

Factors That Affect The Development Of Tourism On The Belitung Island

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Abstract— The purpose of this research is to analyze the factors that affect the development of the KEK Tourism Kelayang Cape as an alternative economy after tin mining. The research method used with quantitative descriptive design, the number of samples are 80 SME based on Tourism. Analysis of the data by using the second order analysis with the Principal Component Analysis (PCA) or known as PLS Formative with the XLSTAT PLS-PM Program. Research findings indicate that the factors that affect the development of KEK Tourism Kelayang Cape, sequentially from the largest is a media networking and communication Industry, the behavior and consumer reactions, marketing strategy, politic-economic-social support and technology, government regulation, natural environment, skills and expertise and Industrial action and the competition. The results of research has implications for the management practices that within the framework of the speed up the development of KEK Tourism Kelayang Cape, The most important is the more expand network media and communication industry in the current digital era, but the best performance is skills and expertise but this dimension is not so important. Research Originality : This research carried out in the election of 1 from 10 tourism destinations in Indonesia is the area of the KEK (Special Economic Zone), based on tourism , in The Belitung Island, by focusing on the factors that affect the development of tourism in Belitung Island.

Keywords— *Media Networking and Communication Industry, Behavior and Consumer Reactions, The Development of KEK Kelayang Cape Tourism*

I. INTRODUCTION

In order to achieve the national target that GDP contribution of the tourism sector that initially in the year 2014 is 9%, then targeted 2019 becomes 15%. So it is necessary to increase the foreign reserves from the year 2014 US \$11 million to 2019 US \$20 million. With a target number of travelers abroad and domestically from the year 2014 amounting to 259 million people be 295 million people in the Year 2019. The index is expected to further the competitiveness of tourism (Tourism Compettiveness Index) will rise in the year 2019 to 30 at first in 2014 is at a point 70.

Prepare a concept of development of tourism area based on the concept of ' great ' (regional development) is one of the important things. This concept refers to an approach to the regional development of tourism that integrates components; such as infrastructure, accessibility,

connectivity, activities, facilities, hospitality, and the preference of the market (entrance/door distribution, patterns of movement, the readiness and certainty to business and tourism management) to optimize the value of economy and positive impact for communities, businesses, and area.

Since the establishment of KEK Tourism Cape Kelayang then it is very important to analyze tourism destinations on the island of Belitung, let alone tourism is a concept of sustainable development and alternative current Tin lot cause problems environment and conflict with the various sectors. The purpose of this research is to analyze the factors that affect the development of DOMESTIC Tourism Cape Siambul as an alternative to the economic Post Tin mines.

II. RESEARCH ON CONFERENCE AND EXHIBITION TOURISM

A. Government Regulation

The regulation became an important factor in the development of tourism in the area. Governments in Africa play a role that's fine, because in developing countries is usually the role of the private sector is still minimal. (John s. Akawa, 2002, p. 12)

B. Political, Economic, Social, and Technique Support

Support the political, economic, and social engineering is very important in the development of a tourist destination. Kubickova, m. (2017, p. 7) States that to make a powerful competitive tourist destinations are determined by four (4) things, namely: the rule of law, government size, open market and regulatory efficiency. Boukas, n. and Ziakas, v. (2012). There are three types of States in measuring policy namely (1) immediate response measures, (2) foreign investment in tourism and (3) diversification of the tourism product and quality improvement.

C. Marketing Strategic

Social media became known as the elements of the marketing strategy in order to promote a tourism destination (Hays, s., Page, s. j., and Buhali, d., 2012).

D. The Skill dan Expertise

Skills and expertise is very important in the development of tourism. The results revealed that financial resources and

dynamic capabilities as well as production that supports the position of bai rivalry for tourism in General. However, coordination and marketing capabilities is a key factor for the company's embedded in the area of tourism, while the dynamic capability of negative berhungan.

E. Media Networking

The role of the media network is very important in promoting a tourism event. At the Olympic Games in Beijing 2008, a Year of research, f., Wang, Wu, b., Bai, b., Stahura, k. a., and Xie, z. (2011) stated they did a study that uses content analysis and social network analysis methods that are 500 online trip diaries the observed. And foreign tourists more liked traditional tourists attractions.

F. Attitude and Reaction

Manthiou, A., Juhee Kang, J., Sumarjan, N., France, M. S. A., and Tang, l. (2016) making the conceptual framework in his research stating that brand experience that depends from sensory experience, affective experience, behavioral experience, intellectual experience. So experience affect brand knowledge and brand loyalty. This is certainly one part of the behavior and reactions of consumers in responding to a tourist destination.

G. Industry and Competitor Action

In the face of competition it is very important to understand the industry in which we are located so that we are able to predict what actions our competitors will take.

H. Natural Environment

According to Carr, L. M. and Liu, D. Y. (2016) promoted tourism as an activity that is beneficial to the environment and the economy.

III. RESEARCH METHOD

A. The methods used

This study is the study of economic science in areas such as economic management that focuses on areas of management entrepreneurship, strategic management, marketing management human resource management and organizational behavior. The object and scope of the study includes an analysis of Maritime-based Economy KEK tourism, Performance-based Tourism UMK in Post Economic Era Tin mines.

B. Sampling

Related to hypothesis testing, engineering the most appropriate sample size used is the technique of power analysis. MacCallum (1996). The determination of sample size with power for SEM analysis is formulated as follows:

$$n = \frac{\hat{\lambda}}{RMSEA^2 \times db}$$

λ : Max(c-db), c : 2nF₀, db : Derajat Kebebasan, RMSEA : Root Means Square Error Approximati

So minimum sample size should be taken in this study is as much as 80 units SME/s based Tourism that is divided into seven clusters that existed on the island of Belitung, namely 1) hotels and lodging, 2) Tour and Travel, Entertainment (3) Entertainment), 4) Bistro and restaurant, 5) snacks and Specialties Belitung, 6) crafts (Craft) and (7). Event Organizer.

C. Technique of Data Collecting

Data collection techniques used can be through a combination of direct or indirect through: the study of librarianship, observation, questionnaires and interviews as well as FGD (Focuss Discussion Group)

D. Qualitative and quantitative Analysis Design

Qualitative analysis tool used is the frequency distribution table. A descriptive analysis of the five variables research done by analyzing each variable dimension of research with five alternative answers adapted to the context. Data analysis use analysis of second order with Principal Component Analysis (PCA) or known as Formative PLS. The data processed with Lisrel Program 8.5. The measurements of the model consists of two dimensional hierarchy i.e. hierarchy and indicators.

IV. RESULTS

A. The factors that affect the development of the tourism sector on Belitung Island

Fit Model Analysis thats processed data has been seen in below.

Test the fit of the model is based on four criteria of Absolute, Relative, Outer and Inner workings of the Model. The fourth criterion GoF has a very high value approaches 1 and the inner model even has the value 1 so that it can be stated the model fit the data.

B. The analysis of the influence factors to the development of the tourism sector on the Belitung Island

At this stage of the analysis is conducted of the factors that affect the development of the tourism sector on the island of Belitung is a factor, among others, government regulation, support the political, economic, social and technological, marketing strategies, skills and Expertise, network Media and Communications Industry, the behavior and reactions of consumers, Competitors And Industry Action, the natural Environment and to the development of the tourism sector on the island of Belitung.

TABLE 1. FIT MODEL TEST

	GoF	GoF (Bootstrap)	Standard error	Critical ratio (CR)
Absolute	0.717	0.716	0.033	21.898
Relative	0.993	0.984	0.029	34.244
Outer model	0.993	0.984	0.029	34.244
Inner model	1.000	1.000	0.000	102394.050

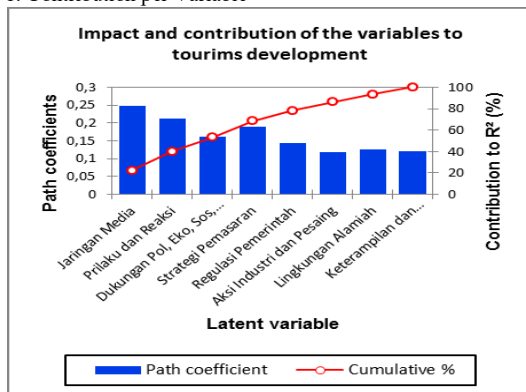
Source : Processed Data Researcher (2018)

TABLE 2. THE ANALYSIS OF THE INFLUENCE FACTORS TO THE DEVELOPMENT OF THE TOURISM SECTOR ON THE BELITUNG ISLAND

Latent variable	Value	Standard error	t	Pr > t	f ²
Government Regulation	0.143	0.001	166.906	0.000	392.360
Political, Economic, Social, and Technique Support	0.161	0.001	160.904	0.000	364.651
Marketing Strategy	0.188	0.001	189.606	0.000	506.344
The Skill and Expertise	0.121	0.001	164.148	0.000	379.500
Media Networking	0.247	0.001	211.559	0.000	630.385
Attitude and Reaction	0.213	0.001	191.294	0.000	515.402
Industry and Competitor Action	0.117	0.001	135.026	0.000	256.789
Natural Environment	0.127	0.001	165.943	0.000	387.844

Source : Processed Data Researcher (2018)

Figure 1. Contribution per Variable



Source : Processed Data Researcher (2018)

The results of the analysis to find all dimensions have a positive and significant influence towards the development of the tourism sector on the island of Belitung (Pr value > | t | < 0.05). The dimensions of its influence is the network, media, and communications industries. This dimension is the most valued contribution to the development of the tourism sector. It is very reasonable because of the increasing use of social media will really help the sides of tourism promotion. Provider internet service providers already there are several options on the island of Belitung as Telkomsel and XL. Then print and electronic media have been empowered as an effective means of communication. Media sosialpun that can be accessed via mobile phones can already digunakan for update info that support tourism. Infrastructure and telecommunication networks have also been quite good.

The second dimension of consumer behavior and reactions to occupy the second rank as the driving factor of the development of tourism on the island of Belitung. The third dimension of its influence on the development of tourism in Belitung is a marketing strategy includes program and budget in marketing strategies.

Fourth dimension that his influence on the development of tourism in Belitung is political support, economic, social and technology turned out to be a very significant effect. Like the atmosphere of democracy assessed stable and conducive to support Domestic tourism. Then an indicator the economy (inflation, economic growth, the purchasing power, investment) in Belitung supporting the tourism sector. Values, norms, traditions and culture of the community is assessed in accordance with the development of tourism. Infrastructure and access technology are quite qualified to support the tourism sector

Seen very clearly in the picture above that contribute the largest media networks with a large contribution to 22,028% and in the second place is the behavior and reactions of consumers with great contributions 18,044% . Although the marketing strategy has greater influence from political support, economic, social and technology towards the development of tourism, but the contribution of smaller marketing strategy as a whole in explaining variability pembangunan of tourism. The correlation coefficient between dimensions and variable development of tourism. Look all dimensions have a positive correlation between the dimensions from. Dimension networking of media have the strongest corr ent which emphasizes the relationship of both his most powerful.

C. Importance and Performance Analysis

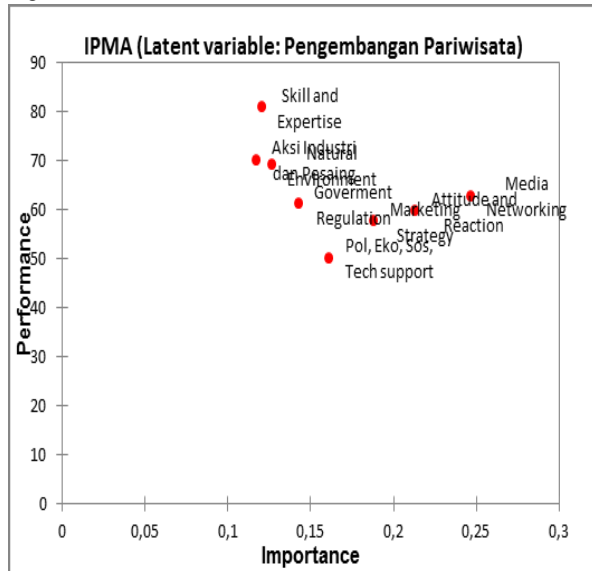
Importance and Performance Analysis (IPA) is a useful analysis in determining the priority of improvement on the dimensions in terms of accelerating the development of pariwisata in Belitung. Importance is a score influences and performance is the average score being converted in the scale 100%.

TABLE 3. IPA

Latent variable	Importance	Performance
Government Regulation	0.143	61.252
Political, Economic, Social, and Technique Support	0.161	50.108
Marketing Strategy	0.188	57.593
The Skill and Expertise	0.121	80.833
Media Networking	0.247	62.785
Attitude and Reaction	0.213	59.791
Industry and Competitor Action	0.117	70.142
Natural Environment	0.127	69.032

Source : Processed Data Researcher (2018)

Figure 2. IPMA



Source : Processed Data Researcher (2018)

From the image above to see that the most important thing is the media Chain dimensions but most good performance is a skill and expertise but this is not so important in the development of tourism in Belitung.

V. CONCLUSION

The factors that affect the development of tourism on the island of Belitung is a factor among others, government regulation, support the political, economic, social and technological, marketing strategies, skills and expertise, networks and Media Industry Communication, Behavior and reactions of consumers, Competitors And Industry Action, and Natural Environment.

The study results have implications toward management practices that accelerate the development of KEK Tourism Tanjung Kelayang in Belitung. The most important is increasingly expanding its network of media and communication industry in today's digital era, but the best performance is a skill and expertise however, this dimension is not so important.

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