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

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ABSTRACT

The first goal of this research is to look into how tourists use tourist attractions in Makassar to boost revenue. Accelerate and strengthen economic development by supporting tourism, namely developing government programs in the tourism sector, based on the potential benefits of marine tourism. To increase community income in marine tourism objects by utilizing the potential and utilization of tourists. The long-term research goals and objectives are as follows: The findings of this study can contribute to and support the use of tourists in research on increasing revenue in marine tourism objects, thereby improving the revenue of these 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 (Pitana & Gayatri, 2015). 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 (Anggraeni, 2015). 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 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

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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 must 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.

The government has launched several initiatives to promote tourism in Indonesia, hosting a tourist visit program. This program aims to advance Indonesian tourism by increasing foreign, domestic, and domestic tourist visits to meet the predetermined targets. According to data obtained, the number of foreign tourists arriving in 2014 exceeded 9 million, an increase of 7.1 percent over the previous year, resulting in foreign exchange earnings of 11.16 million US dollars. Indonesian tourism has enormous potential that has yet to be fully realized; Indonesia should be at the top of the list when attracting foreign tourists to the country. As a result, the government should encourage tourism industry players on Lae-Lae Island to play a bigger role in attracting foreign tourists. This island is not far from Losari Beach's; in fact, the distance is so close to the city of Makassar's lips that the view from several points on Lae-Lae Island appears to be the bustling city of Makassar with the naked eye. Sunset on Lake-Lae Island is enchanting for those who appreciate it. Lae-Lae Island is considered a sunset paradise by some Makassar residents and visitors. When the afternoon arrives, sunset hunters will flock to the Kayu Bangkoa Pier to cross to Lae-Lae Island. Many people spend their time on Lae-Lae Island watching the sunset. Some visitors choose to spend the night on the 0.04-square-kilometer island. Due to the rapid development of Makassar City's four marine tourism objects, there is fierce competition for visitors. As a result, managers must provide satisfying services to visitors to return and recommend them to other potential visitors, resulting in the addition of new visitors. Improving the quality of tourism services is one of the efforts made to provide visitor satisfaction. According to Antara News Agency, a state-owned news agency. Infrastructure remains a barrier to South Sulawesi's tourism services, including in Makassar.

The number of tourists visiting South Sulawesi and Makassar grows year after year. From 2016 to 2018, the Makassar City Tourism Office collected the following information: Tourists can learn about customer satisfaction with the tour service by looking at the level of visitor satisfaction. Because tourism in Makassar is undeniably overgrowing, visitor satisfaction can also be used as input for consideration and reference in developing policies to increase tourism use in the future. The number of tourists visiting South Sulawesi and Makassar grows year after year. From 2016 to 2018, the Makassar City Tourism Office collected the following information: Tourists can learn about customer satisfaction with the tour service by looking at the level of visitor satisfaction. The level of visitor satisfaction can also be used as a factor to consider and refer to when developing policies to boost tourism usage in the future.

The number of tourists to South Sulawesi and Makassar continues to rise year after year, owing to the undeniable fact that tourism in Makassar is rising. From 2016 to 2018, the Makassar City Tourism Office collected the following information: Because tourism in Makassar is undeniably growing, visitor satisfaction can also be used as an input for consideration and reference in developing policies to increase tourism use in the future. The number of tourists visiting South Sulawesi and Makassar grows year after year. From 2016 to 2018, the Makassar City Tourism Office collected the following information: Because it is undeniable that tourism in Makassar is multiplying, visitor satisfaction can also be used as input for consideration and reference in making policies to increase tourism use in the future. The number of tourists visiting South Sulawesi and Makassar grows year after year. From 2016 to 2018, the Makassar City Tourism Office collected the following information.

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

Month	The 2016 year	The 2017 year	The 2018 year
	Visit	%	Visit
January	6,721	7.85	7,394
February	6,499	7.59	7,183
March	9,090	10.61	12,061
April	9,615	11.23	11,243
May	8,539	9.97	9,662
June	4,833	5.64	4,974
July	4,503	5.26	4,627
August	3,631	4.24	3,702
September	7,927	9.26	12,904
October	11,682	13.64	11,946
November	7,872	9.19	8,309
December	4,732	5.53	8,457

Based on the description above, the researcher is interested in conducting 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?"

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 the main potential of marine resources (Syahadat, 2010). Tourist satisfaction will increase tourist loyalty, such as returning to see these tourism objects, and will provide social promotions about these tourism objects. This will increase the number of tourists visiting these locations, boosting the economy of the region and the economy of society (Syahadat, 2010). Ecotourism activities must be able to improve the community's social and economic well-being. As a result, before embarking on the development of ecotourism, it is necessary to assess the community's socio-economic conditions to identify the community's strengths and weaknesses and see what has received attention in the development of ecotourism (Tuwo, 2011). Tourists who have spent at least 24 hours in the country they visit for recreation, vacation, health, study, religion, or sports can be classified as follows: 1. Pilgrims for recreation, vacation, health, study, religion, and sports. 2. Trade relations between family businesses, mission conferences, etc. Temporary visitors who live in a country for less than 24 hours are known as travelers. The idea of marine tourism objects is as follows: Tourist attractions are an important part of the tourism industry and travel. Tourist attractions are referred to as tourist attractions in other countries, but they are tourist attractions in Indonesia. The definition of a tourist object is "anything with uniqueness, beauty, and value in the form of a diverse range 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:

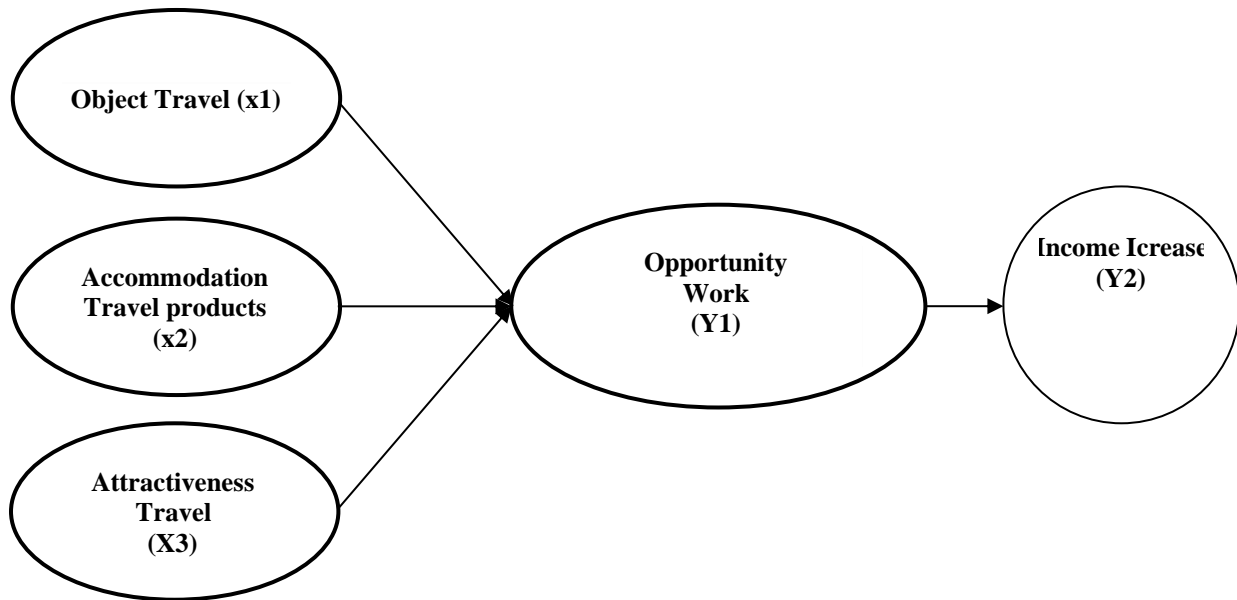


Figure 1. Research Model

METHOD

The Path Analysis approach was used to analyze facts and data that support the information needed to support the research discussed in this study. Simultaneously, the type of research is descriptive quantitative, describing and explaining the factors that influence the increase in income from working on marine tourism objects in Makassar City. The research was carried out in Makassar City because there are many maritime tourism objects in Makassar City that are in high demand by tourists and need to be developed to increase Makassar City's regional acceptance. The population in this study was made up of all tourists who visited Makassar City for a month. A sample is a group of people or a portion of a population. The sample for this study was 100 tourists, chosen using a purposive sampling technique or done deliberately to believe that the respondent can provide an objective assessment of tourist satisfaction and represent the existing population.

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:

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. In comparison, the assessment scores are: very satisfied (5), satisfied (4), quite happy (3), dissatisfied (2), and very dissatisfied (1).

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).

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).

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.

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 & DISCUSSION

Result

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 the increase in 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 ($t_{calculated} > t_{estimated}$ 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 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 746 > 1,968) with a coefficient value of 0.063, this coefficient indicates that if attractiveness is applied correctly, it cannot increase revenue. Opportunity to work has a positive and insignificant effect on the increase in revenue with $P = 0.785 < 0.05$ and the CR value ($t_{calculated} > t_{estimated}$ 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 746 > 1,968) with a

coefficient value of 0.063, this coefficient indicates that if attractiveness is appropriately applied, it cannot increase revenue. Opportunity to work has a positive and insignificant effect on the increase in revenue with $P = 0.785 < 0.05$ and the CR value ($t\text{-calculated} > t\text{-estimated}$ 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.

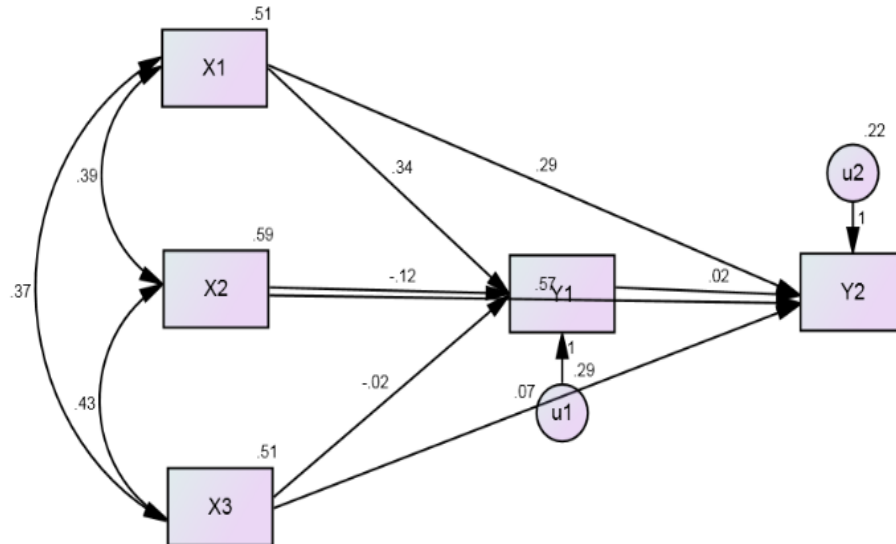


Figure 2. Path Analysis Result

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

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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