THE INTERRELATION OF SOCIO-DEMOGRAPHIC FACTORS AND TOURISM SPENDING ALLOCATIONS POST-COV-19 PANDEMIC IN GUNUNGKIDUL REGENCY

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Abstract: The Covid-19 pandemic made the tourism sector suspended and must struggle to bounce back. Gunungkidul is one of the regencies in the Province of the Special Region of Yogyakarta, which is serious about developing its tourism potential. However, the pandemic had a very significant impact on this sector, so extraordinary efforts were needed to restore economic growth contributed by the tourism sector. This study tries to re-identify the socio-demographic factors that are the key to the revival of Gunungkidul tourism and are associated with the amount of tourism expenditure allocated after the Covid-19 pandemic. Using multiple linear regression analysis and involving 504 respondents, only age affected the allocation of tourist spending of the three socio-demographic variables. In contrast, the other two variables, gender and occupation, did not affect the allocation of tourist spending.

Keywords: *ages; gender; occupation, socio-demographic, tourism budget allocation*

1. Introduction

The development of the tourism industry in Indonesia has a great contribution to the tourist attraction area and its surroundings. Economic conditions that increase with the number of tourists visiting is one of the added values for those who live in tourist destinations. Tourism activities have a multiplier effect. The increasing tourism sector will encourage an increase in hotel, restaurant and similar business activities and other sector products.

The Destination Management Organization (DMO) is an organization that is very important in supporting the growth of the tourism industry. The DMO is responsible for promoting tourism, attracting visitors, and providing marketing communication capabilities in the highly competitive tourism market. The main goals of tourism are to make a better visitor experience and enhance their levels of satisfaction also intentions to return.

Many things must be considered before tourist arrivals to improve tourist satisfaction for return visits. To ensure quality and satisfactory experience, DMO must effectively prepare all tourist destination components.

Creative contexts and innovations and the development of tourist skills believing to improve the visitor's satisfaction so that tourists can feel involved in the activities provided by tourist destinations.

Combining the DMO in integrated management implies a greater need to engage stakeholders within and outside the destination. We assert that this places the DMO in a fundamentally unique position as a boundary wrench between the internal goal environment and the external competitive environment.

One area that is actively developing tourist destinations is Gunungkidul Regency. Gunung Kidul Regency has various destinations which potentially to improved. However, since the Covid-19 pandemic, tourism conditions in Gunungkidul have also been significantly affected like other areas.

The Covid-19 pandemic has become a significant obstacle in pursuing the current level of economic growth around the world. As a sector that is significantly affected, BPS data (2021) shows a decrease in the number of tourists, both local and foreign tourists. Total foreign tourist visits to Indonesia in 2020 amounted to 4.02 million visits. Compared to 2019, the number of foreign tourists decreased by 75.03 per cent.

This condition triggers the motivation of researchers to conduct research and contribute to tourism development after the Covid-19 pandemic, especially by carrying out the process of identifying demographic factors that affect the increase in the amount of tourism spending in Gunungkidul Regency.

Impressions after tourist visits are definite and varied because each tourist has different demographic characteristics and tourist motivation background, so tourists' future satisfaction and behaviour cannot be easily predicted.

Demographic characteristics include age, gender, marital status, education level, occupation, social class, family size or the number of family members and occupation. In contrast, the characteristics of tourists can be seen based on their socio-demographic characteristics.

Previous research on tourism studies in India found that age and gender influence the demand for leisure and leisure time. In this case, demographic factors have a role in influencing visitor participation in tourism activities and the selection of destinations.

Other studies found that households travelling to theme parks and hot springs allocate a smaller share of their travel budget to recreation and put more resources into shopping. This budget allocation can determine by several socio-demographic factors.

In this study, demographic factors will examine to see their effect on the allocation of tourist spending when visiting the tourist area of Gunung Kidul Regency. The primary purpose is to know whether there is an influence between socio-demographic factors on the allocation of tourism spending in Gunung Kidul Regency. The demographic factors used as independent variables in this study are age, gender and occupation.

Tests on gender demographic factors that influence the allocation of tourism spending in prior research are rare but often appear in a discussion topic, how gender affects tourist motivation. Prior research found that gender is not a factor that affects tourist motivation. This finding is in line with the findings of subsequent studies, which confirmed that gender is not a demographic factor that affects tourist motivation.

In this study, the gender variable will testing to see its effect on the allocation of tourism spending. Previous research found that gender did not affect the allocation of tourism expenditure, and another research found that gender has a different preference in the allocation of tourism expenditure. So in this study, the researcher proposed the hypothesis
H1: Gender affects the allocation of tourism expenditure.

The second demographic factor tested in this study was age. Previous research found that the younger age range (less than 35 years) is more motivated to travel when compared to the older age group (55 years and over). Some motivations found in previous studies are seeking knowledge and relaxation and the absence of work dependents. In the context of the allocation of tourism expenditure, previous research has shown that age affects the allocation of tourism expenditure, and it is confirmed that as age increases, the allocation of tourism

expenditure increases. Based on the findings of these previous studies, the researcher proposes a hypothesis

H2: Age affects the allocation of tourism spending.

The third demographic factor is occupation. Previous research found that occupation affects the characteristics of tourists. Moreover, if the respondents dominate by young people, occupation dominates among students. A phenomenon captured by researchers is that families with double income from two or more types of the occupation have higher tourism motivation than families with a single income from one occupation. This fact can conclude that double-income families' disposable income has extra money to spend on accommodation, food, shopping and other tourism-related activities. Thus the researcher proposes the third hypothesis,

H3: Occupation affects the allocation of tourism spending.

2. Method

This study uses a quantitative descriptive approach and a survey as a data collection method. The research flow begins with the researcher surveying tourist sites in Gunung Kidul Regency to distribute hardcopy questionnaires. Respondents were selected randomly using the convenience sampling method. Pre-testing exercises were conducted to assess survey suitability and readability, eliminate unclear items and determine response rates.

The sample of questionnaires obtained was 571 of the 600 questionnaires distributed, and of the 571 retrieved, only 504 data were complete, and the influence between the related variables was analysed. The data processing of this study used the SPSS Version 26.0 application to examine the effect of the relationship between socio-demographic variables as independent variables and tourism expenditure allocation variables as the dependent variable. Based on the theoretical and empirical studies described above, the research model is as follows:
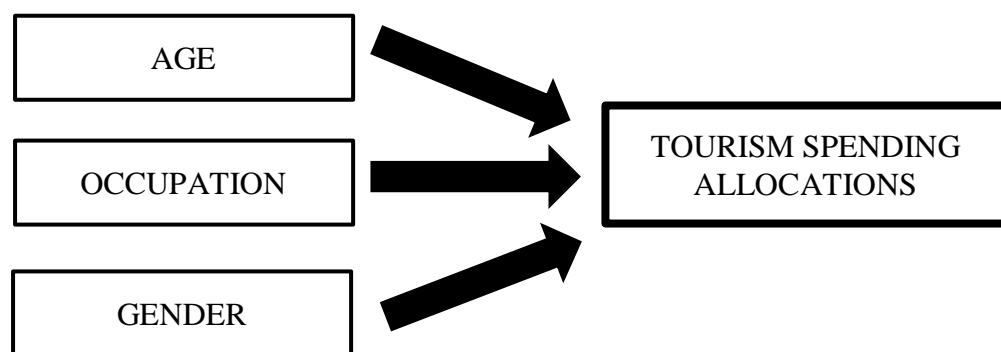

Figure 1. Research model

3. Results and Conclusions

3.1. Results

The test results begin with a descriptive statistical test so that the respondent profile information is obtained as follows:
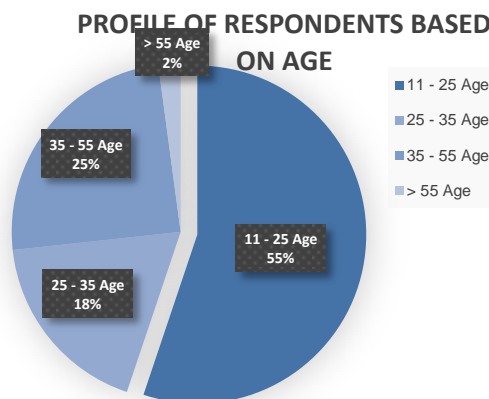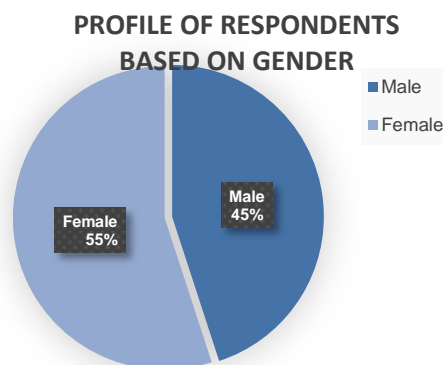
Figure 2. Profile of respondents based on age

Figure 3. Profile of respondents based on gender

From the respondent's profile, it can be seen that the age of most respondents is in the range of 11-25 years which can be concluded that they are relatively young. Meanwhile, the profile based on gender looks almost balanced between men and women, although women still dominate slightly. Meanwhile, from the job-based respondent's profile, it can be seen that most of them are students, followed by employees, so that the age profile and job profile match.
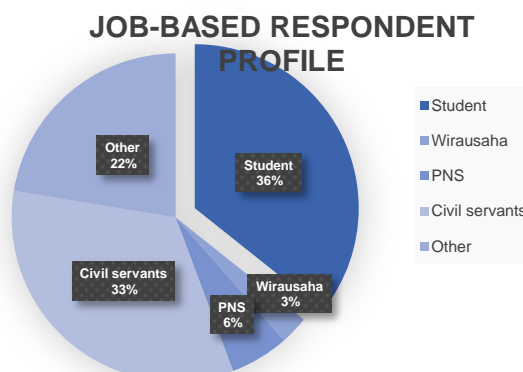

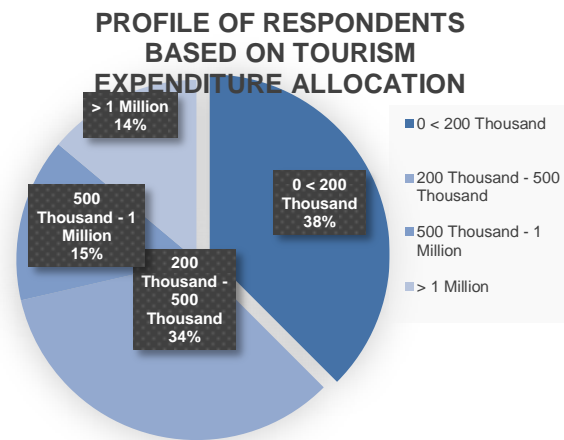Figure 4. Job-based respondent profile

Figure 5. Profile of respondents based on tourism expenditure allocation

While in Figure 5, it can be seen that the distribution of tourism expenditure allocations with the most extensive range is in the range of 0-Rp. 200,000 - indicating conformity with the profile of respondents based on age and occupation, namely students. It can be concluded from the analysis of the respondent's profile that most of the visitors dominating by school field trip visitors and are not comparable to visitors to family tours or company tour groups. Furthermore, the classical assumption test is carried out before testing the hypothesis. The results of the normality test are shown in Table 1 as follows:

Table 1. Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		504
Normal Parameters, b	mean	.0000000
	Std. Deviation	49,508,106,611,520
Most Extreme Differences	Absolute	.216
	Positive	.216
	negative	-.113
Test Statistics		.216
asymp. Sig. (2-tailed)		.000c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

From the test results above, it can conclude that the data is not normally distributed because of the value of Sig. less than 0.05. To ensure that the data abnormality occurs because there are data outliers, trimming has been done by eliminating the data and transforming it into the natural log (Ln). However, because the results are still not normally distributed, this study is based on the assumption of the Central Limit Theorem, namely, if the number of observations is more than 30. There is no need to test for normality, which can be ignored. Considering the number of samples in this study is 504 data, the assumption meets the criteria, and the classical assumption test is continued.

The second test is the multicollinearity test. The results of the multicollinearity test are shown in Table 2. Table 2 shows that age, gender, and occupation have a tolerance value of not less than 0.10, and the VIF value of all variable values is not more than 10. It can be

concluded that there is no multicollinearity between independent variables in the regression model in this study.

The next test is the heteroscedasticity test. The results of the heteroscedasticity test are shown in Table 2. Those who pass the heteroscedasticity test are age and gender because the Sig value shows a number above 0.05, while for the work variable, it shows a number below 0.05. Therefore, the researcher then used the Glejser test by regressing the independent variable with absolute residual/ABS_RES. After the test, the Sig. on the variables age 0.185, gender 0.844, and occupation 0.052, so the entire value of Sig. is already above 0.05, so it is suitable to be used as a forecasting tool.

After testing the classical assumptions, the next step is to test the hypothesis with a t-test. The results of the t-test are as in Table 2 as follows:

Table 2. Multicollinearity Test, Heteroscedasticity Test, t-Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	440.880.730	89.157.708		4.945	.000		
	Age	88.113.473	25,459,666	.157	3,461	.001	.932	1.072
	Gender	-25,410,828	44,428,752	-.025	-.572	.568	1,000	1,000
	Occupation	23,785,512	13,980,968	.077	1,701	.090	.932	1.073

Based on Table 2, it can be concluded that the results of the t-test show that the socio-demographic variable that affects the tourism expenditure allocation variable is age because the Sig value is below 0.05 and the B value is positive. While the other two variables, namely gender and occupation, did not influence the allocation of tourism spending. The statement in H1, gender affects the allocation of tourism spending; in that case, this hypothesis is not proven. Contrastly, the statement H2: age affects tourism spending is proven, and H3: work affects tourism spending is not proven.

However, if the F-test is calculated, there are test results that the three independent variables have a simultaneous effect on the allocation of tourism spending, as evidenced by the value of Sig. 0.000 below 0.05 with an F value of 6.514. The next test is the model feasibility test or the coefficient of determination test/R2. The results of the R2 test are as shown in Table 3 below:

Table 3. Coefficient of Determination Test

Model	R	R Square	Adjusted RSquare	Std. Error of the Estimate	Durbin-Watson
1	.194[a]	.038	.032	496,564,088	1,401

From Table 3 above, it can be seen that the selected socio-demographic variables (gender, age, occupation) can only explain 3% of the factors that affect the allocation of tourism spending, while the remaining (100%-3%) 97% is influenced by other variables. which were not included in the study.

3.2. Discussion

The results of the tests on the research subjects illustrated that tourism objects in Gunungkidul Regency dominate by visitors who came from schools (students) or colleges (students). Meanwhile, the number of age groups and work groups outside students or

students is still not balanced, so if it is associated with tourism budget allocations, there is still the potential for bias. That fact is because, among students, the amount of the allocation for tourism spending is very dependent on the amount of pocket money received, and not money generated from their own business, so their use is also limited.

The subsequent finding is that tourists visiting Gunung Kidul Regency are dominated by young women, with student/student/employee status with an average age range of 11-25 years. Most of them come in groups (not families) to strengthen the character of the travel patterns carried out by young people, such as touring or recreation with their group of friends.

Furthermore, the results of hypothesis testing strengthen the findings of previous studies, especially related to gender, which does not affect the allocation of tourism spending. Also, the research findings prove that age affects the allocation of tourism spending. The more significant the proportion of students, the more dominant the allocation of tourism spending is in the range of Rp. 0.00 to Rp. 200,000.00. The findings of this second study also strengthen the findings of previous studies. Employment, as the third variable in this study, was also not proven to influence the allocation of tourism spending, although previous research found that there was an influence between work and the allocation of tourism expenditure.

Overall, the model test results show that the selection of these three socio-demographic variables is still weak in predicting the factors that influence the allocation of tourism spending. This fact is partly because internal factors influence the allocation of tourism spending. Socio-demographic, as internal factors, such as income, is also influenced by external factors such as tourism infrastructure facilities, tourism commodity prices, and tourism attractions. Furthermore, the availability of tourism packages, social media interventions, tourist destination advertising, branding strength, tourist destinations and the number of participants in tour groups also can be the determinant from allocation of tourism expenditure.

Therefore, further research is suggested to be more comprehensive in involving various internal and external factors from travel agents to achieve expectations for the targeted budget allocation.

4. Conclusion

This research contributes to tourism managers, especially Gunungkidul Regency, to carry out various further analyzes related to the factors that affect the amount of tourism expenditure allocation. Socio-demographic factors and other external factors must consider precisely as other variables outside this research. Infrastructure and tourist attractions, prices of tourism services, advertisements for tourist destinations and various other factors maybe will be good determinants to predict the aloocation of tourism expenditures. This recommendation is essential considering that socio-demographic factors that become research variables contribute minimally to predicting the amount of tourism expenditure allocation.

However, the finding that age affects the amount of tourism expenditure allocation needs to be addressed carefully and followed by a more in-depth study, given the inconsistency of the findings of previous studies with the findings of this study. However, the results of this study provide a descriptive contribution related to the condition of the tourism industry after the COVID-19 pandemic, especially in Gunungkidul Regency, so that follow-up actions can be taken to prepare for future tourism opportunities.

Acknowledgement

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