

ANALYSIS OF THE EFFECT OF HOTEL OCCUPANCY AND TOURIST VISITS ON BUSINESS DEVELOPMENT IN THE TOURISM SECTOR IN WEST NUSA TENGGARA PROVINCE 2012 – 2021

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Abstract: The purpose of this study is to analyze the effect of hotel occupancy rates and tourist visits on business development in the tourism sector of West Nusa Tenggara Province in 2012 – 2021. The method used in this study is quantitative method. Analysis of the data used is the method of multiple linear regression analysis. The results of the study indicate that hotel level occupancy and tourist visits have a significant influence on business development in the tourism sector in the province of West Nusa Tenggara in 2012 – 2021. This can be seen from the F test table with a significance value = 0.05 or $0.000 < 0.05$ so that H_a is declared accepted. Based on the results of research developments, it can be in the form of increasing business in the tourism sector of West Nusa Tenggara which is supported by an increase in the number of hotel occupancy and an increase in the number of tourists, both tourists and tourists.

Keywords: *Business Hotel Occupancy, Tourist Visits.*

1. Introduction

In general, there are several benefits that are expected to be obtained in the development of the tourism sector, including the following: increased urbanization growth as a result of the development of tourism infrastructure and facilities in an area or destination, the activities of several industries related to tourist services such as transportation companies, accommodation, hotels, restaurants, local arts, furniture companies and others, increasing cultural products due to increased consumption by tourists, causing income distribution, increasing employment and business opportunities, one of the government's efforts in order to increase the country's foreign exchange earnings, expanding the market for goods and services. goods produced domestically, tourism can restore health both physically and spiritually and can eliminate prejudice and short-sightedness, helping to create mutual understanding between residents who come and residents of the countries they visit. (Astina, Hamzah, & Nasir, 2013). The role of tourism in the formation of Gross Regional Domestic Product indicates that tourism activities are able to become a reliable and sustainable development force, so that development policies can be more directed at increasing tourism to become a mainstay sector.

The handling of the tourism industry involves almost all sectors of the economy (multi-sector), both of which are classified as facilities needed by tourists such as hotels and restaurants. So that the tourism industry is an industry that absorbs the energy needs of people, not only concerned with machines. The following are some of the businesses that are

included in the tourism industry that can affect the absorption of labor from the tourism sector (Antara, 2002): Hotels, restaurants and restaurants, sellers/souvenir shops, number of travel agents. According to Nugroho (2011), tourism supply can be divided into: The tourism industry production process, employment creation, infrastructure provision, and financial service offering. The tourism sector can be said to be a sector that is ready to absorb labor because it not only creates new jobs but can also revive existing workers around these tourist attractions.

According to Nugroho (2021), the tourism sector is currently an alternative sector that is used as a driver of the economy in Indonesia, substituting other sectors that are starting to weaken due to the sluggish world economy, namely the manufacturing and agricultural sectors. As an alternative sector that is expected to stimulate the economy, the tourism sector has several important roles, including: increasing the country's foreign exchange earnings, contributing to GDP, and employment. To improve people's welfare, tourism development needs to be continued and improved through expansion, utilization of national tourism resources and potential, so that it is expected to be able to encourage and move other economic sectors (Heriawan, 2004). The tourism object of an area is one of the attractions for tourist visits, both domestic and foreign tourists to visit the region.

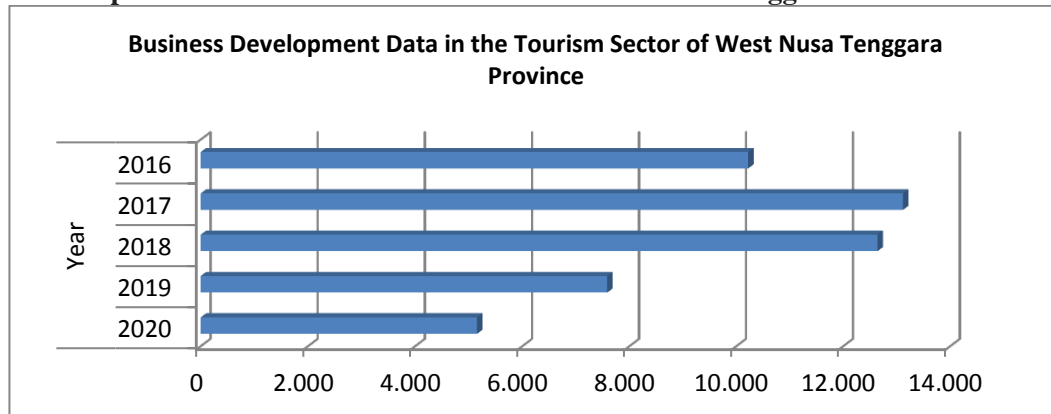
Tourists come and go to recreation, rest, eat, and shop with this the state creates a tourist attraction so that a source of income can be obtained from non-real services without sacrificing goods. Tourism is able to have a positive impact in an effort to contribute to foreign exchange earnings, increase job opportunities, increase the income of the central government, especially the regions and the community as well as the introduction of culture (Suryana, 2013). A tourism if developed properly will have a positive impact on tourists and the community that provides tourism through the economic benefits that are brought to the tourist area. With increased income, the government can develop infrastructure and provide facilities so that tourists and local residents benefit from each other. In addition to a tourist attraction, the flow of tourist visits is also a major factor that can help the development of the tourism sector in an area. With tourists visiting, it can indirectly have a positive impact on an area or country such as creating jobs and increasing income or revenue (Nindita & Dewi, 2018).

The success of the development of the tourism sector means that it will increase its role in regional revenues, where tourism is the main component by taking into account the factors that influence it, such as: the number of tourism objects offered, the number of tourists visiting both domestic and international and hotel occupancy rates (Pendit, 2003). Nakovski et al., (2016) say that to increase tourist visits, it is necessary to offer tourism with policies that are able to increase the number of tourist arrivals, especially cultural event activities that show the characteristics of tourist attractions. Dong et al., (2014) say that the rapid economic development that increases the convenience of traveling makes travel agencies and hotels play an active role in the tourism industry business. Setiawan (2014) studies that the food and beverage trade is the largest contributor in Indonesia and absorbs labor in various circles. Supriyadi and Kausar, (2017) say that the tourism sector has an important role in the Indonesian economy for income resources, to create jobs and reduce poverty.

In the province of West Nusa Tenggara, the tourism sector is one of the leading sectors in increasing regional income. This can be seen in the agendas of the provincial government for the last five years such as the Moto GP performance in Central Lombok, the Moyo Festival on Sumbawa Island, the Bau Yali Festival in Central Lombok and many other festivals which ultimately aim to increase the attractiveness of visits. tourists, both domestic

and foreign tourists. The success of the tourism event has indirectly created the tourism business sector in the province of West Nusa Tenggara to develop rapidly. From data from the Central Statistics Agency for the Province of West Nusa Tenggara, in the last five years, the business development of the tourism sector has increased significantly. This can be seen in the data on business developments in the tourism sector of West Nusa Tenggara Province from 2016 to 2021 as follows:

Table 1.
Business Development Data in the Tourism Sector of West Nusa Tenggara Province 2016 – 2020



Source: Central Bureau of Statistics of West Nusa Tenggara Province

From the data above, it is explained that the development of business in the tourism sector during the last five years in the province of West Nusa Tenggara has experienced a significant decline, although from certain years it has decreased this is due to a national disaster that has befallen Indonesia so that it leads to the development of business businesses in the tourism sector, such as disasters. the covid 19 outbreak that hit all countries, including Indonesia and in particular in the tourism sector, which had a very significant impact on its decline. This can be seen in 2019 and 2021 where business development in the tourism sector in the province of West Nusa Tenggara decreased from 7,000 business units then decreased in 2021 at the level of 5,000 business units.

Business development in the tourism sector cannot be separated from the number of tourist visits to interesting tourist objects in the province of West Nusa Tenggara. It is this tourism object that makes domestic tourists especially foreign tourists who want to travel to these objects because of the natural beauty of tourism objects that may not be found in the area where they live.

From the brief description above, the researcher is interested in digging deeper into the things that have caused the ups and downs of business development in the tourism sector in the province of West Nusa Tenggara over the last 10 years. So that the final result will be expected to be a reference in the picture of policy making in increasing business in the tourism sector in the province of West Nusa Tenggara.

2. Research Method

This research is quantitative and the data in the study are secondary data. The data collection technique used is observation and literature study, according to Sugiyono, this technique is related to clear sources such as taking reference sources in scientific papers, literature or previous research. (Sugiyono, 2013). The data in this study is periodic data (time series). The time series data used is annual data for 10 (ten) years, namely 2012-2021. The data is taken

from the BPS of West Nusa Tenggara Province which is related to the number of research variables which include data on the level of business in the tourism sector in the province of West Nusa Tenggara as the dependent variable (Y) and the independent variable, namely the hotel occupancy rate in the province of West Nusa Tenggara (X1) and visits. tourists in tourism objects in the province of West Nusa Tenggara (X2). The data processing uses the Statistical Product and Service Solution 20 (SPSS 20) software. The data analysis method used is the multiple regression method with the Ordinary Least Square (OLS) technique. To determine the effect of variables The independent variables are the number of hotel occupancy rates in West Nusa Tenggara Province (X1) and the number of tourist visits to tourism objects in West Nusa Tenggara Province (X2) which affects business development in the tourism sector in West Nusa Tenggara Province for 10 years using the following regression equation:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \mu_i \dots\dots$$

Y = Business in the tourism sector in West Nusa Tenggara Province.
X1 = Hotel Occupancy Rate in West Nusa Tenggara Province
X2 = Tourist visits in the province of West Nusa Tenggara
 β_0 = Constant coefficient
 μ_i = Error Term
 $\beta_1, \beta_2, \beta_2 \text{ \& } \beta_3$ = Regression coefficient

In using regression analysis tools, it is necessary to test the classical assumptions, so that the results of this regression analysis show a valid relationship. Among them are: (1) Normality test, (2) Multicollinearity test, (3) Autocorrelation test and (4) Heteroscedasticity test. Then after the model is free from classical assumption testing, it is continued with statistical justification. Statistical justification is a test of giving goodness of fit model that concerns the accuracy of the sample regression function in estimating the actual value by looking at its Goodness of Fit. Statistically, at least this can be measured from the value of the coefficient of determination, the value of the F statistic and the value of the t statistic (Imam Ghazali, 2013).

3. Results and Discussion

3.1. Results

Based on the data processing that has been carried out using the SPSS 2.0 program, the value of the Coefficient of Determination (R²) is obtained as follows:

Table 2.
Determination Test Results

Predictors: (Constant), Tourist Visits, Hotel Occupancy Rate	R Square
	.893

Source: *Processed Data 2022*

Based on Table 2. it can be seen that the value of the coefficient of determination obtained is 0.893. This means that X1 (Hotel Occupancy Rate in West Nusa Tenggara Province) and X2 (Tourist Visits in West Nusa Tenggara Province) have an effect on business development in the tourism sector in West Nusa Tenggara Province (Y) by 89.3%

while the remaining 10.7% is influenced by by other causal factors not examined in this study. In other words, the magnitude of the influence of the number of hotel occupancy rates in the province of West Nusa Tenggara and the number of tourist visits in the province of West Nusa Tenggara on the number of business developments in the tourism sector in the province of West Nusa Tenggara is 89.3% while the remaining 10.7% is influenced by other factors outside this regression model.

To determine the effect simultaneously or jointly on the two independent variables (Hotel Occupancy Rate in West Nusa Tenggara Province and Tourist Visits in West Nusa Tenggara Province) on the analysis that affects business development in the tourism sector in West Nusa Tenggara Province for the period 2012 – 2021, then The F test is used to determine whether the independent variables included in the regression model have a simultaneous (simultaneous) effect on the dependent variable. This test uses the F test, which is an analysis based on a comparison between the significance value and the significance level (α) used or (α) 5%. If the significance of $F < 0.05$ then H_a is accepted, meaning that the independent variable simultaneously has a significant effect on the dependent variable. The results of the F test analysis can be seen in Table 3 below:

Table 3.
F Test Results on the Analysis of the Effect of Hotel Occupancy and Tourist Visits on Business Development in the Tourism Sector in West Nusa Tenggara Province 2012 – 2021
ANOVA^a

a. Dependent Variable: Tourism Sector Business Development.	Sig
b. Predictors: (Constant), Tourist Visits, Hotel Occupancy Rate	.000 ^b

Source: Processed Data 2022

Based on Table 3 above, the significance value obtained from the F test table above is smaller than the significance value = 0.05 or $0.000 < 0.05$ so that H_a is declared accepted. So it can be concluded that H_a is accepted, which means that the Hotel Occupancy Rate in West Nusa Tenggara Province and Tourist Visits in West Nusa Tenggara Province simultaneously have a significant effect on business development in the tourism sector in West Nusa Tenggara Province for the period 2012-2021. The results of this study are in accordance with research conducted by Jalilah, Ishtafan Najmi and Ira Syariani (2022) in their research entitled "analysis of factors that affect the income of the tourism sector in the city of Sabang", which states that the results of the study indicate that the variable number of tourists and hotel occupancy rates simultaneously have a significant effect on income tourism sector in Sabang City. Similarly, the research conducted by Femy Nadia Rahma and Herniwati Retno Handayani (2013) entitled "the influence of the number of tourist visits, the number of tourism objects and per capita income on the tourism sector revenue in the Kudus Regency" which states that the number of tourist visits and the number of hotel occupancy rates have an effect on simultaneously to the development of income in the tourism sector.

3.2. Discussion

To find out the results of the partial analysis related to the Analysis of the Effect of Hotel Level Occupancy and Tourist Visits on Business Development in the Tourism Sector in the Province of West Nusa Tenggara 2012 - 2021. The following are the results of data processing in a regression and discussion of the results shown in table 4.

Table 4.

Multiple Linear Regression Results related to the Analysis of the Effect of Hotel Occupancy Rate and Tourist Visits on Business Development in the Tourism Sector in West Nusa Tenggara Province 2012 – 2021

Dependent Variable: Tourism Sector Business Development.	Coefficients ^a
(Constant)	-4063.840
X1_ Hotel Occupancy Rate	3.001
X2_ Tourist Visits	.020

Source: *Processed Data 2022*

Based on Table 4. above, the estimated model of the multiple linear regression equation in this study can be written as follows:

$$Y_{\text{Tourism Sector Business Development}} = -4063.840 + 3.001 (X1_{\text{Hotel Occupancy Rate}}) + 0.020 (X2_{\text{Tourist Visits}})$$

The constant value of the regression equation model is -4063,840. This means that if the hotel occupancy rate variable and tourist visits are zero or there is no change in the hotel occupancy rate in the business development variable in the tourism sector in West Nusa Tenggara Province and there is no change in tourist arrivals in the business development variable in the tourism sector in the West Nusa Tenggara province, it will resulting in the development of the tourism sector in the province of West Nusa Tenggara will experience a decline of -40,63%. The results of this study are in accordance with research conducted by Falery Ester Bujung, Debby Ch. Rotinsulu and Audie. O. Niode (2019) in his research entitled The Effect of the Number of Tourist Visits and Hotel Occupancy Rates on North Sulawesi Tourism Sector Revenue.

The regression coefficient value for the hotel occupancy rate is 3,001. This shows that there is a significant influence between the hotel occupancy level on business development in the tourism sector in West Nusa Tenggara Province, which means if the hotel occupancy rate increases by 1% while other independent variables remain or are constant, then business development in the tourism sector in Nusa Tenggara Province west will increase 3.001%. Conversely, if the hotel occupancy rate decreases by 1%, then business development in the tourism sector in the province of West Nusa Tenggara will decrease by 3.001%. This shows that the increasing hotel occupancy rate will increase business development in the tourism sector in the province of West Nusa Tenggara. The results of this study are in accordance with research conducted by Ni Made Rediteani and Nyoman Djinar Setiawina (2015) which states that the effect of hotel occupancy rates has a significant effect on business development in the tourism sector in Bali Province.

The regression coefficient value of tourist visits in the province of West Nusa Tenggara is 0.020. This shows that there is a positive influence between tourist visits in the province of West Nusa Tenggara on business development in the tourism sector in the province of West Nusa Tenggara, which means that if tourist visits increase by 1% while other independent variables remain or are constant, then business development in the tourism sector in west tenggra province will increase by 0.020%. On the other hand, if tourist visits decrease by 1%, then business development in the tourism sector in the province of West Nusa Tenggara will decrease by 0.020%. This shows that as tourist visits increase in the province of West Nusa

Tenggara, the development of business in the tourism sector in the province of West Nusa Tenggara will also increase. The results of this study are in accordance with the research conducted by Endah Malow Ratnaningtyas (2019) entitled "Analysis of Factors Influencing Increased Tourist Visits That Have an Impact on the Development of Micro, Small and Medium Enterprises Its Implications on Job Creation and Regional Revenue DKI Jakarta" which says that the influence of an increase in tourist visits has a significant influence on business in the tourism sector.

4. Conclusion

Based on the results of the research and discussion above that have been discussed previously, the conclusions obtained from this research are: Hotel level occupancy and tourist visits have a significant influence on business development in the tourism sector in the province of West Nusa Tenggara in 2012-2021. This can be seen from the F test table with a significance value of $= 0.05$ or $0.000 < 0.05$ so that H_a is declared accepted. Based on the conclusions above, it can be suggested in the form of increasing business development in the tourism sector in the province of West Nusa Tenggara which is supported by an increase in the number of hotel occupancy and an increase in the number of tourist visits, both foreign and domestic tourists. Then the hope of future researchers is that future researchers can raise issues related to improving the business world in the tourism sector so that they can improve the welfare of the people of the West Nusa Tenggara province in particular and the Indonesian people in general.

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