

Analysis of the Influence of Tourism Development on Accommodation and Provision Business Field Sector Food and Drink in NTB Province 2009-2023

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ABSTRACT

The objective of this study is to conduct a simultaneous and exact analysis of the impact that the number of tourists, the amount of investment in the tourism sector, and the length of time that tourists stay in NTB Province have on the business sector that is responsible for providing accommodations as well as food and beverages. For the purpose of this study, secondary data were collected from the official website of the Central Statistics Agency of West Nusa Tenggara Province and the Culture and Tourism Office throughout the period of 2009-2023. For the purpose of this investigation, a method of data analysis known as multiple linear regression analysis is utilised, and the SPSS application is utilised as the evaluation instrument. The findings of this research indicate that the business sectors of accommodation and food and beverage in NTB Province are simultaneously influenced by the factors of the number of tourists, the amount of investment in the tourism sector, and the duration of stay of tourists. To a certain extent, the variable of the number of tourists has a positive and significant effect, while the investment in the tourism sector has a negative and insignificant effect, and the length of stay of tourists has a positive and significant effect on the business sector of providing accommodation as well as food and beverages in NTB Province in the period of 2009-2023.

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1. INTRODUCTION

There is a major and positive influence that the tourism sector in Indonesia is having on a variety of parties, including the government and the community that is located around tourist spots. The tourism sector is developing at an increasingly rapid pace. Tourism is considered as one of the strategic sectors that can drive regional

economic development through increased income, job creation, and growth of related industries. According to [1]–[4], tourism not only functions as a means of recreation but also as the main driver of the economy, by creating jobs and increasing the income of tourist destination areas.

Factors such as infrastructure development, supportive government

policies, and increasing public interest in travel are the main drivers of the growth of this sector. In addition, innovations in technology and transportation have made it easier to access various destinations, expanding the tourism market, and driving faster growth [5]–[8]. This shows that tourism has a strategic role in improving people's welfare, especially in areas that rely on this sector as a main source of income [9]–[13].

West Nusa Tenggara (NTB) Province is one of the regions in Indonesia that has great potential in the tourism sector. With natural and cultural riches such as Mandalika Beach, Mount Rinjani, and Gili Trawangan, the tourism sector in NTB continues to show significant development. Data from the NTB Central Statistics Agency (BPS) shows that the number of tourists increased from 619,370 in 2009 to 3,705,352 in 2019. However, the COVID-19 pandemic caused a sharp decline to 400,595 visits in 2020, before recovering in 2023 with the number of tourists reaching 1,575,000.

Not only does tourism have an effect on the increase of the number of tourists, but it also has an effect on the expansion of business sectors that are associated to tourism, such as the provision of lodging, and the provision of food and beverages. This sector offers a great deal of opportunity for locals to start their own enterprises, such as hotels, restaurants, and cafes, which are the engines that propel the economy of the local community [14]–[16]. BPS NTB data (2023) shows that the provision of accommodation and food and beverage sectors contributes significantly to NTB's gross regional domestic product (GRDP). The distribution of this sector to GRDP peaked in 2014 at 2.38%, but experienced a drastic decline to 1.44% in 2020 due to the pandemic. Even so, this sector has begun to show recovery since 2021, with an increase in contribution to 1.73% in 2023.

Investing in the tourism industry, such as the construction of supporting infrastructure, has been shown to have a favourable impact on the growth of the lodging and food and beverage provision sectors, according to research conducted by

the NTB Tourism Office (2022). The more facilities available, the greater the attraction of tourist destinations which encourages an increase in the length of stay of tourists. However, data shows fluctuations in the average length of stay of tourists in NTB, which peaked in 2014 at 2.94 days, but decreased to 1.89 days in 2023.

Several previous studies have discussed the factors that influence the development of the accommodation and food provision sector [17]–[19]. Research by [20] shows that the number of tourist attractions and hotels/other accommodations has a significant effect on GRDP, while the number of foreign tourists has a negative effect. Meanwhile, research by [21] found that the number of tourist visits and length of stay have a positive effect on hotel and restaurant taxes. However, different results were shown by [22] and [23], who stated that investment in the tourism sector does not always make a significant contribution to economic growth, either partially or simultaneously, although the direction of the influence tends to be positive.

According to the findings of the study, there is a gap in research concerning the direct relationship between the number of tourists, investments in the tourism industry, and the length of time that tourists remain there and the expansion of the business sector that deals with accommodations and food. As a result, the purpose of this study is to investigate the impact that the growth of tourism has had on the NTB Province sector of the hospitality industry, specifically the provision of food and beverages, throughout the period of 2009-2023. The purpose of this study is to investigate the extent to which the tourism industry has an impact on the expansion of the food and lodging industries, as well as to identify the important factors that contribute to the growth of the sector.

2. METHODS

2.1 Research Design

Research of this kind is known as associative research. One sort of quantitative

research is known as associative research, and its primary objective is to establish the nature of the relationship or association that exists between two or more variables [24]. This study was carried out with the purpose of determining the extent to which the number of tourists, the amount of investment in the tourism sector, and the length of stay all have an impact on the business sector of the lodging, food, and beverage industry in NTB Province between the years 2009 and 2023.

The method used in this research is the case study method where the case study is an effort made to find out a situation or condition through searching for facts or data related to the object that is the research variable, be it data sourced from books, journals or related agencies such as BPS, the Department of Tourism and Culture.

Secondary data were collected from the Central Statistics Agency, the Tourism

Office, and other relevant publications in order to compile the set of information that was utilised in this study. This study makes use of documentation in the process of gathering and collecting data. [25] defines documentation as a record of events that have occurred in the past. Writing, photographs, or monumental works created by an individual are all examples of forms that documentation might take. In this research documentation, historical data tracing of the research object is carried out and to see to what extent the ongoing process has been well documented. Thus, documentation is needed as physical evidence of research because documents are closely related to what happens in the field.

3. RESULTS AND DISCUSSION

Table 1. Results of Multiple Linear Regression Analysis

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	Sig.	Collinearity Statistics			
	B	Std. Error	Beta		Tolerance	VIF		
1	(Constant)	-.337	.290		1.160	.271		
	Jumlah wisatawan	.049	.012	.809	3.918	.002	.859	1.164
	Investasi	.014	.092	.030	.151	.882	.944	1.059
	Lama menginap	.381	.237	.327	1.608	.136	.886	1.129

a. Dependent Variable: Sektor lapangan usaha mkn&minm

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Sumber: Hasil olah data dengan SPSS 20

Based on table 4.1, the multiple linear logarithmic equation model can be formulated as follows:

$$\ln Y = -0,337 + 0,809 \ln (X_1) - 0,030 \ln (X_2) + 0,327 \ln (X_3) + e$$

The constant of -0.337 indicates that if the value of the variable number of tourists,

investment, and length of stay is 0, then the growth rate of the accommodation and food and beverage provision sector tends to be at a negative value of 0.337. However, this constant is not statistically significant ($p = 0.271 > 0.15$), so its influence is not significant enough in this model.

Table 2. Normality Test with Kolmogorop-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		15
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.12265758
Most Extreme Differences	Absolute	.123
	Positive	.085
	Negative	-.123
Kolmogorov-Smirnov Z		.477
Asymp. Sig. (2-tailed)		.977

Sumber: Hasil olah data dengan SPSS 20 □

Based on the Kolomorov Smirnov test. in table 4.2 above, it shows that the Asymp.Sig. (2-tailed) value is greater than 0.05, which is 0.977. Thus, the residual data is

normally distributed and the regression model has met the normality assumption. The results of the analysis can be seen in Appendix 2.

Table 3. Multicollinearity Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
1	(Constant)	-.337	.290	-1.160	.271
	Jumlah wisatawan	.049	.012	.809	.002
	Investasi	.014	.092	.030	.882
	Lama menginap	.381	.237	.327	.136

Sumber: Hasil olah data dengan SPSS 20

Based on the results of the multicollinearity test that has been carried out, the following test results were obtained.

1. Number of tourists (X1): Tolerance value 0.859 > 0.10 or VIF value 1.164 < 10.00, so there is no multicollinearity.
2. Tourism sector investment (X2): Tolerance value 0.944 > 0.10 or

VIF value 1.059 < 10.00, so there is no multicollinearity.

3. Length of stay (X3): Tolerance value 0.886 > 0.10 or VIF value 1.129 < 10.00, so there is no multicollinearity.

The multicollinearity test in this study can be seen in Appendix 3.

Table 4. Results of Heteroscedasticity Test Using Park Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
1	(Constant)	2.758	3.011	.916	.402
	Jumlah wisatawan	-.150	.132	-.369	.306
	Investasi	-1.646	.959	-.606	.147
	Lama menginap	-2.884	2.306	-.442	.266
a. Dependent Variable: LN RES					

Sumber : Hasil olah data SPSS 20

Based on the results of the heteroscedasticity test that has been carried out, the following results were obtained:

1. Number of Tourists (X1): significance value $0.306 > 0.05$, so there is no heteroscedasticity.
2. Tourism sector investment (X2): significance value $0.147 > 0.05$, so there is no heteroscedasticity.
3. Length of stay (X3): significance value $0.266 > 0.05$, so there is no heteroscedasticity.

Table 5. Autocorrelation Test Results with Runs Test

Runs Test	
	Unstandardized Residual
Test Value ^a	.01365
Cases < Test Value	7
Cases ≥ Test Value	8
Total Cases	15
Number of Runs	6
Z	-1.059
Asymp. Sig. (2-tailed)	.290

a. Median

Sumber : Hasil olah data SPSS 20

Based on the results of the autocorrelation test that has been carried out, the test results were obtained where the Asymp. Sig. (2-tailed) value was $0.290 > 0.05$,

so there was no autocorrelation. The autocorrelation test in this study can be seen in Appendix 5.

Table 6. Partial Test Results With t-Table

Model	<u>Coefficients^a</u>			t	Sig.	
	Unstandardized Coefficients	Standardized Coefficients				
		B	Std. Error			Beta
	(Constant)	-.337	.290		-1.160	.271
1	<u>Jumlah wisatawan</u>	.049	.012	.809	3.918	.002
	Investasi	.014	.092	.030	.151	.882
	<u>Lama menginap</u>	.381	.237	.327	1.608	.136

a. Dependent Variable: Sektor lapangan usaha mkn&minm

a. Dependent Variable: Sektor lapangan usaha mkn&minm

Sumber: Hasil olahan data dengan SPSS 20

Based on the results of partial hypothesis testing that has been carried out, the following results were obtained:

1. The Impact of Tourist Volume (X1) on the Hospitality and Food and Beverage Sector (Y) The partial t-test result for the Number of Tourists variable indicates a significant value of 0.002, which is less than the significance level of 15% ($0.002 < 0.15$).
2. The Impact of Investment (X2) on the Accommodation and

Since this significance value is less than 0.15, H0 is rejected and H1 is accepted. It can be inferred that there is a substantial impact of the number of tourists on the accommodation and food and beverage provision sector in NTB Province from 2009 to 2023.

Food and Beverage Industry (Y) The partial t-test findings for the Investment variable indicate a significance value of 0.882, exceeding the 15% significance threshold ($0.882 > 0.15$). Since this significance value exceeds 0.15, H_0 is accepted and H_1 is denied. Consequently, it can be inferred that there is no substantial impact of Tourism Sector Investment on the Accommodation and Food and Beverage Provision Sector in NTB Province within the 2009-2023 timeframe.

3. The Impact of Length of Stay (X3) on the Hospitality and Food and Beverage Industry (Y) The partial t-test result for the Length of Stay variable indicates a significance value of 0.136, which is below the 15% significance threshold ($0.136 < 0.15$). Since this significance value is less than 0.15, H_0 is rejected and H_1 is accepted. Consequently, it can be inferred that a substantial correlation exists between Length of Stay and the Accommodation and Food and Beverage Sector in NTB Province from 2009 to 2023.

Table 7. Results of the Whistle Test with F.Table

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	.311	3	.104	5.420	.016 ^b
Residual	.211	11	.019		
Total	.522	14			

a. lapangan usaha mkn Dependent Variable: Sektor & minm

Based on the calculation results above, it can be seen that the Fcount value is 5.420 and the sig value is 0.016. So, in this study, the Fcount value > Ftable ($5.420 > 3.49$) and the Sig value of $0.016 < 0.05$ were obtained. So, it can be concluded that the H_2 hypothesis test is accepted and H_0 is rejected. This

explains that the number of tourists, tourism sector investment and length of stay of tourists simultaneously (together) have a significant effect on the accommodation and food and beverage provision business sector in NTB Province in 2009-2023

Table 8. R2 Determinant Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772 ^a	.596	.486	.13838

a. Predictors: (Constant), Lama menginap, Investasi, Jumlah wisatawan

Results of data analysis on variables the business sector providing food and beverage accommodation that the Adjusted R Square is 0.486 or 48.6%. This shows that the ability of the independent variable, namely the number of tourists, tourism sector

investment and length of stay in explaining the dependent variable, namely the business sector providing food and beverage accommodation of 48.6%. Furthermore, the remaining Adjusted R Square value is 51.4%

which is the influence of other variables that are not included in this study.

4. CONCLUSION

- 1) Influence of Number of Tourists (X1): The number of tourists coming to NTB has a positive and significant influence on the accommodation and food and beverage provision sector. With a t-value of 3.918 which is greater than the t-table (2.201) and a probability of 0.002 which is smaller than the 15% significance level, it can be concluded that the more tourists there are, the more activity in this sector increases. The growth in the number of tourists encourages the accommodation and food and beverage sector to develop, contributing to the regional economy, especially by creating jobs and increasing the income of local people.
- 2) The Influence of Investment in the Tourism Sector (X2): Investment in the tourism sector does not have a significant influence on the accommodation and food and beverage business sector in NTB during this research period. With a calculated t value of 0.151 which is smaller than the t table (1.771) and a probability of 0.882 which is greater than the 15%

significance level, investment in the tourism sector has not had a significant direct impact on this sector. This indicates the need for a more effective and targeted investment strategy in order to contribute optimally to improving the accommodation and food and beverage sector.

- 3) Effect of Length of Stay (X3): Length of stay of tourists has a positive and significant effect on the accommodation and food and beverage sector in NTB. The calculated t value of 1.608 is greater than the t table (1.356) at a significance level of 15%, and the probability of 0.136 is smaller than the significance level, indicating that the longer tourists stay, the greater the impact on this sector. The increase in the duration of tourists' stay drives higher demand for services, which has a direct impact on the income of the related sector.

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