Economic Valuation of the Silokek Geopark Tourism Object in Sijunjung Regency

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ABSTRACT

Silokek is one of the villages located in Sijunjung Regency West Sumatra Province which has a geopark natural tourist attraction. Not only known for its natural attractions, but Silokek also has a traditional village with rows of traditional houses rich in cultural values. This research was conducted to determine the economic value of Silokek geopark tourism and also to analyze several factors suspected of influencing the level of tourist visits to Silokek. In estimating the economic potential in tourism activities in Silokek with the travel cost method (TCM). Data was collected by distributing questionnaires to visitors from September to December 2020 as many as 100 visitors. The results of this study indicate that the travel costs that must be incurred by visitors, income, travel distance, geopark tourist attractions, and service information before visiting have a significant effect on the number of visitors. The economic potential of Silokek geopark tourism reaches Rp. 715.932.986,00 per year with Rp. 358.750,00 per individual per year of consumer surplus. It is hoped that the local government can provide focus and attention to increase the number of visitors to the Silokek geopark tourist attraction because people depend on their lives and income from tourism activities at this time.

Keywords: Silokek, Travel Cost, Economic Valuation.

1. INTRODUCTION

The development of activities in tourism objects is one way or foundation in economic development in an area or even a country. This is based on the fact that the existence of a tourist attraction such as the beauty and uniqueness of nature in an area can encourage various economic activities in the area and also have an impact on the surrounding area. When there is an activity in this case tourism in an area that has a tourist attraction, then it has an economic activity impact on the surrounding community. With this, the tourists who visit will spend some of their income during their visits such as travel accommodation costs, lodging costs, consumption costs, the cost of entering a tourist vehicle, and various other accommodation costs.

Of course, this will provide benefits for the surrounding community for those who provide supporting facilities for the needs of tourists and create various employment opportunities so that it has an impact on community income and employment as well as encouraging other economic activities. Several reviews of the literature show the benefits provided by the impact of tourism activities on the economy, especially on the surrounding community, such as research conducted by [1] which explains that tourism is one of the basic pillars of economic development in developing countries, where it is based on the existence of social benefits such as the development of small and medium enterprises, creation of new jobs and increased availability of infrastructure and other benefits.

Other research on the benefits of tourism can be described in [2] which concludes that in developing countries, tourism is an alternative tool in promoting economic development and reducing poverty. It can be explained that tourism is an economic activity that uses a lot of labor and low-skilled labor so that it provides benefits to the surrounding area in reducing poverty and is one of the keys to local economic development. [3] their research on the relationship between tourism and welfare states that there is a positive relationship between tourism development and improving the quality of life of the community as well as the direct contribution of the travel and tourism sector to GDP and employment.

The benefits provided by the existence of tourism activities, especially in the surrounding area, cannot be separated from the economic value generated or the potential economic value of the existence of tourism activities in tourist objects in the area. The number of benefits caused by tourism activities in a tourist attraction shows the high economic value or valuation generated by the existence of tourism activities in tourist objects in the area. According to [4], Economic valuation is a way to

understand or analyze how much something is valuable to a particular person or society as a whole. [5] explains that economic valuation is an attempt to place a monetary value on environmental goods and services or natural resources. An economic valuation can be interpreted as the total value of the overall economic activity which in this case is the total economic value of tourism activities. By knowing the economic valuation, it will be information in seeing how much economic potential there is and how to optimize existing resources.

In the view of the tourism activity scale, economic valuation refers to how much economic value is generated by the existence of tourism activities and the potential that can be generated. This is inseparable from the increase in economic activity caused by tourism activities such as when tourists visit, then this will affect the economy of the surrounding community through expenses made by tourists for their needs and become income for the surrounding community involved in providing facilities and jobs. which is related. How much the total expenses incurred by tourists to meet their costs during their tourist visits can be one tool in measuring the economic valuation of tourism activities in an area that has a tourist attraction.

[6] explain the economic valuation concept using the *Travel Cost Method* (TCM) which can be applied to recreational based on tourism locations. The concept of economic determination uses Travel Cost Method (TCM) based on individual travel cost data. According to [7], visiting costs incurred by tourists can show the economic value of the recreation area because visitors spend their money on travel costs like fuel costs, parking, tolls, and costs during this activity such as food, accommodation, and ticket prices. Economic valuation using the Travel Cost Methodis closely related to the intensity of tourist visits to tourist objects. The number of visits or the intensity of visits made by tourists to tourist objects has an impact on the economic valuation where the more frequent tourists visit, the higher the economic valuation of tourism activities in the area. So that the determining factor of the number of visits or the desire to revisit made by tourists needs to be considered to provide information to optimize the economic valuation of the tourist attraction.

The number of visits made by tourists is influenced by several things, such as research conducted by [8] in his research concluded that the cost of travel harms the number of tourist visits. [7] in their research concluded that the total costs incurred during the visit, income, age, and education as well as the number of tour participants affect the number of visits or return visits to the Hot Spring tourist attraction in Perak, Malaysia. Further research conducted by [9] stated that travel costs (travel cost), income (income), age (age), education level (education), perceived quality (quality), and the effect of

substitution affect visits to the Bogor Botanical Gardens. Travel and substitution costs have a negative and significant effect and the variables of income, education, and perceived quality have a positive and significant effect on visitor's number.

[10] in their research describes the factors that influence the number of visits on Pasumpahan Island, West Sumatra consisting of travel costs, income, education, age, gender, and distance traveled. Travel costs and mileage have a significant effect on the number of visits. Education and gender have a positive and significant influence on the number of visits. His research shows that income and gender have no significant effect on the number of visits. [11] in their research, analyzed the factors that influence the number of visits or the level of visits in Kaziranga National Park which consisted of average household income, average travel costs, average age, education level, gender, and some family members. However, only the variables of average household income, average travel costs, and age have a significant influence on the level of visits. average travel costs and age harm the level of visits and income have a positive effect on the level of visits in Kaziranga National Park.

Research conducted by [12] concluded that the factors that influence the number of visits to the National Museum and Research Center of Altamira consist of travel costs, age, education, employment status, and income. However, the results of his research show that only the variables of travel costs, age, and income have a significant effect on the number of visits. Travel costs and income have a negative effect and age has a positive influence on the number of visits. [13] in his research revealed four factors that significantly affect the number of visits, namely travel costs, age, income, and some household members in Australia's Great Barrier Reef Marine Park. Travel costs, age, and some family members have a negative and significant effect on the number of visits and income has a positive and significant effect on the number of visits at the Great Barrier Reef Marine Park, Australia.

Therefore, this research is interesting to do in areas that have potential tourist objects, one of the attractions that have great potential is the Silokek Tourism Object in Sijunjung Regency where this tourist attraction is designated by the West Sumatra Regional Government as a geopark tourist attraction. Silokek tourism object is a natural tourist attraction with a geopark concept that has its beauty and uniqueness. Through the support from the government, it shows that this tourist attraction has a potential economic valuation. However, there has been no related research that looks at how much economic potential is generated from the existence of these tourism activities. So we need a study to assess the economic potential resulting from the existence of these tourism

activities. Thus, it will be known how much benefit can be obtained by the surrounding community and business actors related to tourism activities and the efforts that can be taken by related parties to optimize tourism activities in the Silokek Tourism Object. The purpose of this study is to estimate the potential economic value of the Silokek tourist attraction, Sijunjung Regency using the Travel Cost Method individual approach and identify the factors that influence the level of tourist visits to Silokek tourism.

2. METHOD

The study area in this study is the Silokek tourist attraction, Sijunjung Regency, West Sumatra Province. Data on the number of tourists used in this study is data on domestic tourist visits in 2020, due to the current covid 19 pandemic so there are no visitors from abroad. The analysis carried out includes a descriptive analysis of the socio-economic characteristics of visitors and statistical analysis to estimate the potential economic value of tourism. Sampling was carried out from September to December 2020, where a questionnaire was given at the entrance to the Silokek tourist attraction. The sample of visitors was taken by the accidental sampling method. This technique is applied to individuals who accidentally enter from the entrance of a tourist attraction during the month by asking for help from community organizations to be able to distribute and collect the questionnaire. The age of the respondent is limited to a minimum of 13 years.

Determination of the number of sample sizes refers to the Lemeshow formula:

$$n = \frac{p(1-p)(Za/2)^2}{D^2} \tag{1}$$

Where:
n : number of samples required
Z : confidence level (95%)
p : maximum estimate (0.5)
D : limit of error or absolute precision (10%)

With the Lemeshow formula, the number of samples for this study is as follows:

$$n = \frac{p(1-p)(Za/2)^2}{D^2}$$
$$n = \frac{0.5(1-0.5).(1.96^2)}{0.1^2} = 96 \ peoples \tag{2}$$

In this study, the number of respondents who became the research subject was 100 visitors who came from September to December 2020.

2.1. Level of Respondent Achievement

Before the further analysis is carried out, it is necessary to know the character of each research variable, this is done by testing the level of achievement of the respondents and the levels are classified as follows:

Table 1. Level of Respondent Achievement (LRA) Classification

No.	LRA	Criteria
1	< 56%	Not Good
2	56% - 75%	Good Enough
3	76% - 100%	Good

2.2. Factors that affect the number of tourist visits

To determine the level of tourist visits to the Silokek tourist attraction, measurements will be made with a non-experimental quantitative approach using a questionnaire containing the variables to be studied.

To find out the factors that influence the number of visits to tourist objects (Y), with the following independent variables namely Travel Cost (X1), Income (X2), Mileage (X3), Attractiveness (X4), Ages (X5), and Service information before the visit (X6). In explaining the relationship between variables using a multiple regression model with the following model:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \varepsilon \tag{3}$$

Where:
α, β : regression coefficients
ε : Error disturbance

In this OLS regression model, classical assumption test, determination coefficient test (R^2), simultaneous test (F), and partial test (t) will also be carried out to see the effect of the independent and dependent variables in this study.

2.3. Economic Potential Value

The value of economic potential is determined by calculating the value of consumer surplus (per individual per year). To calculate the value of consumer surplus, the following formulation is used:

$$D_x = Q_x = a - bP \tag{4}$$

The above equation is derived in the form of a finite integral equation, with the lower limit being the lowest cost paid by visitors and the upper limit being the highest cost incurred by visitors to travel to Silokek geopark tourism so that it can be formulated as follows:

$$CS = \int_{p0}^{p1} f(P_x) dP \tag{5}$$

Where:
CS : Consumer Surplus
p1 : Highest cost
p0 : Lowest cost

3. RESULT AND DISCUSSION

3.1. Level of Respondent Achievement

From the results of data processing carried out near the data processing tool, it is shown that all the variables used in the study are in good criteria, where LRA value for Y (90,6%), X1(82,0%), X2(82,5%), X3(80,4%), X4(85,2%), X5(84,6%) and X6(84,0%).

3.2 Regression Result Analysis

The following Table 2 shows the influence of travel cost, income, mileage, attractiveness, ages, and service information before the visit on the number of visits of tourist objects.

Table 2. Model Estimation Results

Var	Coefficient	Std. Error	t-Statistic	Sig.
C	4.675002	0.772376	6.052754	.0000*
X1	-0.000014	0.110776	-1.050512	.0098*
X2	0.671180	0.093590	3.717143	.0001*
X3	-0.153763	0.067934	-2.263410	.0209*
X4	0.428172	0.071902	0.596249	.0410*
X5	-0.265399	0.106142	-0.531356	.1964
X6	0.164027	0.060127	1.106884	.0011*
R^2	: 0.861481			
Prob (F-Statistic) : 0.000000				

Sources: Author`s Processed Results

From the regression results, it can be seen from the coefficient of determination value of 0.861481, meaning that the independent variable can explain the variable of 86.14%, and the remaining 13.865 was explained by other (means variables not included) in the research model. And in the simultaneous test of 0.000000 which means that all the independent variables in this study affect the dependent variable, namely the number of tourist attraction visitors at the 5% degree of freedom or alpha 0.05.

The equation model can be arranged as follows:
Y=1.675002-0.000014X1+0.671180X2
-0.153763X3+0.428172X4-0.265399X5+0.164027X6 (6)

From the partial test it was found that only the age variable did not have a significant influence on the number of visitors and could be explained as follows:

Travel Cost
Travel cost has a negative influence and significant on the number of visits to tourist objects. The travel cost in this research includes transportation cost, consumption, accommodation, and other unexpected costs.

Income
Income has the positive influence and significant to the number of visits to tourist object, means tourist has high income will increase the number of their visits to tourist objects.

Mileage
Mileage has a negative and significant influence on the number of visits to tourist objects, which means the distance that must be traveled by visitors who are far from urban areas makes visitors have to think twice about visiting this attraction because this makes the average number of visitors to Silokek very low. In this study, the average number of visits was 4 visits a year for residents who visited within 1 year.

Attractiveness
The attraction has a positive and significant relationship to the number of visits to tourist objects, meaning that the attractiveness of this tourist attraction, namely the geopark, affects the number of visitors who come. There are several attractions available at this attraction, not only on land but also on water attractions such as waterfalls, rivers, ponds, and others. However, the current condition, due to the low level of visits, has made the maintenance of this attraction decrease.

Ages
Age has a negative relationship but does not significantly affect the number of visits to tourist objects, it can be interpreted that the older a person does not have the desire to travel far to these attractions so it affects the average number of visits. From the results of this study, those who make tourist visits have an age of below 40 years by 95% which is dominated by visitors who have ages from 12 to 35 years by 88% and the rest have ages other than that.

Service Information
From the regression results, the services and information received by prospective visitors before coming to the Silokek tourist attraction have a positive and significant effect on the number of tourist visits. It can be explained that, the more and better the information obtained by potential visitors, the greater the number of visitors.

Research conducted by [12] concluded that the factors that affect the number of tourist visits consist of travel costs and distance harm the number of visits and income has a positive effect on the number of visits. [14] The research also reveals that travel costs harm the number of visits, but other variables, namely income, also harm the number of visits.

[15] in his research revealed that the factors that influence the choice of visits made by tourists consist of price or cost and length of visit which have a negative effect, accommodation services, natural conditions, availability of free time activities and urban conditions which have a positive effect on the choice of visits made by tourists. [16] in his research revealed that the factors that affect the number of visits include the length of travel, household size, number of children, age, gender, education level, and wages or income. The results showed that only

the variable length of travel, household size, number of children, and wages had a significant effect on the number of visits where the length of visit and number of children had a positive effect, while the household size and wages had a positive effect on the number of visits.

Research conducted by [17] revealed that the number of tourist visits to tourist objects is influenced by travel costs, distance traveled, level of cleanliness, security, accessibility, income, facilities, and length of visit. The results of his research concluded that only the variables of travel costs and length of the visit had a significant effect on the number of visits where both variables had a negative effect. In addition to these factors, other factors that affect the number of visits such as the availability of attractions that attract tourists.

Research conducted [18] states that attractions have a significant effect on the number of visits where when structuring a tourist attraction or the existence of a unique tourist attraction will attract tourists to visit again. This research is in line with other research conducted by [19] which concludes that if attractions or attractions are developed, the desire to visit tourist objects will increase. The availability of information and services received by tourists before visiting under the original conditions also affects the number of visits. This is as expressed by [20] in his research which concluded that tourists prefer places where information is efficient and effective, services are provided adequately, and tourists are treated well.

3.3. The Economic Value of Silokek Geopark Tourism

The tourism demand model that obtained through regression model is used to calculate CS that obtained through an integral calculation with the lower limit being the lowest cost paid by visitors and the upper limit being the highest cost incurred by visitors to travel to the Silokek geopark. From the results of a survey conducted on 100 visitors, information was obtained that the lowest cost incurred by visitors was Rp. 70,000 and the highest fee is Rp. 300,000 so that the integral formula is obtained as follows:

$$SK = \int_{100,000}^{450,000} 4.675 - 0.000014 \, x \, dx \qquad (7)$$

The results of the integral calculation can be seen that the consumer surplus value is Rp. 358,750 per individual per year. The average number of tourist visits in the last year (12 months) was 1.51 times so that the consumer surplus was Rp. 203,679 per individual/visit. Thus, the value is higher than the average actual cost of Rp. 134,887 which must be issued by visitors. It can be concluded, that from the comparison of these values, visitors get greater benefits than the costs.

The potential economic value of tourism can be determined by multiplying the value of CS (costumer surplus) by the tourist numbers visiting in a certain period. In the study, it was found that the number of tourists visiting the Silokek geopark tourist attraction, Sijunjung Regency in 2020 (which was obtained from the local government) was known to be 3,515 people. Thus, the value of tourism economic potential in 2020 is Rp. 715,932,986. Then, with the same calculation formula, we got the actual economic value of tourism is Rp. 474,127,805 per year or can be said to be 66% of the potential value of the existing economic value.

From a series of research conducted in Silokek, it can be seen that the community and the government participate in participating in developing this geopark tourist attraction. Before the Covid-19 pandemic, tourists did not only come from local, but also from international. Foreign tourists come to this place to enjoy nature and geopark tourism, traditions and culture, and the hospitality of the locals. So that this tourism activity has a good impact in increasing the income of local and regional communities. Many people have jobs as plantation farmers, gold mines, switch jobs to become food sellers, parking attendants, tour guides, and others. However, after the Covid-19 pandemic, the number of tourists coming to Silokek fell by 64% from the previous year. This also has an impact on people's income.

Currently, access roads to tourist attractions are also prone to collapse and landslides, because of the river that flows through this area. This should also be a concern of the government to improve road facilities because it significantly affects the number of tourists who come. Prospective visitors who want to come also consider road access to tourist attractions, security and safety must be considered. It is hoped that from the results of this research, the government can take steps to carry out more vigorous promotions and more cooperation to increase the number of visitors who are expected to come to this tourist attraction.

4. CONCLUSION

Information obtained from economic valuations in the tourism sector has an important role in knowing how much benefit can be provided by tourism activities in tourism objects to the surrounding community and the economic potential contained in the area. Therefore, knowing the economic valuation is important in areas that have tourist objects to know the total benefits and potentials that can be generated from tourism activities in these attractions. In addition, in supporting the economic valuation of tourism

activities, analysis is also needed to determine the factors that might be influence the number of visits made by tourists to tourist objects so that they can be used as references and guidelines in developing tourist objects. So that the development of tourism objects can encourage the improvement of the economy of the surrounding community, especially the quality of life of the community.

As the results of this study, it was found that the potential economic value of Silokek geopark tourism reached Rp. 715,932,986 per year with the current actual utilization rate of Rp. 474,127,805 per year, which is 66% of the total existing economic potential. From the regression results, it is known that the travel costs that must be incurred, visitor income, the distance traveled, the attractiveness of tourist attractions, and information and services before the visit, have a significant influence to number of visitors. Meanwhile, the age of the visitor had no significant effect on the number of visits.

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