the motivation of the end at the time of determining the destination, thus leading the hypothesis to explain decisions made through the interaction of individual motivations and the attributes of tourist destinations as alternatives.

The views of Cooper & Hall (2008), Tribe (2006), Pearce et al. (2008), and Ateljevic & Doorne (2004) support that studies related to tourism should be direct and applied. This is important because it can address problems identified directly by business interests and government work to support tourism development. Studies on integrated tourist destinations are a critical note because the emphasis is on tourism actors who have to see what they have done so that it contributes overall to the welfare of the population around tourist objects. One realizes that there are relations of power and exploitative interests which contribute to something that does not need to be a long debate because the public has accepted the universal goodness in tourism development.

Income and demand is a relationship that has received major attention in the economic field. We have chosen the elasticity between factor income and price to examine the set of determinants of demand because it is a fundamental concept in the theory of economic demand. The application of this theory is those who often study the demand for international tourism and the factors that influence it (Rudež, 2018; Crouch, 1995, 1992; Djeri, 2014).

The travel cost model is used to assess the recreational use of the environment. The treatment of travel time opportunity costs in travel cost models has been an area of research interest for decades. Our approach avoids arbitrary assumptions about a person's time value interestingly. This also allows for a fairly complicated assessment because the stated preference sections of the model can accommodate different modes of travel, time constraints, family situations, and other considerations that can affect the value of a person's time while traveling for recreation (Czajkowski et al., 2019; Parsons, 2003).

Then, an attraction is a reason visitors travel repeatedly, thus making it the most important part and component of the tourism system. Without attractions, it is not people's interest to the destination, because of the need for tourism services such as transportation, food, and lodging is only a little of it (Goeldner et al., 2000; Balkaran & Maharaj, 2013). Anas (2007) treats consumption and traveling simultaneously so that visitors can divide time and income between travel policies to buy goods or at least enjoy services (Ratnasari et al., 2020).

There are different components to measure travel time variables (including differences in distance and travel time from day to day, throughout the week, and from one vehicle to another). Most of the studies on travel time have focused on day-to-day variability with time travel terms. It is important to note that this definition does not depend on tourism facilities and the effects of congestion. This

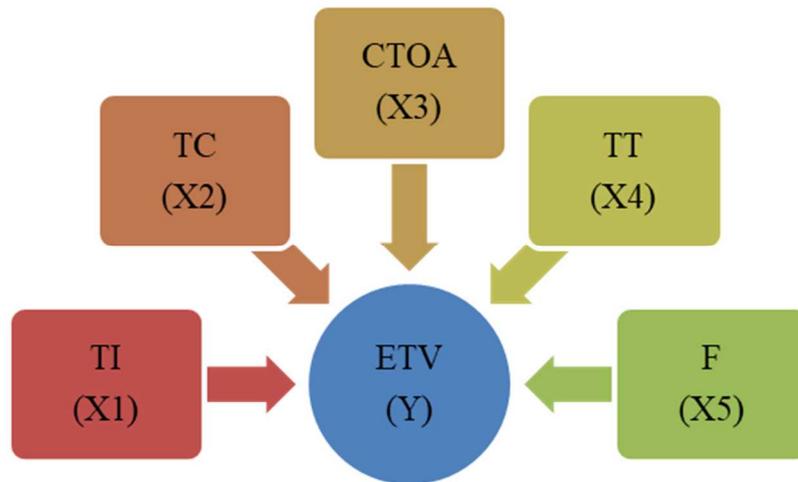
means that the problematic system determines the stable travel time of visitors to tourist destinations, at least to expect in advance. The travel time component also creates uncertainty for those who do not know when they will arrive at their tourist destination (Noland & Polak, 2002; Hans et al., 2015).

Apart from considering the four aspects that affect the existence of tourism development, infrastructure issues are also very important to highlight. An infrastructure that provides supporting facilities in tourist destinations has strengths, weaknesses, and opportunities related to the environment. We must examine the focus of this component in-depth because tourism service providers need to design operational strategies that are appropriate to the environment. The strategy required can implemented effectively and efficiently with all the features adopted, so that sustainable tourism goals are also worthy of paying attention to the environmental dimension (Asadzadeh & Mousavi, 2017; Papadopoulos, 1986; Akis, 2011).

The limitations of the government and investors in managing coastal destinations in Samboja can have a negative impact on the existence of the visit level. Tourists certainly really consider several things such as income, travel costs, the cost of travel to other attractions, travel time, and facilities, so that they are sure and get a wonderful experience at the beach destination in Samboja. Based on these considerations, we want to highlight how big the existence of tourist visits to Pangempang Beach, Sambera Beach, Mutiara Indah Beach, and Pelangi Beach from the factors previously described. In the study presentation, we break down into three main sessions. The first session summarizes descriptive statistics, then the second session is the demographic characteristics of the respondents, the third is correlation analysis, and the fourth is the regression estimation results.

## **METHODOLOGY**

Figure 1 explains the study design, which includes six variables, where the five variables are independent variables (tourist income, travel cost, cost of travel to other attractions, travel time, and facilities). Meanwhile, there is one dependent variable (existence of tourist visits).



(Source: authors own, 2021)

**Fig. 1.** Proposed research model

The presentation of the literature has supported the theoretical framework in this study in the previous section, so we need to propose the following hypotheses:

**Hypothesis 1 (H1):** *TI has a significant effect on the ETV;*

**Hypothesis 2 (H2):** *TC has a significant effect on the ETV;*

**Hypothesis 3 (H3):** *CTOA has a significant effect on the ETV;*

**Hypothesis 4 (H4):** *TT has a significant effect on the ETV;*

**Hypothesis 5 (H5):** *F has a significant effect on the ETV.*

The data we use is mixed data. The data with the mixture in question is an amalgamation of nominal, ordinal, and interval data so that it can facilitate data presentation (Hays, 1976; Suharto, 2016). For the sample, 200 respondents from Indonesia and abroad who visited four tourist destinations in Samboja (Sambera Beach, Pangempang Beach, Mutiara Indah Beach, and Pelangi Beach) were 200 respondents. However, from the data distribution, only 185 questionnaires said to be valid because of missing information and the lack of understanding of the respondents during the interview, so we did not proceed with 15 questionnaires. We also described descriptions of size and sample for the specified variables in Table 1.

**Table 1.** Variable and sample terms

<b>Varriables (codes)</b>	<b>Explanations</b>	<b>Scale</b>	<b>Sample</b>
Tourist Income (TI)	Tourist income to prepare for tourist visits to the destination area	Nominal (IDR)	185 data (4 objects)
Travel Cost (TC)	Costs incurred from the place of origin to the destination or during the destination (such as vehicles, lodging, restaurants, tour guides, and accommodation)	Nominal (IDR)	185 data (4 objects)
Cost of Travel to Other Attractions (CTOA)	Travel fees for other tourist attractions (such as playgrounds, performing arts, and other attractions)	Nominal (IDR)	185 data (4 objects)
Travel Time (TT)	Mileage from the visitor's area to the tourist destination (hours)	Interval (hours)	185 data (4 objects)
Facilities (F)	The facilities and infrastructure provided by the manager to support tourist destinations (police stations, road infrastructure, location directions, places of worship, internet, electricity and water networks, and tourist maps)	Ordinal (1 – 10)	185 data (4 objects)
Existence of Tourist Visits (ETV)	Frequency of visits to tourist destinations in a certain period	Interval (years)	185 data (4 objects)

The data collection technique is qualitative with a survey. As an explanation, studies that combine the two techniques present the diversity of certain conditions or behaviors of a particular population through semi-structured interviews with selected samples (e.g. Rahmawati et al., 2021; Jansen, 2010). Methodological conditions can be exploited and discussed to some extent because of the interview in a qualitative approach, so that we consider the survey an appropriate way in this case.

Observation of the data from January 2021 - August 2021, so that with 8 months, it was enough for us, starting from mapping out the contents of the questionnaire, determining samples, structured interviews, processing data, and describing them with statistical tools. To deepen and test the hypothesis, we use the multiple regression method and the help of the Statistical Product and Service Solutions (SPSS) version 25 (Suparjo et al., 2021).

## RESULTS AND DISCUSSION

### RESULT

In the first part, we need to review an overview of the characteristics of respondents based on gender, age, the origin of visitors, marital status, and their last education level. Broadly, the characteristics of respondents in terms of gender still dominated by women with an average age of 41 years and over. Visitors who travel to beach tourism in Samboja District come from domestic and preferred by those who are single because on they spent weekends more with office colleagues or co-workers who are unmarried. Table 2 also informs that the educational background of the respondents is those who have attended elementary, middle, and high school or college graduates.

**Table 2.** Demographic characteristics of the respondents

Components	Description	Frequency	%
Gender	Male	89	48.11
	Female	96	51.89
Age	20 – 30 years old	58	31.51
	31 – 40 years old	54	29.19
	> 41 years old	73	39.46
Origin of visitors	Archipelago	112	60.54
	Abroad	73	39.46
Marital status	Single	114	61.62
	Married	61	32.97
	Been married (divorced)	10	5.41
Education level	Not educated	40	21.62
	Elementary, middle and high school	75	40.54
	Graduated from university	77	41.62

(Source: survey results, 2021)

Table 3 presents all variables in this study with different indicators. There are also differences in the statistical values generated based on the SPSS tool because the six variables refer to different scales. TI, TC, and CTOA have the same scale, namely nominal, so that it can be compared if TI from all aspects is much higher than TC and CTOA. Meanwhile, TT is a variable that uses an interval scale and on average they can travel to tourist destinations in Samboja up to 8.50 hours. In

variable F, dominant tourists answered on a scale of “6”, where they never chose the option for the highest scale “10” and the lowest scale “1”. For the “interval” based ETV variable, 185 respondents visit the destination once per year and some of them (especially domestic tourists) can spend 3 visits per year.

**Table 3.** Descriptive statistics

Indicators	TI	TC	CTOA	TT	F	ETV
Mean	2,080,000.00	290,000.00	235,000.00	8.50	5.50	2.36
Median	2,500,000.00	375,000.00	250,000.00	4.00	6.00	1.00
Maximum	3,000,000.00	450,000.00	400,000.00	15.00	9.00	3.00
Minimum	1,000,000.00	130,000.00	200,000.00	2.00	2.00	1.00
Std. Dev.	734,159.31	97,174.08	90,187.00	46.06	3.11	1.00
Skewness	1.41	1.24	1.54	0.71	0.88	0.52
Kurtois	4.02	3.58	5.06	3.94	2.33	4.19
Jarque-Bera	9.78	7.12	14.98	8.66	6.07	9.47
Probability	0.01	0.02	0.00	0.05	0.19	0.38
Sum	384,800,00.0 0	53,650,000.0 0	43,475,000.0 0	1,572.0 0	1,017.5 0	435.6 0
Observations	185	185	185	185	185	185

(Source: survey results, 2021)

Correlation analysis is an important requirement to measure whether a variable is workable. We can also describe classical assumptions in the research model from the correlation analysis. Table 4 summarizes the value of the Pearson product-moment, where the range of correlation coefficients ranging from -1, 0, and 1, it can concluded that if the closer to the value 1 or -1, the relationship is getting closer, whereas if it gets closer to 0, the relationship is getting weaker (Gujarati, 2018). From these provisions, the variables F and ETV are the components that approach a “strong enough” relationship because the average correlation is in the interval 0.4 to <0.6.

**Table 4.** Pearson product moment correlation

Variables	[1]	[2]	[3]	[4]	[5]	[6]
TI	1.000	.569	.450	.409	.463	.462

TC	.569	1.000	.575	.789	.577	.540
CTOA	.450	.575	1.000	.570	.729	.717
TT	.409	.789	.570	1.000	.578	.600
F	.463	.577	.729	.578	1.000	.856
ETV	.462	.540	.717	.600	.856	1.000

(Source: survey results, 2021)

In the last section, the prediction of our proposed hypothesis made by adjusting the multiple regression, which functions to find the best relationship between the independent variable and the dependent variable (Walpole et al., 2012). In addition, this model also measures the strength of the relationship and makes predictions for the ETV variable through the observed variables (TI, TC, CTOA, TT, and F). The following result from hypothesis testing, which are confirmed in Table 5.

**Table 5.** Regression estimates

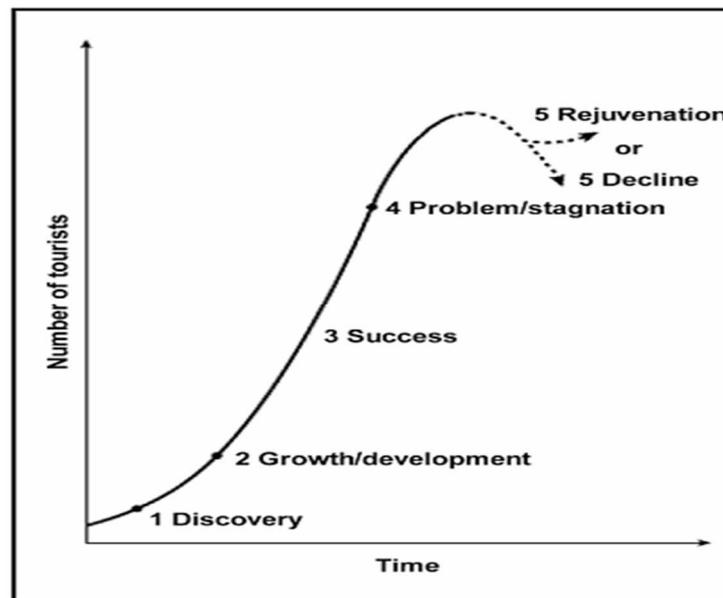
Variables	Coefficient	Std. Error	t-Statistic	Prob.
Constant	9.092	3.457	2.630	.012
TI	.496	.191	2.597	.014
TC	.111	.281	.394	.006
CTOA	-.458	.440	-1.042	.305
TT	.050	.541	.092	.027
F	.244	.313	.778	.489
R <sup>2</sup> = .935		Adjusted R <sup>2</sup> = .926		
Dependent variable: ETV*				

(Source: survey results, 2021)

The results for the constants are positive so that the regression model tested has met the assumptions (Allen & Stone, 2005). The intercept of 9,092 explains that if the independent variables are zero, then ETV has increased significantly by the unit. To simplify the presentation, the proposed tolerance limit is 5% (Manderscheid, 1965). Of the six hypotheses, empirical evidence (H1, H2, and H4 supported 3 of them), while both hypotheses (H3 and H5) rejected.

## DISCUSSION

Butler (1980) examines several stages of tourism development for a destination comprising discovery, growth (development), success, stagnation, and revitalization. An object when first visited by a few people (in this case, visitors) needs to explore the major attractions (Nadra & Nora, 2020). They will share experiences with the surrounding people (relatives and family). Communities in Muara Barak District will benefit from the intensity of tourism and develop secondary services such as accommodation, restaurants, and supporting facilities.

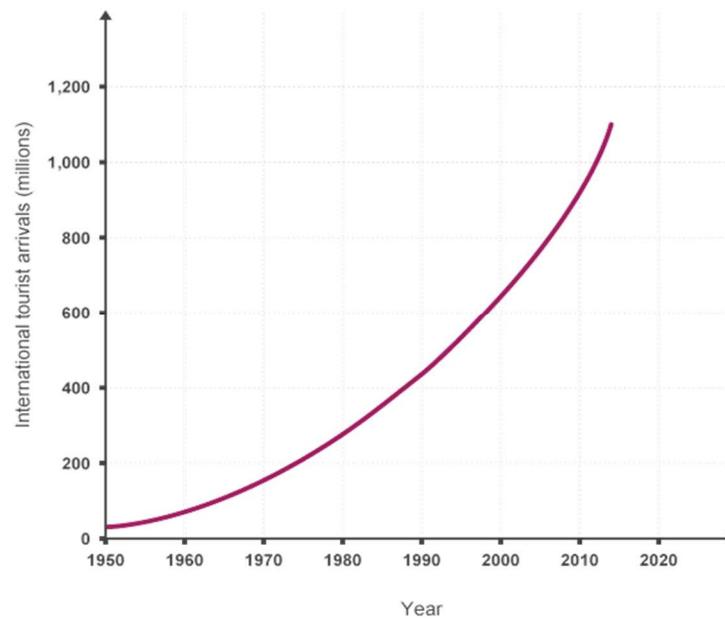


(Source: adaption from Butler, 1999)

**Fig. 2.** The models of tourism development

As the number of visitors increases and continues to grow, they don't just hear about Sambera Beach, Pangempang Beach, Mutiara Indah Beach, and Pelangi Beach from location indicators or word of mouth, and the media. It will market tourist attractions to a larger audience and, of course, secondary services will increase (including better transportation, eg roads, airports, and other support).

The success of the mass tourism sector will replace the economic structure that is undergoing a recession towards a recession, so that beach-based tourism determinations need to add facilities including transportation, accommodation, guides, and restaurants. The principal tools can fully develop and used. Local culture (the community in Samboja) is likely to be affected by the negative effects, especially by those who not directly affected.



(Source: BBC, 2020)

**Fig. 3.** The growth of tourism, 1950-2020

Other problems, such as stagnation (increase and decrease) in the number of visitors, will peak with the achievement of carrying capacity. The tourism sector can cause economic, social, political, and environmental problems if it not properly addressed. Although still popular, this destination is no longer fashionable and many visitors are now more interested in new destinations, such as artificial tours, virtual tours, or trending ones. Figure 2 emphasizes the importance of the revitalization (rejuvenation) aspect, which affects the decline when visitors go to other unspoiled and more fashionable destinations, changing their image with a new, more sustainable approach to tourism development (Suharto et al., 2019).

Indeed, the interest of tourists in various worlds has always increased from decade to decade. The level of visits to their desired destinations has increased significantly from 1950 to the present. However, some things that need to be underlined are the extent and how much the tourism sector remains consistent? This is certainly a long debate from observers who involved in tourism development (see Figure 3). As a highlight, 2020 will be a hard time because of the turmoil resulting from 2019-nCoV (Covid-19) which first appeared in Wuhan City (China). In the previous period, there were natural factors or calamities that rocked the world, such as the H1N1 Flu (H1N1v) in 2009, Severe Acute Respiratory Syndrome (SARS) in July 2003, and finally the Ebola virus (2014). The threat of the epidemic will disrupt global trade activities and have fatal consequences for economic sectors such as tourism (Ilmi et al., 2020).

## CONCLUSION

The conclusion that we can give is that TI, TC, and TT have a significant effect on ETV so that the hypothesis can accept. Then, CTOA and F had no

significant effect on ETV and the proposed hypothesis rejected. The similarity of the results is very relevant and supported by the statements of Stemberk et al. (2018), Suanmali (2014), Seyidov & Adomaitienė (2016), Jayaprakash (2016), and Prideaux (2005) who prove that factors such as income, travel costs, travel time, cost of travel to other attractions, and facilities can affect the level of visits or the existence of tourist visits.

Limitations to be an improvement in future studies through increasing the number of samples, observation period, and analysis models, so that the research results will vary again. For implications, the tourism community, starting from the government, local communities, and investors, need to create and design a measurable action plan based on the mapping of potential tourist objects that support sustainable development.

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