

Determining Factors of The Growth of The Tourism Industry in Southern Sumatera

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Abstract. This study was directed to dissect the determinants of the development of the travel industry in southern Sumatra. The information utilized is from 2009 to 2020 with 5 regions in the southern piece of Sumatra which incorporate Bengkulu, South Sumatra, Lampung, Jambi, and Bangka Belitung Islands. The examination technique utilized in this exploration is board information relapse investigation. The examination factors utilized are unfamiliar traveler visits, length of stay of unfamiliar sightseers, how much convenience, and street foundation as autonomous factors that influence the development of the travel industry. The consequences of the review show that unfamiliar vacationer visits, length of stay of unfamiliar travelers, the quantity of facilities, and street foundation meaningfully affect the development of the travel industry. The variable number of facilities has the greatest impact on the development of the travel industry, while the variable length of stay of unfamiliar sightseers affects the development of the travel industry.

Keywords: foreign tourist visits; length of stay of foreign tourists; number of accommodations; road infrastructure; growth of the tourism industry.

1 Introduction

Indonesia is known as a locale that has plentiful regular asset potential. Regular assets, which are isolated into oil and gas and non-oil and gas areas, are used by the state for the government assistance of the Indonesian public. The travel industry area is one of the non-oil and gas regular assets which is the pillar area in producing unfamiliar trade. The travel industry area is one kind of industry that can advance fast financial development, give business, increment earnings and expectations for everyday comforts, as well as animate other efficiency areas, for example, handiwork and keepsake enterprises, housing and transportation [1].

Indonesia's tourism potential spreads from the island of Sumatra in the west to the island of Papua in the east of Indonesia. The island of Sumatra has become one of the tourist destinations for both local and foreign tourists. Each province in Sumatra has different tourism potential, as well as in the southern part of Sumatra, which consists of the provinces of Bengkulu, Jambi, South Sumatra, Lampung and the Bangka Belitung Islands, which are dominated by natural tourism potential.

In view of the Service of The travel industry's 2020 Exhibition Responsibility Report, the travel industry area added to the public GDP (Gross domestic product) in 2020 of \$3.3 billion or 4.05% of the public Gross domestic product. The commitment of the travel industry area to

Gross domestic product diminished from the earlier year adding up to \$16.9 billion or 4.7% of Gross domestic product.

The number of tourists who come affects the amount of regional income. The longer tourists stay in a tourist destination, the more money they spend in the tourist destination [2]. Accommodation in the tourism sector is an industry which provides a place for tourists to stay or rest. Infrastructure is one of the supporting facilities, one of which is road infrastructure. The longer the road owned by the area, the easier accessibility to tourist destinations will affect the number of tourist visits that come.

2 Literature Review and Hypothesis

As per Regulation Number 10 of 2009 [3] concerning the travel industry, the travel industry is an assortment of interrelated the travel industry organizations with regards to delivering labor and products to address the issues of vacationers in the execution of the travel industry. As per the WTO (World Exchange Association) vacationers are each individual who goes to places other than the typical climate for under 12 successive months and the fundamental object isn't to work and acquire compensation in the spots visited [4].

The length of stay of travelers is the quantity of evenings or long stretches of stay spent by vacationers outside their homes. The more extended sightseers stay in a traveler objective, the more cash they spend in that space [5]. As indicated by the KBBI, convenience is something given to address the issues (eg a spot to remain or brief home) for individuals who are voyaging. Foundation as per Official Guideline Number 38 of 2015 [6] is the specialized, physical, framework, equipment and programming offices expected to offer types of assistance to the local area and backing the organization structure so the monetary and social development of the local area can run well.

The hypotheses formulated are as follows:

- a. It is associated that the number with unfamiliar vacationer visits affects the development of the travel industry.
- b. It is associated that the length with stay of unfamiliar travelers essentially affects the development of the travel industry.
- c. It is associated that the number with facilities significantly affects the development of the travel industry.
- d. It is thought that street foundation affects the development of the travel industry.
- e. It is associated that the number with unfamiliar vacationer visits, length of stay of unfamiliar travelers, the quantity of facilities and street framework altogether affect the development of the travel industry.

3 Research Methods

This study looks at the impact of unfamiliar vacationer visits, length of stay of unfamiliar sightseers, the quantity of facilities and street framework on the development of the travel industry in the southern Sumatra area, specifically Bengkulu, Jambi, South Sumatra, Lampung and Bangka Belitung Islands in the 2009-2020 period. This study utilizes auxiliary information got from the Indonesian Focal Measurements Organization. Functional factors in this study are portrayed in the table underneath:

Table 1. Operational Variable

No	Variable	Measurement
1	Foreign Tourist Visits	Number of Tourists Coming (thousand persons)
2	Length of Stay Foreign Tourists	Length of Stay Foreign Tourists (days)
3	Number of Accommodations	Number of Accommodations (units)
4	Road Infrastructure	Road Length (km)
5	Tourism Industry Growth	GRDP of the Tourism Sector (billion rupiahs)

The analytical method used is panel data processed using Eviews 10. The model equations are as follows:

$$Y_{it} = \alpha + \beta_1 X_{1it} + \beta_2 X_{2it} + \beta_3 X_{3it} + \beta_4 X_{4it} + e_{it}$$

Information:

- Y_{it} : Bound Variable
 X_{it} : Independent Variable
 t : Period-t
 i : Entity-i
 α : Constant
 e : Variable outside the model

4 Result

Descriptive statistics of this studies are:

Table 2. Descriptive Statistics

	Foreign Tourist Visits (thousand persons)	Length of Stay (hari)	Number of Accommodation (units)	Road Infrastructure (km)	Tourism Industry Growth (billion rupiahs)
BENGKULU					
Mean	0,64	6,24	154,5	8555,33	570,50
Min	0,09	3,64	106	6494	352,01
Max	1,42	9,37	233	9451	813,11
SOUTH SUMATERA					
Mean	15,6	7,15	357	17973	3083,3
Min	2,29	4,47	278	15241	1559,92
Max	48,4	11,85	478	19989	4702,7
LAMPUNG					
Mean	9,16	6,11	238,17	19144,75	2500,60
Min	0,76	3,41	163	16828	524,24
Max	35,4	9,27	411	21162	3663,14

JAMBI					
Mean	2,48	6,32	182,08	13299,5	1216,86
Min	0,69	3,79	137	12452	497,07
Max	5,35	9,65	235	14211	1700,44
BANGKA BELITUNG					
Mean	4,94	5,33	126,92	5139,67	961,78
Min	0,6	3,57	72	4219	124,38
Max	13,17	8,55	196	5537	1318,71

In light of Table 2 above, South Sumatra is a region that has the most elevated typical worth of unfamiliar vacationer visits in the southern of Sumatra in the scope of 2009-2020. South Sumatra region has the biggest number of unfamiliar traveler appearances, while Bengkulu area is the territory with the most modest number of unfamiliar vacationer visits. In the 2009-2020 period, the region of South Sumatra has the most elevated typical length of stay of travelers in the southern of Sumatra. In the mean time, the region with the longest length of stay is the area of South Sumatra, and the territory with the most limited length of stay is the territory of Lampung.

The province with the highest average score on the number of accommodations in the southern of Sumatra is the province of South Sumatra in the 2009-2020 period. The largest number of accommodations is in the province of South Sumatra, while the province which has the smallest number of accommodations is the province of the Bangka Belitung Islands. Lampung province has the longest average value of road infrastructure in the southern of Sumatra. Lampung is the province with the longest road infrastructure, while the Bangka Belitung Islands Province has the shortest road infrastructure in the southern of Sumatra.

In the growth of the tourism industry, the province of South Sumatra has the highest average score compared to other provinces in the southern of Sumatra. South Sumatra is also the province with the highest value of tourism industry growth in the southern Sumatra region in 2009-2020, while the province of the Bangka Belitung Islands has the smallest tourism industry growth. Judging from the description above, it shows that the province of South Sumatra is the economic center in the southern of Sumatra.

Table 3. Matrix of Correlations

	X1	X2	X3	X4
X1	1.000000	0.359869	0.402190	0.410254
X2	0.359869	1.000000	0.052462	0.191482
X3	0.402190	0.052462	1.000000	0.756535
X4	0.410254	0.191482	0.756535	1.000000

Table 3 above shows the correlation matrix where the correlation value above is less than 0.9. This states that this regression model does not contain multicollinearity problems, so these variables are free from multicollinearity problems [7].

Table 4. Chow Test

Effects Test	Statistic	d.f.	Prob.
Cross-section F	16.121670	(4,51)	0.0000
Cross-section Chi-square	49.039774	4	0.0000

From the research above, it can be concluded that the probability value of the chi-square section is 0.0000, which means <0.05 , then the accepted model is Fixed Effect.

Table 5. Hausman Test

Test Summary	Chi-Sq. Statistic	Chi-Sq. d.f.	Prob.
Cross-section random	64.486680	4	0.0000

From the consequences of the Hausman test, a likelihood worth of 0.0000 is gotten, and that implies this worth is more modest than the likelihood esteem utilized, which is 0.05, and that implies that the Proper Impact model is smarter to utilize.

Table 6. Fixed Effect Model

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2395.386	543.8677	4.404354	0.0001
X1	4.626992	5.624064	0.822713	0.0045
X2	1.549685	22.75545	0.068102	0.0460
X3	7.100082	1.101487	6.445904	0.0000
X4	0.196736	0.051828	3.795911	0.0004

The consequences of the proper impact model show that there is a positive and huge impact between unfamiliar traveler visits on the development of the travel industry. The variable length of stay of travelers has a positive likelihood esteem and is more modest than 0.05, so the length of stay of vacationers meaningfully affects the development of the travel industry. Then, at that point, the variable number of facilities has a positive worth and has a likelihood esteem under 0.05. This implies that the quantity of facilities affects the development of the travel industry. Out and about foundation variable got a positive likelihood esteem and under 0.05, it very well may be presumed that street framework significantly affects the development of the travel industry.

Table 7. R-Squared
Effects Specification

Cross-section fixed (dummy variables)			
R-squared	0.946158	Mean dependent var	1666.609
Adjusted R-squared	0.937712	S.D. dependent var	1139.500
S.E. of regression	284.3918	Akaike info criterion	14.27606
Sum squared resid	4124815.	Schwarz criterion	14.59022
Log likelihood	-419.2819	Hannan-Quinn criter.	14.39895
F-statistic	112.0264	Durbin-Watson stat	1.209576
Prob(F-statistic)	0.000000		

Looking at Table 7, the likelihood esteem is 0.00000 which is more modest than 0.05, it is presumed that unfamiliar vacationer visits, length of stay of travelers, number of facilities and street framework together altogether affect the development of the travel industry. Gotten a R-Squared worth of 0.946158 which implies that the all out impact of the four free factors, specifically the quantity of unfamiliar vacationer visits, length of stay of sightseers, the quantity of convenience and street foundation influences the development of the travel industry by 94.61%, and the rest is affected by different variables.

5 Discussion

A positive coefficient value indicates the direction of the relationship between foreign tourist visits and the growth of the tourism industry is unidirectional. The significance test obtained a probability value smaller than the specified significance level of 0.05, which means that foreign tourist visits have a significant effect on the growth of the tourism industry.

This is because the ups and downs of foreign tourist arrivals have an impact on the growth of the tourism industry in Southern Sumatra. With high foreign tourist arrivals, it causes an increase in regional income, especially the tourism sector from expenditures incurred by tourists such as to stay, buy food, purchase souvenirs, and others. This agrees with research conducted by Udayantini, et al. [8], which states that the number of tourist visits has a positive effect on the growth of the tourism industry.

The positive correlation coefficient value indicates the direction of the relationship between the length of stay of foreign tourists and the growth of the tourism industry is unidirectional. The significance test results in this probability value being smaller than the specified significance level of 0.05 so that the length of stay of foreign tourists significantly affects the growth of the tourism industry. Therefore, the longer the tourists stay, the more they will spend staying overnight and other costs that will have an impact on increasing the growth of the tourism industry. This is in line with Mustika [9], which explains where the length of stay of tourists affects income in the tourism sector.

A positive correlation coefficient value indicates the direction of the relationship between the number of accommodations and the growth of the tourism industry is unidirectional. The significance test results in this probability value being smaller than the specified significance level of 0.05 so that the number of accommodations has a significant effect on the growth of the tourism industry. Therefore, with the increasing number of accommodations, both hotels

or other lodging places, it can increase the choice of tourists to stay, thereby increasing the growth of the tourism industry. This agrees with Widayanti and Dewanti [10] who explained that the number of hotel accommodations and GRDP affect regional income in the tourism sector.

A positive correlation coefficient value indicates the direction of the relationship between road infrastructure and the growth of the tourism industry is unidirectional. The significance test results in this probability value being smaller than the specified significance level of 0.05 so that road infrastructure has a significant effect on the growth of the tourism industry. With the length of road infrastructure, accessibility to tourist destinations will be easier which can attract tourists to visit. With the number of tourists visiting, the more expenses they spend which can increase the growth of the tourism industry [11].

The consequences of the examination show a positive connection coefficient esteem demonstrating the heading of the connection between unfamiliar vacationer visits, length of stay of unfamiliar travelers, the quantity of convenience and street foundation with the development of the travel industry is in a similar bearing. The importance test got this likelihood esteem is more modest than the predetermined importance level of 0.05 so there is a critical impact between unfamiliar traveler visits, length of stay of unfamiliar vacationers, the quantity of convenience and street foundation with the development of the travel industry. This is on the grounds that few pointers in working out the development of the travel industry are factors including unfamiliar vacationer visits, length of stay of unfamiliar sightseers, number of facilities and street foundation. With the expansion in one of the factors of unfamiliar vacationer visits, length of stay of unfamiliar sightseers, the quantity of facilities and street foundation, the development of the travel industry will be higher. Then again, assuming one of the factors diminishes, the development of the travel industry will likewise diminish.

6 Conclusion

In light of the consequences of the exploration above, it is made sense of that the variable of unfamiliar traveler visits affects the development of the travel industry. The variable length of stay of vacationers likewise fundamentally affects the development of the travel industry. The variable number of facilities has a positive relationship and essentially affects the development of the travel industry. Then, the street framework variable affects the development of the travel industry. The four free factors, in particular the quantity of unfamiliar traveler visits, length of stay of vacationers, how much convenience and street foundation together affect the development of the travel industry.

The above shows that the factors of unfamiliar traveler visits, length of stay of sightseers, number of facilities and street framework are pointers that influence the development of the travel industry in the southern of Sumatra.

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