

The Role of Government and Factors that Affect Tourist Visits in Berau Regency

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ABSTRACT

This research aims to describe the role of government and analyze factors that affect tourist visits in Berau Regency. The type of research used is quantitative descriptive based. The type of data used in this research is the time period from 2017 to 2022. The data has been collected and processed using ordinary least squares (OLS) analysis techniques with the help of SPSS 23.0 software, namely multiple linear regression. The research results show that the promotional program appointed by Tourism Department is promotion through print media, electronic media, and tourism ambassadors. Number of hotel and accommodation has a positive and significant effect on tourist visits in Berau Regency. Airplane passenger has a positive and significant effect on tourist visits in Berau Regency. Exchange rate has a significant positive effect on tourist visits in Berau Regency.

Keywords: Tourist Visits, Hotel, Airplane Passenger, Exchange Rate

INTRODUCTION

In recent years, sustainable tourism has become a major concern and the hope of most tourism actors in tourist destinations in the world. Sustainable tourism has even been adopted as an integral part of planning the development of tourist destinations and tourist attractions (Tanguay et al., 2010). Tourism and the environment, for example, there is an interdependence between the two where tourism makes the environment the main asset (Zaman, 2014). On the other

hand, a maintained and protected environment will also have an impact due to tourism activities. Tourism and society are also interconnected with each other. Humans make tourism activities a necessity, on the other hand, tourism cannot run without tourism activities by humans in a destination, for example taking a tourist trip (Hamid, 2003).

Berau Regency is located in East Kalimantan Province. Berau Regency has a lot of potential that can be used as a business opportunity. For this reason, Berau Regency Government provides full support for companies that wish to invest in all business fields, including plantations, fisheries, agriculture and tourism. Especially in the tourism sector, Berau Regency has many tourist attractions that have potential and attractiveness which are still not managed optimally but have market prospects on a national and international scale. For this reason, this region is actively developing its regional potential as a tourist destination in order to attract visiting tourists.

As a tourist destination that has a variety of tourist attractions, especially islands, Berau Regency is required to implement the principles of sustainable tourism. Islands within Berau Regency area that are used as tourist attractions or marine tourism have the potential to be exploited for purely economic purposes. Meanwhile, the principle of sustainability as mandated by Tourism Law Number 10 of 2009 is not a

priority. The tourism potential of Berau Regency is formed from the geographical, historical and cultural conditions of Berau Regency. Tourism potential originating from geographical conditions includes marine or nautical objects. Tourism potential originating from history includes historical heritage tourist attractions. Tourism potential originating from culture includes the uniqueness of the people of Berau Regency with all its culture. Berau Regency has great potential for tourism exploration and development, in addition to the mining and excavation sectors which are unrenowable resources.

Berau Regency, as one of the important tourism destinations, has cultural potential and historical value that is worthy of being packaged to support the development of the tourism industry in a planned and creative manner. Berau Regency Government continues to intensify the development of the tourism sector as one of its priority development programs. In fact, since several years ago Berau Regency Government has established a tourism breakthrough through various promotions and development of tourist destinations with the provision of supporting facilities and infrastructure. Berau Regency's tourism potential is very good, especially supported by the government's efforts to develop tourism, especially ecotourism with its maritime appeal which is still very well maintained. Berau Regency is one of the regional marine conservation areas among 15 regional marine conservation areas in Indonesia which has enormous marine coastal resource potential.

The discussion about tourism has indeed become one of the discussions that has been discussed universally, as an effort for a country and region to become a source of cooperation with investors, especially foreign ones (Budiharsono, 2001). It is not surprising that Berau Regency Government is now working on making a series of efforts to increase the added value of Maratua Island, so that it becomes an attraction for tourists and foreign companies as well as

cooperation between foreign countries. Related to this, decision-making that encourages tourists to travel to a place is often influenced by information or recommendations from word of mouth, the internet, mass media, and tourist tour agencies (Brata, 2004). Prudence in decision-making is closely related to efforts to reduce financial risks and personal safety. Tourists' decisions tend to be to visit the same place every year or use the same travel company or tour operator every time they go on a tour. Apart from that, they are interested in the tourism products they will visit because they have hopes and imagine ideal things, as well as by collecting information about the tourism products offered and choosing the best from a number of alternative choices.

With the efforts of Berau Regency government in promoting, which in the future will be very helpful in introducing tourist attractions to tourists and the wider community so that the existence of tourist attractions can be used as tourism objects in East Kalimantan, and their natural beauty is also able to compete with popular islands such as Bali Island, Wakatobi, Senggigi, Raja Ampat, Bunaken, and others. In this regard, tourist visits have an economic impact on the tourist destination areas visited, both directly and indirectly. The direct impact is that tourist visits will create demand for facilities related to tourism industry services such as jasmine hotels or inns, restaurants, transportation facilities or travel bureaus and other types of entertainment. By carrying out activities to fulfill the needs of tourists, it will increase people's income (Yoeti, 2008). The indirect impact is that developments in the tourism sector will also improve other fields.

The development of efforts made by the Berau district government in terms of promotions carried out to promote tourist attractions here will also show how the Berau District Tourism Office builds trust in the public and carries out programs in the development and advancement of tourism in East Kalimantan, especially Berau District.

It is hoped that the policies in terms of promotion that will be carried out will be able to show the efforts of the Tourism Department in promoting, introducing and developing and realizing the implementation of the tourist attraction promotion program itself. And from the implementation of this program, the aim will be to gain profits from local and foreign tourists.

This research aims to describe the role of government and analyze factors that affect tourist visits in Berau Regency.

RESEARCH METHODS

The type of research used is quantitative descriptive based. Quantitative descriptive research is research that describes a phenomenon that occurs carefully based on the characteristics and facts that occur (Maleong, 2004).

Secondary data is data obtained by researchers or data collectors indirectly. It is said to be indirect because the data is obtained through intermediaries, namely through other people or through documents (Sugiyono, 2010:13). The type of data used in this research is the time period from 2017 to 2022.

The data has been collected and processed using ordinary least squares (OLS) analysis techniques with the help of SPSS 23.0 software, namely multiple linear regression. Multiple linear regression is a regression model that involves more than one independent variable (Intriligator, 1978). Multiple linear regression is carried out to determine the direction and how much influence the independent variable has on the dependent variable (Nasution, 1996).

RESULT AND DISCUSSION

The Role of Government in Tourist Visits in Berau Regency

Tourism Department as one of the organizations also takes strategic steps to achieve goals according to the framework for making decisions. This provides an increase in tourist visits to Berau Regency from 2017 to 2022 as in Table 1:

Table 1. Tourist Visits in Berau Regency

2017	207,780
2018	21,107
2019	301,015
2020	127,000
2021	141,843
2022	387,337

Source: Berau Regency Tourism Department (2022)

The promotional program appointed by Tourism Department is as follows:

1. Promotion Through Print media

One of the promotions carried out by Berau Tourism Department is through print media such as leaflets, newspapers, billboards or banners. From the results of the promotion carried out, Derawan tourism is more emphasized, apart from the beauty of the beaches and coral reefs, Derawan does have advantages because Derawan's tourist attractions are well maintained and receive more attention from the local department. Promotion of tourist attractions through print media is one of the promotions carried out by Department. Berau tourism is through print media such as leaflets, newspapers, billboards or banners. From the results of the promotion which is carried out to highlight Derawan tourism, apart from the beauty of the beaches and coral reefs, Derawan does have advantages because Derawan tourist attractions are well maintained and receive more attention from local agencies.

2. Promotion Through Electronic Media

Promotions carried out by Berau Regency Tourism Department also carry out promotions via internet media, with technology that is easy and can be accessed in cyberspace, promotions carried out by Tourism Department via internet media are quite successful in attracting foreign tourists, this is proven in 2017 to 2019 foreign and local tourists tend to increase from a total of 885,067 people. This shows that the promotion via internet media carried out by Berau Tourism Department has succeeded in increasing tourist visits.

3. Promotion Through Tourism Ambassadors

Promotions carried out by Berau Regency Tourism Department through tourism ambassadors Agai and Ulai are still carried out every year. Since 1999, the selection of tourism ambassadors for Berau Regency has had mandatory requirements for participants to know about tourism and developments in Berau City. The selection of Agai and Ulai tourism ambassadors which is held annually by Berau Regency government in 2012 is won by Fitri Elif who is chosen as the winner of the tourism princess and Aji Pamudi and Elda Aurelia as Agai and Ulai tourism ambassadors for Berau Regency in 2023, they served for 1 year to be able to take themselves out of the area and

promote arts and culture and tourism in Berau City, they must have extensive knowledge about the ins and outs of tourism in Berau Regency and be able to become a publicist as a speaker on television and print media.

Factors that Effect Tourist Visits in Berau Regency

To analyze the factors that affect tourist visits in Berau Regency, statistical analysis tools can be used with multiple linear regression equations via partial (t) test. The research variable data is regressed using the SPSS for Windows release version 23.0 program application, so that the following results are obtained:

Table 2. Partial (t) Test Results Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
Constant	-5.200	6.111		-0,987	.387
Hotel	.022	0.05	.536	2,586	.021
Passenger	1.540	.454	.453	2.786	.032
Exchange Rate	.025	.102	.321	3.313	.012

Source: Author's Processed Data (2023)

Number of hotel and accommodation has a positive and significant effect on tourist visits in Berau Regency. Tourism is said to be an industry or form an industry where the products, both goods and services, which are taken into account in the tourism industry come from various sectors that are partly or wholly consumed by tourists, including accommodation, travel agents, hotels, restaurants, transportation, tour guides, and souvenirs. From Berau Regency Regional Revenue Service, you can monitor and evaluate tickets or taxes that go to strategic tourist locations, for example, beaches, hot springs, marine tourism, museums, traditional tourism, etc. to destination visitors who stay at hotels and inns. Apart from placing reliable and competent human resources in the field. Airplane passenger has a positive and significant effect on tourist visits in Berau Regency. Berau Regency is an archipelagic area, this is directly proportional to the distribution of each tourist destination between the islands within it. It can be seen

from several priority destinations such as national and international scale determined by Keme, namely Maratua Islands, Derawan, Sangakalki Island, Lake Labuan Cermin (Biduk-Biduk), Kaniungan Island, Cendana Park, Biatian Hot Springs, Kakaban Island, Jenum Waterfall, Tembalang, Batiwakkal Museum, Siraja Teluk Bayur, and others. To get to this destination, it is necessary to package accurate information about the use of transportation along with prices for using transportation services, especially at Kalimarau Airport. The packaging can be in the form of web or internet-based advertising, booklets, pamphlets, or other promotional media.

Exchange rate has a significant positive effect on tourist visits in Berau Regency. Foreign tourists visiting a country will always calculate the exchange rate of their country's currency against the currency of the country they are visiting. This is because if a foreign tourist makes a transaction during his visit to another country, the

tourist is subject to the buying rate of his country's currency against the currency of the country he is visiting.

CONCLUSION AND SUGGESTION

The research results show that the promotional program appointed by Tourism Department is promotion through print media, electronic media, and tourism ambassadors. Number of hotel and accommodation has a positive and significant effect on tourist visits in Berau Regency. Airplane passenger has a positive and significant effect on tourist visits in Berau Regency. Exchange rate has a significant positive effect on tourist visits in Berau Regency.

From the conclusions above, the suggestions for this research are:

1. Deficiencies in management and development, such as not all craftsmen groups at tourist attractions receiving financial assistance to develop their businesses. Apart from that, promotion of culture in Berau Regency is still not optimal, such as the lack of a tourism information center. Contribution to the tourism sector. Supporting factors in the management and development of Berau Regency tourism sector are the existence of public awareness to equip additional facilities at tourist attractions and maintain cleanliness as well as the large number of tourism potentials that exist in Berau Regency that can be developed, and the government's understanding of regulations and as a supervisor of the running of the government system is able to provide good understanding to the public and the private sector so that they can better manage tourist destinations.
2. The limitation of this research is that although the researcher has tried to design and develop the research in such a way, there are still several limitations in this research, namely the research model used. For future research

agendas, research can be developed with a longer research period.

Declaration by Authors

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