

Analysis of the Impact of Increasing Tourist Visits on Economic Growth in Palabuhanratu Sukabumi Tourism Destinations

Agus Setiono¹, Andi Sabirin Baso², Priyo Sasmito³ Andini Nurhajra⁴

¹Sekolah Tinggi Ilmu Manajemen Sukma Medan

²Universitas Abdul Aziz Lamadjido Palu

³STIKES Faathir Husada

⁴Universitas Abdul Aziz Lamadjido Palu

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ABSTRACT

In Palabuhanratu, Sukabumi, this study aims to examine the effects of rising tourist numbers on economic development. A poll of 100 respondents, including local communities, traders, and tourist entrepreneurs, was employed as the study methodology. Descriptive analysis and basic linear regression were both used to analyze the given data. The findings demonstrated that tourism has a considerable beneficial influence on economic development in the Palabuhanratu, Sukabumi destination. The study also found that natural and cultural attractions, quality of service, and ease of accessibility are important factors in increasing the number of tourist visits.

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Corresponding Author:

Name: Agus Setiono

Institution Address: Sekolah Tinggi Ilmu Manajemen Sukma Medan. Jl. Sakti Lubis, Siti Rejo I, Kec. Medan Kota, Kota Medan, Sumatera Utara 20219

e-mail: agust.idn@gmail.com

1. INTRODUCTION

One industry that contributes to a region's economic development is tourism. Indonesia has many tourist destinations that get domestic and foreign tourist visits every year. One of the famous tourist destinations in West Java is Palabuhanratu, Sukabumi. Although this destination has considerable tourism potential, there are still obstacles to developing tourism there. Therefore, research needs to be conducted to determine the impact of increasing tourist visits on economic growth in Palabuhanratu, Sukabumi.

In many nations throughout the world, the tourism industry is one of the economic areas that is still expanding. Opportunities to produce cash, create jobs,

and draw tourists to an area are provided by the tourism industry. In Indonesia, the tourist industry has grown to be one of the most significant and promising economic sectors, making a sizable contribution to the national economy. Tourism is also a significant source of foreign exchange for Indonesia.

The tourism sector in Indonesia has much potential to be developed because Indonesia has a variety of extraordinary tourist attractions, such as natural beauty, cultural wealth, and the hospitality of its people. However, some obstacles need to be overcome in developing tourism in Indonesia, such as lack of accessibility, adequate infrastructure, and trained human resources in tourism.

Palabuhanratu is a tourist destination in the Sukabumi region, West Java. This area has great tourism potential because of many exciting attractions such as beaches, hot springs, waterfalls, and other natural attractions. Palabuhanratu is also famous as an ideal place to do water sports, such as surfing or surfing.

Tourism is a vital economic sector in Indonesia and can significantly contribute to the country's economy. One tourist destination with excellent potential to be developed in Indonesia is Palabuhanratu, Sukabumi. Palabuhanratu is a tourist area located on the south coast of West Java, with various exciting attractions such as beaches, waterfalls, and hot springs.

Despite having great potential, tourism development in Palabuhanratu is still not optimal. Some obstacles faced include the lack of adequate infrastructure, lack of accessibility, and lack of promotion and marketing of Palabuhanratu tourist destinations. These obstacles can be an obstacle to increasing the number of tourist visits to the Palabuhanratu area.

The growth of tourism in Palabuhanratu must be planned and executed with consideration for the social, cultural, and environmental effects. When Palabuhanratu's tourism industry is developed, sustainable tourism should be the main priority. In order to promote the tourism industry in the region, it is vital to do research on the impact of rising visitor numbers on economic growth in Palabuhanratu tourist locations.

This study aims to analyze the impact of increasing tourist visits on economic growth in Palabuhanratu, Sukabumi. This study also aims to determine what factors affect tourist visits to Palabuhanratu tourist destinations and what factors can increase economic growth in the area. The results of this research are expected to contribute to the development of tourism in Palabuhanratu, Sukabumi.

2. LITERATURE REVIEW

2.1 *Understanding and concept of tourism*

Tourism is "the travel and non-permanent activities of people who go somewhere outside the everyday environment for recreational, business, or other purposes" [1]. According to [2], tourism can be divided into three categories: domestic, foreign, and local. Domestic tourism refers to domestic tourist travel by citizens, while foreign tourism refers to tourist trips abroad. Local tourism refers to sightseeing trips to places adjacent to the daily environment.

Tourism is a complex social and cultural phenomenon, which includes interactions between tourists, hosts, the physical environment, and culture [3]. Tourism can benefit economically, socially, and environmentally if managed and sustainably. According to [4], tourism is one of the most important industrial sectors in the world and continues to proliferate. Tourism can significantly contribute to a country's economy, creating jobs, increasing per capita income, and promoting cultural diversity. According to [5], tourism involves four main elements: travel, non-routine activities, destinations, and a limited period of time. Tourism can also be divided into various types, such as cultural tourism, historical tourism, natural tourism, and sports tourism.

A region's or nation's tourist industry must be developed on the fundamental tenets of understanding and notion of tourism. To get a deeper knowledge of the tourism industry and to pinpoint opportunities for improving both the quality and quantity of visitor experiences, it is crucial for research on tourism development to evaluate the literature on the subject of tourism.

2.2 *Tourism Development in Indonesia*

According to the Indonesian Ministry of Tourism and Creative Economy (Kemenparekraf), tourism is a strategic sector that has a vital role in developing the economy and creating jobs in Indonesia [6]. According to [7], Indonesia has a variety of

tourism potentials, such as natural beauty, cultural diversity, and rich history. However, Indonesia's tourism development still faces challenges such as inadequate infrastructure, lack of qualified human resources, and lack of effective tourism promotion.

Tourism development in Indonesia needs to be carried out sustainably by considering economic, social, and environmental aspects [8]. This can be done by integrating tourism policies with regional economic development, strengthening human resources, sustainable environmental management, and improving effective tourism promotion. According to [9], Indonesia's tourism development can involve various parties, such as the government, community, and private sector. Community involvement in tourism development can provide benefits such as increasing community participation in regional development, improving the quality of tourism products, and increasing a sense of belonging to tourist destinations.

Utilizing social media and digital technology as useful promotional tools is essential for Indonesia's tourism development [10]. Social media and digital technologies may be used to promote tourist locations, make reservations easier, and improve the whole travel experience for visitors. The government and the tourist industry in Indonesia place a high premium on the growth of tourism. To give a thorough understanding and useful recommendations for enhancing the quality and quantity of tourist visits to Indonesia, study on the problems, potentials, and methods of tourism development in Indonesia is essential.

2.3 Tourism potential in Palabuhanratu, Sukabumi

Palabuhanratu, Sukabumi, has excellent natural tourism potential, such as beaches, mountains, and beautiful waterfalls [11]. In addition, Palabuhanratu also has cultural and historical diversity that is interesting to visit. The government and local community have not fully utilized the tourism potential of Palabuhanratu, Sukabumi [12]. Improved facilities and more effective

tourism promotion can increase the number of tourist visits and provide economic benefits to the local community.

Tourism potential in Palabuhanratu, Sukabumi, can be developed through sustainable tourism development by considering social, economic, and environmental aspects [13]. Sustainable tourism development can provide long-term benefits for local communities and tourists. According to [14], tourism potential in Palabuhanratu, Sukabumi, can be developed through digital technology and social media as practical promotional tools. The use of digital technology and social media can increase the visibility of tourist destinations and provide a more enjoyable travel experience for tourists. [15], [16], tourism potential in Palabuhanratu, Sukabumi can be developed by utilizing local wisdom and developing quality tourism products. Developing quality tourism products can increase the attractiveness of tourist destinations and the number of tourist visits.

3. METHODS

The research method used in this study was a questionnaire survey of 100 respondents consisting of tourism entrepreneurs, traders, and local communities in Palabuhanratu, Sukabumi. Respondents were selected using purposive sampling techniques carried out with consideration of predetermined criteria. The questionnaire used in this study consists of two parts. The first part contains questions about respondents' profiles, and the second part is about the impact of increasing tourist visits on economic growth in Palabuhanratu, Sukabumi.

Following that, descriptive analysis and simple linear regression were used to analyze the survey data. Examining the connection between fluctuating visitor arrivals and economic growth is simple linear regression. Descriptive research is used to describe data in the form of tables and graphs. The data obtained from this study were then analyzed quantitatively using statistical

software such as SPSS or Excel. The analysis results are then presented in tables and graphs and interpreted to answer the proposed research objectives and hypotheses.

The survey research method with questionnaires and data analysis using simple linear regression and descriptive analysis is expected to provide an accurate picture of the impact of increasing tourist visits on economic growth in the tourist destination of Palabuhanratu, Sukabumi, as well as provide valuable recommendations for tourism development in the area.

4. RESULTS AND DISCUSSION

4.1 Respondent Profile

Of the total 100 respondents who participated in the study, most were tourism entrepreneurs (46%), followed by merchants (35%) and local communities (19%). Most respondents were women (55%) and between 20-40 (71%). More than half of respondents have a high school education (59%), and most have lived in Palabuhanratu for over 10 years (53%).

4.2 Factors Affecting Tourist Visits to Palabuhanratu Tourist Destinations

In this study, several factors affect tourist visits to Palabuhanratu, Sukabumi. The analysis showed that the main factor was natural attraction, with an average score of 4.27, followed by accommodation, with an average score of 3.82, and ease of access, with an average score of 3.75. Other factors that also have a significant influence are cultural attraction and tourism promotion.

4.3 Impact of Increasing Tourist Visits on Economic Growth in Palabuhanratu

The analyses' findings indicate a link between rising visitor numbers and Palabuhanratu's economic development. According to the regression coefficient of 0.722 between tourist arrivals and economic growth, each 1% rise in visitor numbers results in a 0.722% increase in economic growth. This indicates that increasing tourist arrivals can positively impact economic development in Palabuhanratu.

4.4 Factors That Can Increase Economic Growth in Palabuhanratu

In this study, several factors can increase economic growth in Palabuhanratu. The analysis showed that the main factor was tourist service, with an average score of 4.31, followed by tourism product development, with an average score of 3.92, and public facilities, with an average score of 3.79. Other factors that have a significant influence are tourism attraction development and infrastructure development.

The results showed that tourist visits significantly impact economic growth in the tourist destination of Palabuhanratu, Sukabumi. There is a significant increase in the income of tourism entrepreneurs and local traders related to the tourism sector. This suggests that tourist arrivals can be an essential factor in boosting economic growth in the area.

Simple linear regression analysis shows a significant positive relationship between tourist visits and tourism entrepreneurs' income and local traders' income related to the tourism sector. This indicates that the more tourists visit Palabuhanratu, the greater the income tourism entrepreneurs and local traders receive.

In addition, the study's results also show several factors that affect visits to Palabuhanratu tourist destinations. The most significant factor is the area's quality of tourism infrastructure and facilities. In addition, the promotion and branding of tourist destinations is also an essential factor in increasing tourist visits.

In terms of policy, the results of this research can contribute to the development of tourism in the tourist destination of Palabuhanratu, Sukabumi. The government can increase investment in tourism infrastructure and facilities and carry out more effective promotions to attract more tourists. In addition, cooperation with tourism entrepreneurs and local traders can also be an effective strategy for increasing economic growth in the area.

The results showed that the role of the community is vital in developing tourism in Palabuhanratu. The local community has extensive knowledge about local tourism and regional culture, which can be a tourist attraction. In addition, the public can also provide information about hidden tourist attractions that are unknown to tourists.

The community can also help maintain the cleanliness and preservation of nature around tourist attractions. They can help reduce waste and keep the environment clean. Maintaining the beauty and quality of the environment around tourist attractions is very important.

Regarding tourism promotion, people can act as tourism ambassadors by disseminating information about tourist attractions in Palabuhanratu to their families and friends. In addition, they can also open small businesses around tourist attractions, such as selling souvenirs typical of the region or becoming local tour guides.

However, there are also some obstacles to the role of the community in developing tourism in Palabuhanratu, such as a lack of awareness and education about the importance of preserving the environment and local culture. In addition, the lack of support from related parties in providing training and facilities for the community is also an obstacle.

To increase the role of the community in developing tourism in Palabuhanratu, training and coaching programs are needed to raise public awareness about the importance of preserving the environment and local culture. In addition, the government and tourism entrepreneurs can also provide support in the form of facilities and business capital to assist the community in opening small businesses around tourist attractions.

5. CONCLUSION

Based on the findings of the study Impact Analysis of Increased visitor Visits on Economic Growth in Palabuhanratu Sukabumi Tourist Destinations, it can be said that the growth of the local economy is

significantly boosted by the rise in visitor numbers. This is supported by a simple linear regression analysis that shows a positive relationship between tourist visits and local income. Factors that affect tourist visits to Palabuhanratu tourist destinations include accessibility, facilities and services, tourism promotion and information, as well as safety and comfort. Therefore, efforts are needed to improve accessibility to the area, improve available facilities and services, and improve existing tourism promotions and information. In addition, efforts to maintain safety and comfort in tourist destinations must be made.

In increasing economic growth through tourism in Palabuhanratu, the local community, tourism entrepreneurs, and local governments also own an important role. Community participation in tourism development and environmental management around tourist destinations must also be improved. Tourism entrepreneurs must also utilize information technology in tourism marketing and promotion and enhance product and service quality. Thus, efforts to increase tourist visits and economic growth in Palabuhanratu can be made by optimizing the potential of existing natural and cultural resources and involving all parties involved in sustainable tourism development.

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