

Analysis of the Influence of Tourism Infrastructure Availability on Public Interest in Visiting Loang Baloq Beach

Ida Made Witha Dharma¹, Diswandi², Muhammad Bai'ul Hak³

^{1,2,3} University of Mataram, Mataram, West Nusa Tenggara, Indonesia and idamade6734@gmail.com

ABSTRACT

This study aims to analyze the influence of the availability of tourism infrastructure on the interest of the community to visit Loang Baloq Beach. The tourism infrastructure referred to includes facilities such as entertainment stages, places of worship, parking areas, playgrounds, and medical posts. The research method used is field research with a quantitative approach, where primary data is collected through the distribution of questionnaires to visitors of Loang Baloq Beach. The results show that tourism infrastructure has a significant impact on visiting interest, where the availability of adequate facilities can enhance visitor comfort and experience. Therefore, the development and improvement of tourism infrastructure at Loang Baloq Beach is expected to increase the attractiveness of the destination and the interest of the community to visit. This study provides important insights for tourism managers in planning and enhancing existing facilities to support the growth of tourism in the area.

Keywords: *Tourism Infrastructure, Visit Interest, Loang Baloq Beach, Tourism Development, Supporting Facilities.*

1. INTRODUCTION

The focus of development economics covers important aspects to achieve sustainable and inclusive development. These aspects include efforts to create a fairer distribution of income, improve the quality of life of the community, reduce poverty levels, and ensure equitable distribution of economic benefits [1]. Development Economics is reflected in efforts to develop social infrastructure, improve education, better health services, and environmental protection.

Tourism has emerged as an important economic sector globally, contributing significantly to job creation, foreign exchange earnings, and overall economic development. With tourism, a country or more specifically the local government where the tourist attraction is located receives income from the income of each tourist attraction. The tourism sector plays an important role in the development economy because of its great potential to increase regional income. Visits by local and foreign tourists to Tourist Destinations (DTW) can have a positive impact on the surrounding community, including increasing the income of the surrounding community, creating more job opportunities, and increasing local revenue from tourism [2].

Tourism is everything related to tourism activities and the impacts that occur. Usually because of contact/interaction between tourists and tourist attractions, supporting tourism facilities, and infrastructure/facilities that have been provided by the community, private sector, and government. Starting from the place of residence, during the trip, at the destination, until returning to their place of residence.

There are four aspects that are seen based on tourism index records, including business support environment, tourism governance, tourism support infrastructure, and natural and artificial tourism potential. A region can be said to be good if it has met these four aspects [3].

Location, according to Swastha in Lebu et al. (2019), is an important component of tourism that must be improved to increase community income. When viewed in terms of access, traffic,

visibility, facilities, and environment, a location will be interesting to visit. Tourist attractions will remain hidden as long as there is no access. Therefore, increasing tourism will increase the decisions of both local and international tourists if the location can be reached by vehicle and smooth traffic. Therefore, it can be concluded that the completeness of the facilities available at the location that is a tourist destination is one of the factors that influences tourists' decisions to go to the tourist attraction.

Infrastructure consists of all facilities, both physical and non-physical, built by the government and individuals to meet the basic needs of society in the social and economic sphere and which are needed to support every activity of the community. According to a survey on the global competitiveness index in 2016-2017, Indonesia was ranked 60th in the infrastructure pillar. (World Economic Forum, 2017).

According to Macmillan Dictionary of Modern Economics (1996), infrastructure is a structural element of the economy that facilitates the flow of goods and services between buyers and sellers. While The Routledge Dictionary of Economics (1995) provides a broader understanding, namely that infrastructure is also a primary service of a country that helps economic activities and community activities so that they can take place through the provision of transportation and other supporting facilities.

The existence of tourism infrastructure aims to facilitate and smooth tourism activities, good tourism infrastructure and facilities will provide a good experience and perception for tourists. Several studies conducted to determine tourist perceptions of tourism infrastructure include; (Wulandari, 2015) is one indicator that is measured is tourism infrastructure. An ideal tourist destination must have attractive tourist attractions, have adequate infrastructure availability, and offer an impressive experience that stimulates tourists to make repeat visits. The role of infrastructure not only affects regional development, but also in the tourism sector.

Formulation of the problem

How does the availability of tourism infrastructure affect people's interest in visiting Loang Baloq Beach?

Benefits of research

To determine the influence of the availability of tourism infrastructure on people's interest in visiting Loang Baloq Beach.

2. LITERATURE REVIEW

2.1 Tourist

Tourism is one type of tourism activity supported by various facilities and services that have been provided by the community, government entrepreneurs. A tourist attraction must attract attention to support tourism activities in a tourist destination area. Interesting tourist attractions can attract more visitors. Therefore, tourism must be a top priority in national development if the government is committed to making tourism a pillar of the country's economy [4].

2.2 *Infrastructure*

Infrastructure consists of all facilities, both physical and non-physical, built by the government and individuals to meet the basic social and economic needs of the community. The social and economic systems needed to support every activity of the community are called infrastructure. Tourism infrastructure includes tourism support facilities, such as hotels, clean water transportation networks, wastewater, gas, electricity, telephone, parking, entertainment venues, shops, and other infrastructure [5].

2.3 *Tourism Infrastructure*

In addition to public infrastructure, the concept of tourism infrastructure is also known. According to [6], the term “tourism infrastructure” is defined as “physical elements designed and prepared to meet the needs of tourists.” The distinction between infrastructure and superstructure is often made by experts in this field. Superstructure is defined as a structure that depends on the existence and readiness of infrastructure. The absence of infrastructure makes the superstructure non-existent.

Tourism infrastructure includes several items, including: (1) Supporting facilities (ancillary facilities) and complementary facilities (complementary facilities); (2) Equipment; (3) Systems, processes, and resources to make a Tourist Destination Area (DTW) function.

2.4 *Tourist Attraction*

Tourist attractions according to [7] are anything that has uniqueness, beauty, and value in the form of diversity of natural wealth, culture, and man-made products that are the destination of tourist visits. In addition, other definitions of tourist attractions are places visited with various beauties obtained, places to carry out tourism activities, places to have fun for a long time in order to get satisfaction, satisfactory service, and beautiful memories at tourist attractions.

2.5 *Traveler*

Tourists are people who travel in the territory of a country, in this case Indonesia, with a trip duration of approximately 6 days and not intended to earn income in the place visited and not a routine trip (school or work), to visit commercial tourist attractions, funds or stay in commercial accommodation, and or the distance of the trip is greater than or equal to 100 (one hundred) kilometers round trip [8]. This definition is a definition of tourists that has also been adopted by BPS based on the definition that has been developed internationally (WTO), That refers to the following criteria:

- 1) Indonesian population
- 2) Travel within Indonesia (travel < 6 months)
- 3) Not for work/school or for work/school
- 4) Staying in commercial accommodation
- 5) Travel distance > 100 km round trip

2.6 *Interest in Visiting*

Interest is also called drive, which is a strong internal stimulus that motivates Action, where the drive is influenced by positive stimuli and feelings towards the product. According to the Department of Education and Culture, interest is a passion, desire,

and tendency towards something. Interest in visiting is the consumer's desire to visit a place. While interest in tourism is a person's travel activity that aims for recreation and entertainment and has preparation for the activity. So, interest in visiting is a person's drive to make a visit with a certain purpose.

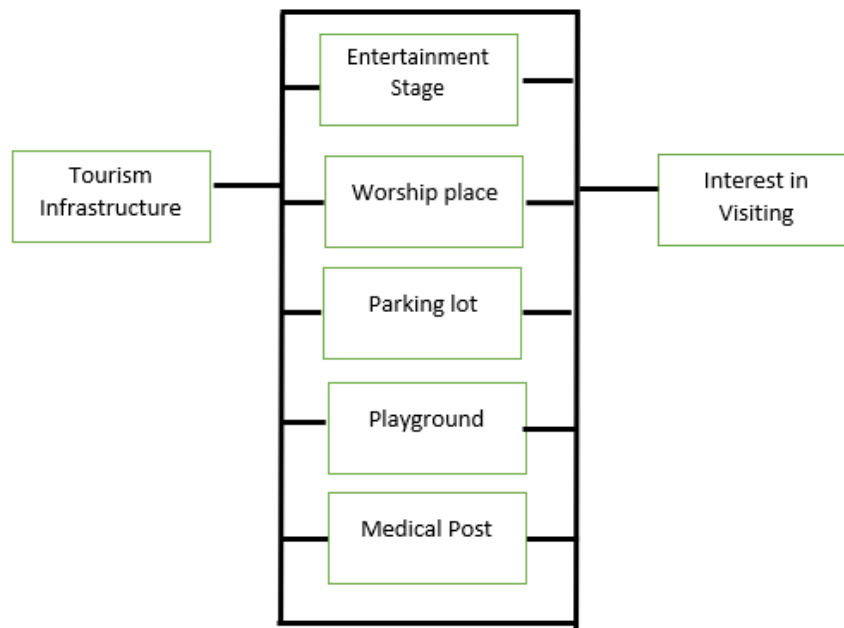
Interest indicators can be identified through the following indicators:

- 1) Transactional interest, namely a person's tendency to buy a product.
- 2) Referential interest, namely a person's tendency to refer a product to others.
- 3) Preferential interest, namely interest that describes the behavior of someone who has a primary preference for a product.
- 4) Explorative interest, namely interest that describes a person's behavior to always seek information about the product they are interested in to support the positive properties of the product.

2.7 Previous Research

The similarities and differences between previous research and the research to be conducted by the researcher are in the research variables, data analysis methods used. Where, the same variables as the variables used by the researcher are in research no. 1, 2, 3, 4, 5, 6, 7, 8, 10, namely in the Dependent variable, which both discuss the job satisfaction variable (Y). While in research no. 1-10 the similarities are in the independent variables, namely discussing Wages (X1), number of Family Dependents (X2), gender (X3), incentives (X4), working hours (X5), and expectations (X6). The differences between previous research and the research conducted by the researcher are in the data analysis methods used. In research no. 1,2,4,9 using multiple linear regression analysis method, research no. 3 using Partial Least Square (PLS) data analysis method, research no. 5 using Smart PLS Software data analysis method, research no. 6 using total sampling technique and Likert scale, research no. 7 using descriptive analysis method and path analysis, research no. 8 using proportionate stratified random sampling data analysis method, research no. 10 using two-level stochastic frontier data analysis method. While the research conducted by the researcher uses Binary Logistic Regression data analysis method.

2.8 Conceptual Framework



2.9 Hypothesis

Based on the formulation of the problem, theoretical basis and research framework that have been explained above, the hypothesis for this study is determined, namely: Infrastructure availability influences people's interest in visiting.

3. METHODS

3.1 Types of research

In this study, the type of research used is Field Research with a quantitative approach that describes how word of mouth and the use of infrastructure development influence tourism demand on Loang Baloq Beach.

The research method used by the researcher is a survey method, which involves giving questionnaires or scales to respondents, so as to elicit their attitudes, opinions, or characteristics. The purpose of this study is to determine the impact of infrastructure on tourism demand at Loang Baloq Beach.

3.2 Data Collection Procedure

The type of data used in this study is primary data. Primary data or basic data is data obtained by the author by going to the field to the research object. This study was conducted by distributing warm messages to visitors to Loang Baloq Beach.

3.3 Data Analysis Procedure

1. PLS SEM Method

Data analysis techniques are methods used to process research results, resulting in conclusions. A review of the theoretical framework reveals that the data analysis technique used in this study is quantitative. The specific data analysis method used in this study is the partial least square (PLS) method. The PLS technique is a multivariate statistical method that facilitates the comparison of multiple dependent and independent variables. The PLS method is a variance-based structural equation modeling (SEM) statistical method designed to address problems such as small sample sizes, missing data, and multicollinearity, which are common problems in data analysis.

The selection of the PLS method is based on the consideration that in this study there are three latent variables formed with formative indicators and form a moderating effect. The formative model assumes that the construct or latent variable affects the indicator, where the direction of the causal relationship is from the construct to the indicator or manifest Ghazali (2011). Furthermore, Ghazali (2011) stated that the formative model assumes that the indicators affect the construct, where the direction of the causal relationship is from the indicator to the construct.

The PLS approach requires a shift in analysis from measuring model parameter estimates to measuring relevant predictions. As a result, the emphasis of the analysis shifts from estimating and interpreting parameter significance to assessing the validity and accuracy of predictions.

4. RESULTS AND DISCUSSION

4.1 PLS SEM Method

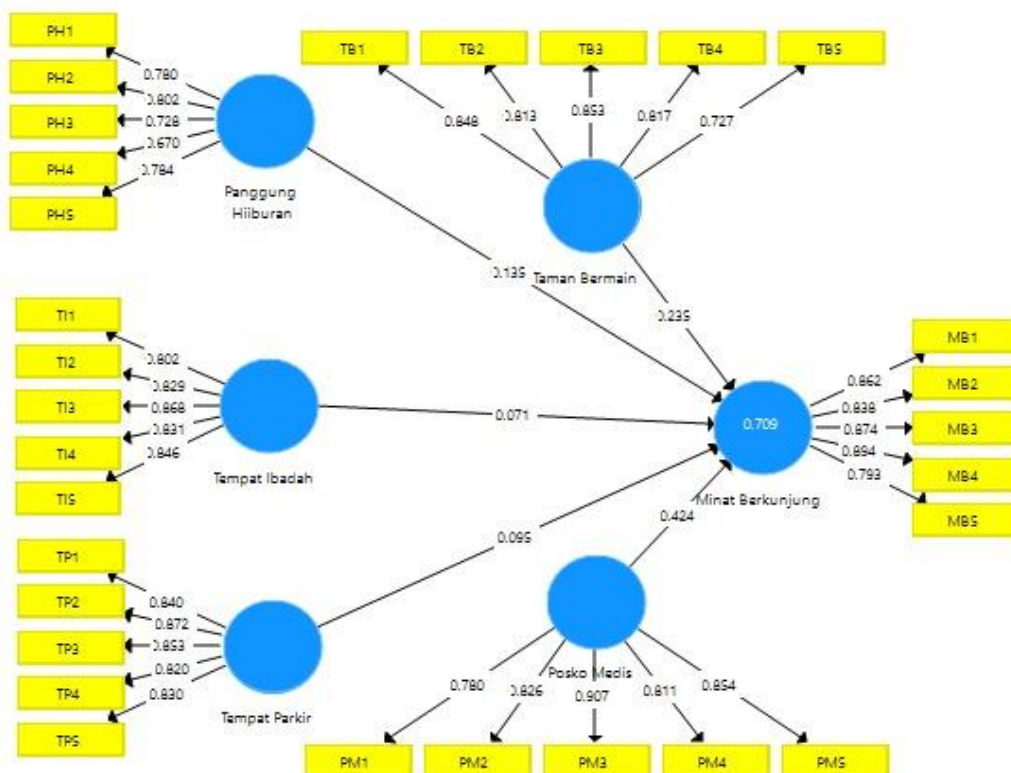


Figure 1. SmartPLS

Source: Data Processing Results with SmartPLS3

4.2 Outer Model

1. Validity Test and Reliability Test

Validity Test

The purpose of this validity test is to assess the ability of a measuring instrument to capture the intended concept accurately. The following will present the results of the validity test of the questionnaire data that has been processed using Smartpls3 as follows:

Table 1. Validity Test of Entertainment Stage Variable (X1)

Variables	Mark	Information
X1.1	0.859	Valid
X1.2	0.856	Valid

X1.5	0.802	Valid
------	-------	-------

Source: Primary Data Processed by SmartPls3, 2024

Based on the results of the data in table 4.3 above, it shows that all items in the questionnaire from the entertainment stage variable can be declared valid because their values are > 0.70 . Where the entertainment stage variable statement 1 (X1.1) has a value of 0.859 greater than 0.70, it can be said that the results are valid. The entertainment stage variable statement 2 (X1.2) has a value of 0.856 greater than 0.70, it can be said that the results are valid. The entertainment stage variable statement 5 (X1.5) has a value of 0.802 greater than 0.70, it can be said that the results are valid.

Table 2. Validity Test of Places of Worship (X2)

Variables	Mark	Information
X2.1	0.802	Valid
X2.2	0.829	Valid
X2.3	0.868	Valid
X2.4	0.831	Valid
X2.5	0.846	Valid

Source: Primary Data Processed by SmartPls3, 2024

Based on the results of the data in table 4.4 above, it shows that all items in the questionnaire from the place of worship variable can be declared valid because the value is > 0.70 . Where the place of worship variable statement 1 (X2.1) has a value of 0.802 greater than 0.70, it can be said that the results are valid. The place of worship variable statement 2 (X2.2) has a value of 0.829 greater than 0.70, it can be said that the results are valid. The place of worship variable statement 3 (X2.3) has a value of 0.868 greater than 0.70, it can be said that the results are valid. The place of worship variable statement 4 (X2.4) has a value of 0.831 greater than 0.70, it can be said that the results are valid. The place of worship variable statement 5 (X2.5) has a value of 0.846 greater than 0.70, it can be said that the results are valid.

Table 3. Parking Space Validity Test (X3)

Variables	Mark	Information
X3.1	0.874	Valid
X3.2	0.895	Valid
X3.3	0.881	Valid

Source: Primary Data Processed by SmartPls3, 2024

Based on the results of the data in table 4.5 above, it shows that all items in the questionnaire from the parking variable can be declared valid because the value is > 0.70 . Where the parking variable statement 1 (X3.1) has a value of 0.874 greater than 0.70, it can be said that the results are valid. The parking variable statement 2 (X3.2) has a value of 0.895 greater than 0.70, it can be said that the results are valid. The parking variable statement 3 (X3.3) has a value of 0.881 greater than 0.70, it can be said that the results are valid.

Table 4. Playground Validity Test (X4)

Variables	Mark	Information
X4.2	0.825	Valid
X4.3	0.870	Valid
X4.4	0.834	Valid
X4.5	0.726	Valid

Source: Primary Data Processed by SmartPls3, 2024

Based on the results of the data in table 4.6 above, it shows that all items in the questionnaire from the playground variable can be declared valid because their values are > 0.70 . Where the playground variable statement 2 (X4.2) has a value of 0.825 greater than 0.70, it can be said that the results are valid. The playground variable statement 3 (X4.3) has a value of 0.870 greater than 0.70, it can be said that the results are valid. The playground variable statement 4 (X4.4) has a value of 0.834 greater than 0.70, it can be said that the results are valid. The playground variable statement 5 (X4.5) has a value of 0.726 greater than 0.70, it can be said that the results are valid.

Table 5. Medical Post Validity Test (X5)

Variables	Mark	Information
X5.1	0.780	Valid
X5.2	0.826	Valid
X5.3	0.907	Valid
X5.4	0.811	Valid
X5.5	0.854	Valid

Source: Primary Data Processed by SmartPls3, 2024

Based on the results of the data in table 4.7 above, it shows that all items in the questionnaire from the medical post variable can be declared valid because their values are > 0.70 . Where the medical post variable statement 1 (X5.1) has a value of 0.780 greater than 0.70, it can be said that the results are valid. The medical post variable statement 2 (X5.2) has a value of 0.826 greater than 0.70, it can be said that the results are valid. The medical post variable statement 3 (X5.3) has a value of 0.907 greater than 0.70, it can be said that the results are valid. The medical post variable statement 4 (X5.4) has a value of 0.811 greater than 0.70, it can be said that the results are valid. The medical post variable statement 5 (X5.5) has a value of 0.854 greater than 0.70, it can be said that the results are valid.

Table 6. Validity Test of Visiting Interest Variable (Y)

Variables	Mark	Information
Y.1	0.861	Valid
Y.2	0.838	Valid
Y.3	0.874	Valid
Y.4	0.894	Valid
Y.5	0.794	Valid

Source: Primary Data Processed by SmartPls3, 2024

Based on the results of the data in table 4.8 above, it shows that all items in the questionnaire from the variable of interest in visiting can be declared valid because the value is > 0.70 . Where the variable of interest in visiting statement 1 (Y.1) has a value of 0.861 greater than 0.70, it can be said that the results are valid. The variable of interest in visiting statement 2 (Y.2) has a value of 0.838 greater than 0.70, it can be said that the results are valid. The variable of interest in visiting statement 3 (Y.3) has a value of 0.874 greater than 0.70, it can be said that the results are valid. The variable of interest in visiting statement 4 (Y.4) has a value of 0.894 greater than 0.70, it can be said that the results are valid. The variable of interest in visiting statement 5 (Y.5) has a value of 0.794 greater than 0.70, it can be said that the results are valid.

Reliability Test

Reliability testing is a method used to ensure the reliability of a questionnaire by assessing the consistency or stability of responses to the questionnaire over time. The main purpose of this test is to determine the reliability of the instrument used to collect data. A questionnaire is considered reliable if the Composite Reliability (ρ_c) value is greater than 0.70.

The following is a table of the results of the reliability test and questionnaire that has been processed using the SmartPls3 application as follows:

Table 7. Reliability Test

Variables	Composite Reliability (rho_c)	Information
Entertainment Stage	0.812	Reliable
Worship place	0.892	Reliable
Parking lot	0.898	Reliable
Playground	0.871	Reliable
Medical Post	0.892	Reliable
Interest in Visiting	0.906	Reliable

Source: Primary Data Processed by SmartPls3, 2024

Based on the results of the data in table 4.9 above, it shows that all variables can be declared reliable because their values are > 0.70 . Where the entertainment stage variable (X1) has a value of 0.812 greater than 0.70, it is said that the results are reliable. The place of worship variable (X2) has a value of 0.892 greater than 0.70, it is said that the results are reliable. The parking lot variable (X3) has a value of 0.898 greater than 0.70, it is said that the results are reliable. The playground variable (X4) has a value of 0.871 greater than 0.70, it is said that the results are reliable. The medical post variable (X5) has a value of 0.892 greater than 0.70, it is said that the results are reliable. The visiting interest variable (Y) has a value of 0.906 greater than 0.70, it is said that the results are reliable.

4.3 Inner Model

1. Multicollinearity Test

The purpose of the multicollinearity test is to ensure whether or not there is a high correlation between the independent variables in a multiple linear regression model. The basis for making decisions regarding the presence of multicollinearity is as follows: if the VIF is less than 10, then there is no multicollinearity, and if the VIF is greater than 10, then there is multicollinearity. Investigation of multicollinearity, using SmartPLS3 software, resulted in findings that the variables studied showed VIF (Variance Inflation Factor) values of less than 10. These results indicate that the data studied were not burdened by multicollinearity.

a) Coefficient of Determination Test (R²)

The coefficient of determination (R²) essentially measures the extent to which the independent variable is able to explain the dependent variable.

Based on the results of the R² test, the coefficient of determination, namely (Adjusted R Square) is 0.711 or 71.1%. It can be concluded that 71.1% of tourism infrastructure variables affect visiting interest. This value is classified as medium or moderate.

b) Goodness of Fit

Goodness of Fit is a hypothesis test that aims to show the level of feasibility and accuracy of a model as a whole which functions as validation in PLS-SEM.

Based on the results of the Goodness of Fit test, it shows that the SRMR value is 0.077, this value is < 10 , which means that the model used is FIT.

Results and Discussion

1. The Influence of Entertainment Stage Variables on Interest in Visiting Loang Baloq Beach

The results of the study show that the entertainment stage variable has a P Value for the influence of the Entertainment Stage on Visiting Interest of $0.041 < 0.05$. So based on the results of the data, a decision can be taken that partially has a significant positive effect. The existence of an

entertainment stage can be a special attraction for visitors, providing a more interesting and enjoyable experience. This is in line with the theory that entertainment facilities can increase visitor satisfaction, which in turn can increase visiting intentions.

This research is supported by [9], The results of the study indicate that the development strategy has an effect on tourist attractions. This is supported by the results of the t count which is greater than the t table, namely ($7.138 > 1.661$). The probability significance value of 0.000 indicates that the value is smaller than the value at the previously determined level of significance, namely 0.05 ($0.000 < 0.05$). This shows that tourists are very interested if Randusanga Indah Beach carries out its development strategy so that there are changes in the tourist attraction so that it is not monotonous. This tourist spot offers various interesting attractions, such as children's tourist attractions equipped with a happy stage for children, a water tricycle pool, and a water boom. In addition, there is also a tourist arena for teenagers and adults equipped with a pendopo building, an open entertainment stage, and a cafe.

2. The Influence of Place of Worship Variables on Interest in Visiting Loang Baloq Beach

The results of the study indicate that the variable of the place of worship has a P Value for the influence of the Place of Worship on Visiting Interest of $0.372 > 0.05$. So based on the results of the data, a decision can be made that partially it does not have a significant effect. Although a place of worship can be an important factor in certain contexts, in the context of Loang Baloq Beach, it does not seem to have enough appeal to influence visitor decisions. This may be due to the characteristics of visitors who are more looking for recreational experiences than spiritual ones.

This research is supported by [10], The need to create a more decent and clean place of worship. Repair or add public facilities in Sungkun Hamlet and Kur-kura Beach such as repairing public toilets, building places of worship, providing clean water and electricity to attract tourists and increase the economic income of local communities.

3. The Influence of Parking Variables on Interest in Visiting Loang Baloq Beach

The results of the study indicate that the parking lot variable has a P Value for the influence of Parking Lot on Visiting Interest of $0.273 > 0.05$. So based on the results of the data, it can be decided that partially it does not have a significant effect. Although adequate parking is important for visitor comfort, it seems that this factor is not strong enough to influence visitors' decisions to come to Loang Baloq Beach. This may indicate that visitors prioritize entertainment and experience factors at the location.

This research is supported by [11], The availability of parking spaces in the Lake Toba tourism area is still inadequate, such as the quality of the parking lot surface and the arrangement of parking spaces. As a result, tourists feel less safe and comfortable to park their vehicles when visiting tourist attractions. The mixture of vehicle types between motorbikes, cars, buses, and others in the parking lot makes tourists uncomfortable because when they are about to leave the tourist attraction they are blocked by other vehicles. Therefore, adequate parking management is needed.

4. The Influence of Playground Variables on Interest in Visiting Loang Baloq Beach

The results of the study indicate that the playground variable has a P Value for the influence of the Playground on Visiting Interest of $0.054 > 0.05$. So based on the results of the data, a decision can be made that partially it does not have a significant effect. Although playgrounds can be an attraction for families with children, in the context of this study, it does not seem to be enough to attract overall visitor interest. This may indicate that visitors do not consider playgrounds as a major factor in their decision to visit.

This research is supported by [12], The results of the multiple linear regression test show that based on the t-test, the Facilities variable (X1) shows a significance value of 0.617 where the

value is more than 0.05. Thus, the first hypothesis (H1) in this study is rejected. This means that Facilities (X1) partially do not affect the Interest in Visiting (Y) of tourists to tourist attractions.

This research is supported by [13] which states that according to the results of the researcher's observations, the Kadelang Fatang Beach Tourism Object has poor infrastructure. In this study, infrastructure is one of the factors that causes tourists to visit the Kadelang Fatang Beach Tourism Object to decline.

5. The Influence of Medical Post Variables on Interest in Visiting Loang Baloq Beach

The results of the study showed that the medical post variable had a P Value for the influence of the Medical Post on Visiting Interest of $0.000 > 0.05$. So based on the results of the data, a decision can be made that partially it does not have a significant effect. The existence of a medical post can provide a sense of security and comfort for visitors, especially in the context of health and safety. This shows that visitors consider security factors when deciding to visit a place. With the presence of a medical post, visitors feel more protected, which can increase their interest in coming.

This study is supported by Overall, the application of Cooper's 4A theory that at Al Fath Stira Paradise Beach has succeeded in increasing the tourist attraction of this beach. Support services at Al Fath Stir Paradise Beach work together with nearby medical service providers and the police. Having a first aid station nearby and easy access to medical care can provide a sense of security for tourists-especially the elderly or families with small children. The concern of tourism managers for the welfare of guests is also shown in these support services, which can increase the good perception of the location. In general, managers are still trying to improve the attractiveness of Al Fath Stira Paradise Beach.

CONCLUSION

Based on the results of the analysis, the following conclusions can be drawn from this study:

1. The Influence of Entertainment Stage on Interest in Visiting Loang Baloq Beach. The results of the study indicate that the Entertainment Stage variable has a positive and significant effect on interest in visiting Loang Baloq Beach.
2. The Influence of Places of Worship on Interest in Visiting Loang Baloq Beach. The results of the study indicate that the variable Place of Worship does not have a significant effect on interest in visiting Loang Baloq Beach.
3. The Influence of Parking Lots on Interest in Visiting Loang Baloq Beach. The results of the study indicate that the Parking Lot variable does not have a significant effect on interest in visiting Loang Baloq Beach.
4. The Influence of Playgrounds on Interest in Visiting Loang Baloq Beach. The results of the study indicate that the Playground variable does not have a significant effect on interest in visiting Loang Baloq Beach.
5. The Influence of Medical Post on Interest in Visiting Loang Baloq Beach. The results of this study indicate that the Medical Post variable has a positive and significant effect on interest in visiting Loang Baloq Beach.

SUGGESTIONS

The researcher provides several recommendations that can be used as considerations for improving future research that has a similar focus. The recommendations are as follows:

1. Expansion of Research Variables: Further researchers are advised to expand the scope of the variables studied in order to obtain more comprehensive information on the factors that influence tourism demand. Given that this study only involved five

independent variables, the addition of new variables or indicators is very necessary to obtain a broader picture of the research results.

2. References for Further Research: The results of this study are expected to serve as additional references for other institutions and students in conducting research related to tourism demand, so as to expand and improve knowledge among students.
3. Further Study: It is recommended to conduct further, more in-depth research on other factors that may influence people's interest in visiting, including cultural aspects, promotions, and visitor experience.
4. Infrastructure Improvement: Recommendations to improve existing infrastructure, especially in terms of public facilities such as toilets, parking areas, places of worship, and rest rooms, as well as providing better transportation services. This step is expected to improve visitor comfort and attract more tourists.
5. Facility Development: Expansion and improvement of existing facilities is also considered very important. Adequate facilities will contribute to improving the visitor experience and encourage them to return.

REFERENCES

- [1] G. Suryatmodjo, C. A. Umbas, V. M. Marini, D. H. Budiman, and A. M. Setyastanto, "Strategi Ekonomi Pembangunan Pariwisata Di Wilayah Mayoritas Muslim Untuk Pariwisata Berkelanjutan," *J. Syarikah J. Ekon. Islam*, vol. 9, no. 2, pp. 264–277, 2023, doi: 10.30997/jsei.v9i2.10848.
- [2] E. Mawaddah *et al.*, "ATE TERHADAP PENDAPATAN MASYARAKAT," pp. 170–179, 2023.
- [3] A. R. Aulia and A. L. Yulianti, "Pengaruh City Branding 'a Land of Harmony' Terhadap Minat Berkunjung Dan Keputusan Berkunjung Ke Puncak, Kabupaten Bogor," *J. Ilm. MEA (Manajemen, Ekon. Akuntansi) 1,2*, vol. 3, no. 3, p. 71, 2019, doi: 10.31955/mea.vol4.iss1.pp67.
- [4] A. Yulianto and E. Brahmanto, "Favorite Photo Spot for Models of Tourist Destinations and Trends for Tourist Selfies in Special Region of Yogyakarta," *TRJ Tour. Res. J.*, vol. 7, no. 1, p. 51, Apr. 2023, doi: 10.30647/trj.v7i1.206.
- [5] F. P. Kartika and H. Wahyono, "Pengaruh Perkembangan Infrastruktur Dasar Pariwisata Terhadap Minat Kunjungan Wisatawan Candi Gedong Songo Kecamatan Bandungan," *Tek. PWK (Perencanaan Wil. Kota)*, vol. 8, no. 4, pp. 217–225, 2019.
- [6] A. K. Adebayo and A. C. O. Iweka, "Sustainable infrastructure upgrade in slum settlements of Lagos, Nigeria: The role of the architect," *Environ. Res. Eng. Manag.*, vol. 68, no. 2, pp. 53–60, 2014.
- [7] M. Ridwan and S. Hadyanto, *Perencanaan pengembangan pariwisata*. Sofmedia, 2012.
- [8] sabri çimen, F. A. Nasution, and Mokhammad Samsul Arif, "Menteri Perindustrian Republik Indonesia Peraturan," *Elect. Gov. J. Tata Kelola Pemilu Indones.*, vol. 12, no. 2, p. 6, 2020, [Online]. Available: <https://talenta.usu.ac.id/politeia/article/view/3955>
- [9] A. NPD Wahana, D. Harini, S. Bambang Riono Pengaruh Strategi Pengembangan dan Potensi Wisata terhadap Daya Tarik Wisata, S. Bambang Riono, P. Studi Manajemen, and F. Ekonomi dan Bisnis, "Pengaruh Strategi Pengembangan dan Potensi Wisata terhadap Daya Tarik Wisata (Studi Empiris pada Pantai Randusanga Indah Kabupaten Brebes) The Effect of Development Strategy and Tourism Potential on Tourism Attraction (Empirical Study on Randusanga Indah)," *JECMER J. Econ. Manag. Entrep. Res.*, vol. 1, no. 3, pp. 30–40, 2023.
- [10] S. D. Negeri and M. Tuntungan, "STRATEGI PENGEMBANGAN WISATA BAHARI DI PANTAI KURA-KURA KECAMATAN JEROWARU KABUPATEN LOMBOK TIMUR," vol. 6, no. 1, pp. 77–86, 2022.
- [11] R. A. Siregar, H. W. Wiranegara, and H. Hermantoro, "Pengembangan Kawasan Pariwisata Danau Toba, Kabupaten Toba Samosir (Toba Lake Tourism Area Development in Toba Samosir Regency)," *Tata Loka*, vol. 20, no. 2, pp. 100–112, 2018.
- [12] D. Lestyaningsih and A. Pramudyo, "Pengaruh Fasilitas Dan Promosi Terhadap Minat Berkunjung Masyarakat Pada Objek Wisata Laguna Depok Bantul Yogyakarta," *J. Bisnis, Manajemen, dan Akunt.*, vol. 10, no. 2, pp. 167–177, 2023, doi: 10.54131/jbma.v10i2.171.
- [13] Mani imelda blegur *et al.*, "Faktor Penyebab Menurunnya Wisatawan Berkunjung Ke Objek Wisata Kadelang Fatang," *J. Kaji. dan Penelit. Umum*, vol. 1, no. 4, pp. 285–299, 2023, doi: 10.47861/jkpu-nalanda.v1i4.463.