

Tourism Village and Impact on Labor Absorption in Jombang Regency

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Abstract. The motivation for this research is the success of a program that has been implemented by South Korea, known as Samuel Undong. The purpose of this study is to analyze the impact of the tourism village which consists of tourism objects, souvenir trading businesses, hotel and lodging businesses, food stalls and restaurants, transportation business on the absorption of labor in Jombang Regency. The analytical method used is path analysis. The results of the study of the number of tourists, the number of hotel & inns businesses, the number of restaurants businesses, the number of transportation businesses (Travel Bureau), have a significant effect on labor absorption. This means that the business potential in the form of a tourist village has contributed to the absorption of labor. This means that tourism villages have the potential to be developed because they can help solve problems regarding unemployment.

Keywords : *Tourism Village, Path Analysis, Poverty.*

1. INTRODUCTION

In general, it can be seen that the measure of the success of development in Indonesia is the level of economic growth. Industrial-oriented economic development will experience rapid growth compared to growth in other fields. Moreover, if the development is in the agricultural-based industry, because this development in the agricultural sector is an important part of economic growth in Indonesia. Economic development in Jombang Regency, is said to be quite developed.

The economic growth of Jombang Regency from 2016 - 2018 experienced a fluctuating trend, namely 5.40% (2016), 5.36% (2017) and 5.43% (2018) [1]. This means that an increase in economic growth will be followed by an increase in the absorption rate of labor and a decrease in the poverty rate. The poverty rate in Jombang Regency from 2012 to 2018 has shown a

decline. In 2012 there were 149,600 people and decreased to 120,190 people in 2018. Even though there was a decrease, Jombang still showed an increasing poverty line, namely 316 922 (2015), 337 217 (2016), 353 456 (2017) and 374 895 (2018). This data shows that although the economic growth in Jombang district has fluctuated upward, the poverty rate in Jombang district shows that there is an increase in per capita per month.

Jombang has 21 districts and is an agricultural area, this is indicated by the large number of agricultural lands and extensive forestry in Wonosalam district. And Wonosalam sub-district is a district that has the largest land area in Jombang district [1]. There are still many potential areas in Jombang that can be developed, one of which is a tourist village. In accordance with the program of the Ministry of Villages and Disadvantaged Areas and since the issuance of Law Number 6 of 2004 concerning Villages, Jombang district has a program in the Village Innovation Exchange (BID). One of the

programs that the Jombang District Government is intensively promoting in the BID is a tourism village, because this potential is still possible to explore, for

example in the Wonosalam area. The number of tourist visits to tourism objects in Jombang from 2015 - 2019 is shown in Figure 1 below:

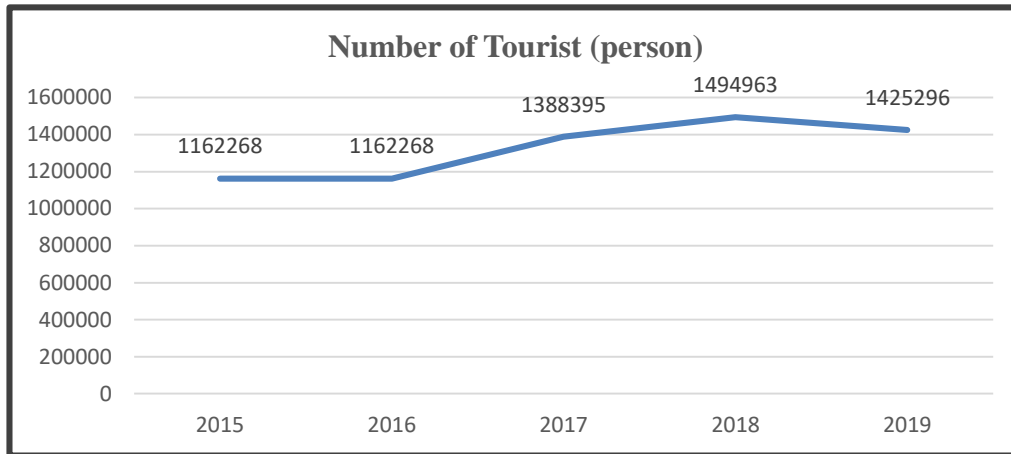


Figure 1. Number of Tourist Visits in Jombang (2015-2019) in person

Previous research conducted by the author [2] resulted that the impact of the tourism sector was twofold, namely a) social impact, the result was that the social life of the people around Popoh beach was still not affected by tourist arrivals, b) economic impact, the results were based on existing data on the number of facilities and the existing infrastructure to support the existence of tourism objects is lacking. There are only 2 (two) restaurants, 10 souvenir stalls, 1 (one) hotel or inn; (2) tourism area development strategies that are used include: a) Service Strategy, b) Facilities Strategy, c) Tourism Object Development Strategy.

In order to support tourism activity in Jombang, it is necessary to support tourism activities in the form of providing hotels and inns, restaurants and restaurants, transportation, parking and souvenir trading businesses. The side effect of supporting tourism activities is the need for workers who work in the tourism sector. Several studies found an influence between the tourism sector on labor absorption [3]–[6].

The results of the study [7] indicate that the number of hotels, rooms, domestic tourists and foreign tourists has a significant effect on employment. Research [8] shows that there is a relationship between rural tourism and the diversification of business in the tourism sector. Research [9] shows that the number of hotels and restaurants has a positive but not significant effect on the workforce, the number of tourism objects has a positive and significant effect on the workforce, the number of tourists has a negative effect on the workforce.

The concept of sustainable tourism development (STD) is tourism development that is responsive to tourist interests and direct involvement of local communities while still emphasizing long-term oriented protection and management efforts [10]–[13].

The STD concept basically emphasizes 4 (four) principles, namely: (1) Economically Feasible; (2) Environmentally Feasible; (3) Socially acceptable (Socially Acceptable); (4) Can be applied technologically (Technologically Appropriate) [10], [14]. Basically, STD can be integrated into 3 (three) things to achieve targets, including: (1) quality of environmental resources (natural and cultural); (2) the quality of life of the local community (socioeconomic); (3) quality of traveling experience (tourists) [15].

In developing a tourism village, there are several principles or aspects that must be the main concern, namely [16], [17]: (1) Tourism Products; (2) Human Resources; (3) Tourism village management; (4) Promotion and marketing; (5) Investment. There are 3 (three) categories of tourist villages, including: (1) potential, with the following characteristics: a) still in the form of potential that can be developed to become a tourist destination; b) the development of tourism facilities and infrastructure is still limited; c) there are no / still a few tourists visiting; d) public awareness of tourism potential has not yet grown / is still low. (2) Developing, with the following characteristics: a) already known and visited by tourists; b) There is already a development of tourism infrastructure and facilities; c) Job creation and economic activities for the local community have started; d) Public awareness of

tourism potential has started to grow; e) Still need assistance from related parties (government or private). (3) Advanced, with the following characteristics: a) the community is fully aware of the tourism potential, including its development; b) has become a well-known tourist destination and visited by many tourists; c) tourism facilities and infrastructure are adequate; d) the community is already independent and able to manage tourism businesses independently (HR, Organizational Products, etc.); e) able to carry out promotion and marketing independently and develop cooperation networks with outside parties; f) can be a model for the development of other tourist villages

The labor problem is a very complex problem. It is said to be complex, because labor problems are influenced by many factors [12][18]–[20]. Demand for labor will occur depending on the number of goods demanded by consumers. This is because the demand for labor by a company is influenced by the demand for goods and services produced by the company [21]. In its standard form, static labor demand theory focuses on employers' decisions regarding the amount of labor to be used in production and how this desired change in

response to small changes in product demand and factor prices [22].

With the existence of PPBKL, it is hoped that it will be able to encourage the opening of new jobs and businesses in various sectors or fields in tourist areas. With the opening of new jobs and businesses, it will require labor, so that demand for labor will be formed [3], [4], [23].

2. METHOD

This research uses quantitative methods and descriptive approaches [[24]. The data used are time series and cross sectional data, namely from 2015 to 2019, and data on the number of tourists, the number of hotel and lodging businesses (number of rooms), the number of restaurants and restaurants (number of chairs), the number of transportation businesses. (number of travel agents), number of authorized parking businesses and number of souvenir trading businesses. Data collection was carried out in two ways, namely interviews and secondary. Data analysis was performed using path analysis (PATH Analysis). The PATH analysis formula is shown below:

$$\begin{aligned}
 Y_1 &= c_1 X + \varepsilon i & (1) \\
 Y_2 &= c_2 X + \varepsilon i & (2) \\
 Y_3 &= c_3 X + \varepsilon i & (3) \\
 Y_4 &= c_4 X + \varepsilon i & (4) \\
 Y_5 &= c_5 X + \varepsilon i & (5) \\
 Y_6 &= c_6 Y_1 + c_7 Y_2 + c_8 Y_3 + c_9 Y_4 + c_{10} Y_5 + \varepsilon i & (6) \\
 Y_7 &= c_{11} Y_6 + \varepsilon i & (7) \\
 Z_1 &= \alpha_1 Y_1 + \varepsilon i & (8) \\
 Z_2 &= \alpha_2 X_2 + \varepsilon i & (9) \\
 Z_3 &= \alpha_3 X_3 + \varepsilon i & (10) \\
 Z_4 &= \alpha_4 X_4 + \varepsilon i & (11) \\
 Z_5 &= \alpha_5 X_5 + \varepsilon i & (12)
 \end{aligned}$$

While the conceptual framework of this study is shown in Figure 2 below:

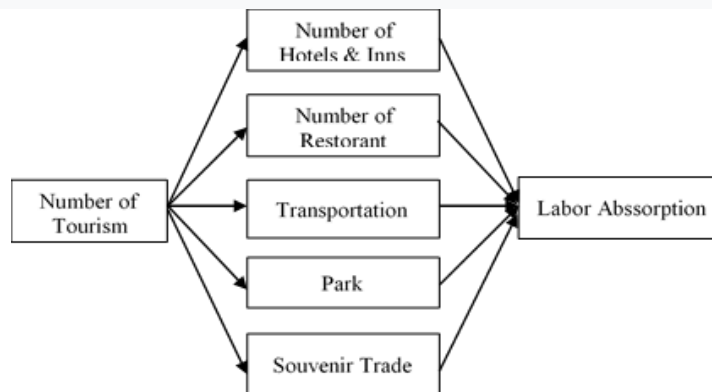


Figure 2. Conceptual Framework

3. RESULT AND DISCUSSION

A. Descriptive Analysis

This research was conducted in Jombang Regency in 2015-2019, with the following research results:

1. Number of Tourist

Data on the number of tourists visiting tourist objects in Jombang Regency is shown in Figure 3 below:

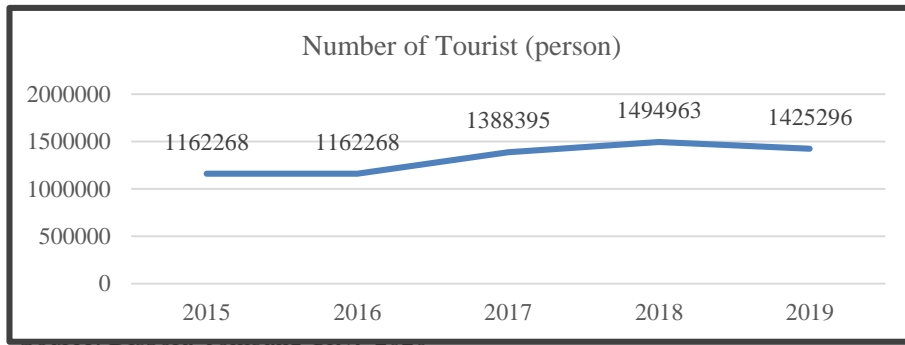


Figure 3. Number of Tourist Visits in Jombang (2015-2019) in person

Figure 3 shows that the number of tourists visiting tourist objects in Jombang during the 2015 - 2019 period has increased. And tourists visiting the tourist objects are mostly local tourists (foreign tourists).

2. Number of Hotels & Inns Business

Data on the number of hotel & lodging businesses in Jombang district from 2015 to 2019 is shown in Figure 4 below:

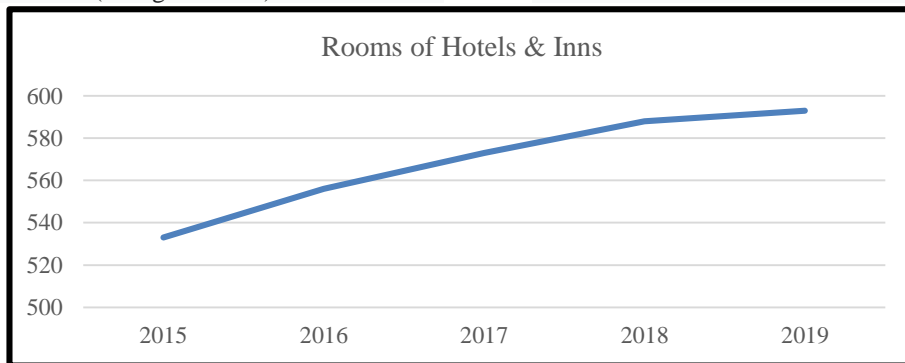
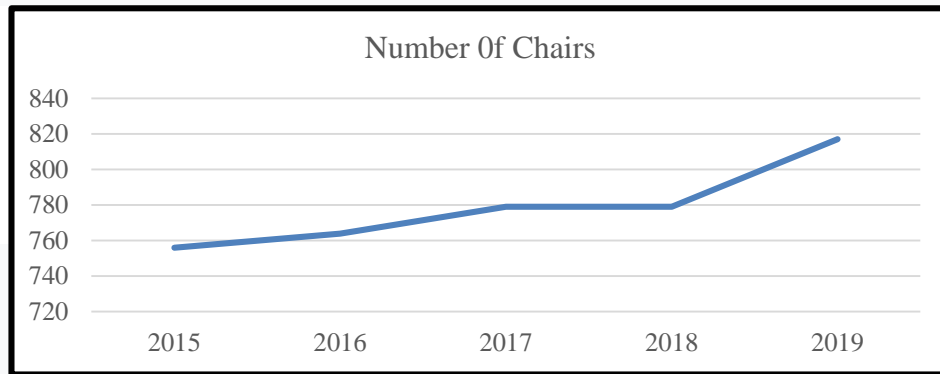


Figure 4. Number of Hotels & Lodging in Jombang (2015-2019)

Figure 4 shows that the number of hotel & lodging businesses in Jombang as measured by the number of rooms provided by each hotel & lodging from 2015-2019 has increased, namely by 11.26%.

3. Number of Restorant Business

Data on the number of restaurant & restaurant businesses from 2015 to 2019, is shown in Figure 5 below:



Source: BPS Jombang, 2020

Figure 5. Number of Restaurants & Restaurants in Jombang (2015-2019)

Figure 5 The number of restaurant & restaurant businesses in Jombang from 2015 to 2019 as measured by the number of chairs has increased by 8.57%.

4. Number of Travel Bureau

Data on the number of transportation businesses in Jombang from 2015 to 2019 as measured by the number of business travel agencies (BPW) is shown in Figure 6 below:

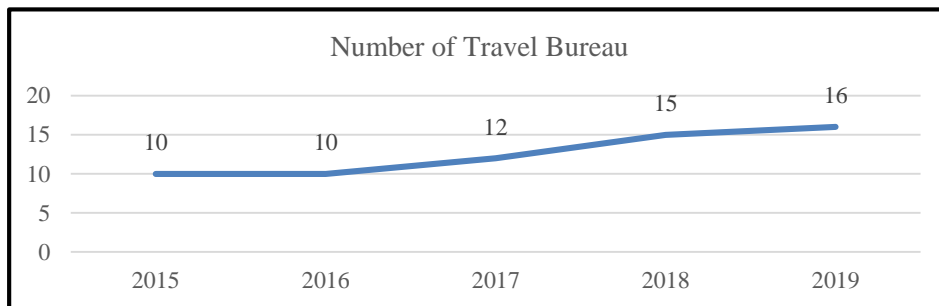


Figure 6. Number of BPW Businesses in Jombang (2015-2019)

5. Number of Park

There is no data on the number of official parking businesses at tourism objects in Jombang, either data from the BPS or data in the District and / or Village. The available parking data relates to parking in markets in Jombang Regency, so this data cannot be used as data on the number of parking businesses.

6. Number of Souvenir Trade

The number of souvenir traders at tourist sites in Jombang district has not been recorded in the Dispora or BPPKAD data base of Jombang district so far. Even though so far these traders are subject to retribution, but

there is still no data on the number of souvenir trades in tourism objects.

7. Labor Absorption

The employment data registered with the BPS is the total number, not separated by sector. So that the data on workers who work in the tourism sector in Jombang Regency is still not available. However, the results of the interviews show that the number of workers working in tourism objects is an average of 5-10 people, and this has not changed from 2015-2019. The number of labor force in Jombang Regency from 2015-2019 is shown in Table 1 below:

Table 1. Data of the Jombang District Workforce (2015-2019) (In person)

Year	Work Force
2015	647.442
2016	657.392
2017	664.389
2018	674.153
2019	689.118

Source: BPS Jombang, 2020

Table 1 shows that the labor force in Jombang Regency from 2015-2019 shows an increase, from 647,442 people in 2015 to 689,118 people in 2019. This means that the number of people who need vacancies and opportunities to work is increasing.

B. Statistic Analysis

This study uses two kinds of statistical analysis, namely path analysis. The results of the path analysis calculation are as follows:

Check Assumption Path

1) Linearity

The linearity assumption is checked with the Curve Fit. The approach used refers to the concept of parsimony, which is when all models used as a basis for testing are significant or non-significant, meaning that the model is said to be linear. The model specifications used as the basis for testing are linear, quadratic, cubic, inverse, logarithmic, power, S, compound, growth and exponential models. The results of examining the linearity assumption for each relationship between variables are summarized as follows:

Table 2 Test Results of Linearity Assumptions

Independent Variable	Dependent Variable	Test Research ($\alpha = 0.05$)	Information
Number of Tourist	Hotel & Inns Business	All Models are significant	Linier
Number of Tourist	Restorant Business	All Models are significant	Linear
Number of Tourist	Travel Buraue Business	All Models are significant	Linear
Number of Hotel & Inns Business	Labor Absorption	All Models are significant	Linier
Number of Restorans	Labor Absorption	All Models are significant	Linear
Number of Travel Bureau	Labor Absorption	All Models are significant	Linear

Source: Secondary Data and Proceeded, 2020

Table 2 shows that all forms of the relationship between the independent and dependent variables contained in the structural model are linear. This is indicated by the test results using $\alpha = 0.05$ for the relationship between the independent variable and the dependent variable throughout the model is significant. Thus the linearity assumption in Path Analysis is fulfilled.

2) Only a recursive model can be considered, i.e. only a one-way causal flow system

In accordance with the conceptual framework and research hypothesis, the structural model in this study does not contain any type of reciprocal relationship (reciprocal effect). In other words, the structural model

in this study is a one-way causal model, so that the assumptions of the recursive model are fulfilled.

3) Observed Variables are Measured Without Error (Valid and Reliable Measurement Instruments)

The data used in this research are quantitative data and in the form of secondary data. The research instrument used was a match list. Thus this assumption is not critical and can be fulfilled.

4) The model being analyzed is correctly identified (identified) based on the relevant theories and concepts

The design of the model in this study is based on a conceptual research framework, which is built on the

theory and concepts described in Chapter 2 (Literature Review), so that this assumption can be fulfilled. Based on the calculation of path analysis, two indicators can be used to determine the validity of the model, namely:

1. Total coefficient of determination

From the calculation results, the total determination coefficient value (R²m) of 0.999 means that the

diversity of data that can be explained by the model is 99.90% or in other words, the information contained in the 99.90% data can be explained by the model. Meanwhile, 0.10% is explained by other variables (which are not included in the model) and error.

2. Theory Trimming

Based on the trimming theory, non-significant pathways are discarded, so that a model that is supported by empirical data is obtained, the results are as follows:

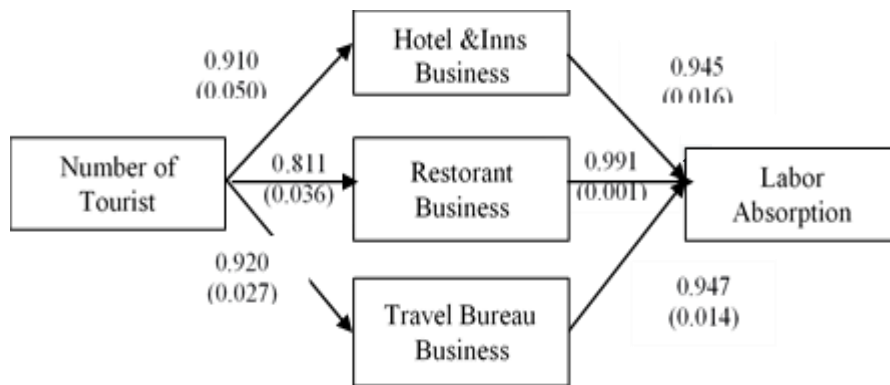


Figure 7. Significant Variable Path

Caption:

Numbers in bold are numbers that indicate significant pathways

Figure 3. shows that of the eleven hypotheses proposed in this study, there are nine hypotheses that are accepted and two hypotheses that cannot be proven because the data is not available, namely the ninth and tenth

hypotheses. The results of this hypothesis testing are indicated by the numbers in krawal brackets ().

C. Hypothesis Testing

Hypothesis testing is done by using the t test (t test) partially on the coefficient of direct effect. The results of testing the research hypothesis are given in the description of Table 3 below.

Table 3. Path Coefficient and Hypothesis Testing Results

Independent Variable	Dependent Variable	Standardized Path Coefficient	P value	Information
Tourism Village	Hotel & Inns Business	0,911	0,032	Significant
Tourism Village	Restorant Business	0,688	0,049	Significant
Toruism Village	Transportation Business	0,900	0,037	Significant
Hotel & Inns Business	Labor Absorption	0,945	0,015	Significant
Restorant Business	Labor Absorption	0,958	0,010	Significant
Transportation Business	Labor Absorption	0,951	0,013	Significant

Source : Secondary Data and Proceeded, 2020

Based on the results of the analysis as listed in Table 3, the following hypothesis testing results are obtained.

1. Tourism village has a significant effect on hotel and lodging business is accepted. Testing using path analysis produces a standardized path coefficient = 0.911 with $p = 0.032$, so it is said to be significant. This shows that there is a significant positive effect between the number of tourists on the number of hotel and lodging businesses.
2. Tourism village has a significant effect on restaurant and restaurant businesses is accepted. Testing using path analysis produces a standardized path coefficient = 0.688 with $p = 0.049$, so it is said to be significant. This shows that there is a significant positive effect between the number of tourists on the number of restaurant and restaurant businesses.
3. Tourism village has a significant effect on transportation is accepted. Testing using path analysis produces a standardized path coefficient = 0.900 with $p = 0.037$, so it is said to be significant. This shows that there is a significant positive effect between the number of tourists on the number of transportation businesses (BPW).
4. Hotels and inns have a significant effect on employment is accepted. Hypothesis testing using path analysis produces a standardized path coefficient = 0.945 with $p = 0.015$, so it is said to be significant. This shows that there is a positive and significant influence between the number of hotel and lodging businesses on labor absorption (labor force).

5. Restaurants and restaurants have a significant effect on employment is accepted. Hypothesis testing using path analysis resulted in a standardized path coefficient = 0.958 with $p = 0.010$, so it was said to be significant. This shows that there is a significant positive effect between the number of restaurant and restaurant businesses on labor absorption.
6. Transportation has a significant effect on employment is accepted. Hypothesis testing using path analysis produces a standardized path coefficient = 0.951 with $p = 0.013$, so it is said to be significant. This shows that there is a positive and significant influence between the number of BPW businesses on labor absorption.
7. Labor absorption has a significant effect on poverty is accepted. Hypothesis testing using path analysis produces a standardized path coefficient = -0.942 with $p = 0.017$, so it is said to be significant. This shows that there is a positive and significant influence between the number of labor force and the number of poor people.

D. Direct and Indirect Effect Analysis

Direct and indirect effect analysis is used to measure the strength of influence between variables. The direct effect is the coefficient of all the lines shown by the one-way arrow. Indirect effect is the effect caused by the intervening variables. The results of the analysis of the direct effect of each variable are shown in Table 4 below:

Table 4. Direct Influence

Variable	Hotel & Inns Business	Restorant Business	Transportation Business	Labor Absorption
Tourism Village	0,910	0,811	0,920	-
Hotel & Inns Business	0,000	0,908	0,922	0,945
Restorant Business	0,908	0,000	0,959	0,991
Transportation Business	0,922	0,959	0,000	0,947
Labor Absorption	0,945	0,991	0,947	0,000

Source : Secondary Data and Proceeded, 2020

The results of the analysis of the indirect effect of each variable are shown in Table 5 below:

Table 5. Indirect Effect Between Variables

Variable	Hotel & Inns Business	Restornt Business	Travel Bureau Business
Number of Tourist	0,000	0,000	0,000
Number of Tourist	0,000	0,000	0,000
Number of Tourist	0,000	0,000	0,000

Source: Secondary Data and Proceeded, 2020

The results of calculations using path analysis can be made the following equation:

1. The effect of the number of tourists on the number of hotel and lodging businesses, the equation is:
 $Y_1 = 0,910 Z_X$
2. The effect of the number of tourists on the number of restaurants and restaurants, the equation is:
 $Y_2 = 0,811 Z_X$
3. The effect of the number of tourists on the number of BPW businesses, the equation is:
 $Y_2 = 0,920 Z_X$
4. The effect of the number of hotel and lodging businesses, the number of restaurants and restaurants and the number of BPW businesses on the absorption of labor (labor force), the equation is:
 $Y_4 = 0,329Z_{Y1} + 0,943 Z_{Y2} - 0,261 Z_{Y3}$
5. The effect of labor absorption (labor force) on the number of poor people, the equation is:
 $Y_4 = -0,941Z_{Y4}$

The results of this study indicate that there are two influences from the existence of tourist villages in Jombang, namely direct influence and indirect influence. The direct effect of the results of this study shows that:

The number of tourists has a direct effect on the number of hotel & lodging businesses, the results of this study are in line with research [3], [25]. This means that the existence of tourism villages and businesses in the tourism sector will have a positive impact on the number of hotel & lodging businesses.

The number of tourists has a direct effect on the number of restaurant & restaurant businesses. The results of this study are in line with [11], [20], [25]. This means that the number of tourists has a direct influence on the number of restaurant & restaurant businesses.

The number of tourists has a direct effect on the number of Travel Bureau businesses. The results of this study are in line with studies [26]–[28][19]. This means that the results of the study indicate that the existence of a tourist village has led to the emergence of a Tourism Travel Bureau business in Jombang.

The number of hotels & inns has a direct effect on employment. The results of this study are in line with studies [7]–[9], [29]. This means that the existence of a hotel & lodging business will cause the need for labor, thus raising the demand for labor.

The number of restaurants and restaurants has a direct effect on employment. The results of this study are in accordance with studies [4], [10], [17], [27]. This means that the existence of a restaurant & restaurant business is needed to be able to help solve the problem of unemployment, because the existence of restaurants and restaurants requires labor.

The number of Travel Bureau (BPW) businesses has a direct effect on employment. The results of this study are in line with studies [8], [12], [27]. This means that the existence of this BPW business is very important, because it has a direct and significant effect on employment.

4. CONCLUSION

There are two impacts given by the existence of a tourist village on labor absorption, namely the direct impact and the indirect impact. This direct impact is indicated by the direct influence of the tourist village as measured by the number of tourists who come to tourism objects in Jombang. The direct impact of the number of tourists on the number of hotel & lodging businesses, restaurant & restaurant businesses, and the tourism travel agency business had a positive and significant impact. This means that the existence of a tourism village is highly expected by the community because it will have a positive impact on businesses that support these tourism activities.

The next direct impact is the existence of a positive and significant direct effect between the number of hotel & lodging businesses, restaurant & restaurant businesses, and the Tourism Travel Bureau business on labor absorption. The results of this study indicate that the direct influence of the existence of businesses that support the tourism business can absorb labor. The impact of tourism villages on labor absorption cannot be seen directly but through efforts that support tourism activities. The results of this research also show that there is a need for a data base on parking and souvenir trading businesses in Jombang and in tourism objects in particular.

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