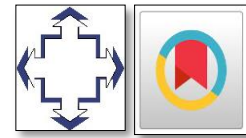


Analysis of the Impact of Tourism on Economic Growth of Gunung Kidul District



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ABSTRACT

Tourism is one sector that affects economic growth. High economic growth is expected to provide a trickle-down effect on the development process in an area through the expansion of job opportunities, increasing the income level of the community so that it can ultimately reduce the poverty level. This research uses Mixed Method Research. The reason the researcher chooses this method is because using quantitative and qualitative approaches simultaneously (combined) can provide a better understanding of the research problem than being used separately. The results showed that tourist visits and the number of restaurants partially had no significant effect on the economic growth of Gunung Kidul Regency. This is influenced by the time series data used are still in the short term, the number of tourist objects partially has a positive and significant effect on economic growth in Gunung Kidul Regency.

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1. Introduction

Economic growth is one of the economic indicators that is of concern to many countries. One sector that affects economic growth is the tourism sector. Economic indicators that have a close relationship with each other when a crisis occurs are macroeconomics, especially economic growth and inflation of a country (Zuhroh, 2022). Tourism is currently growing rapidly, and has become one of the largest industries for economic growth in Indonesia, this can be seen from the increasing number of visits by domestic and foreign tourists.

One of the macroeconomic indicators used to see the real economic performance of a region is economic growth. High economic growth is expected to provide a trickledown effect for the development process in an area through the expansion of job opportunities, increasing the level of community income so that ultimately it can reduce poverty levels in accordance with the vision of the general policy of the Gunung Kidul regional government, namely Making Gunung Kidul a Leading and Cultured Tourist Destination. towards a competitive, advanced, independent and prosperous society in 2021.

Tourism has been proven to be able to encourage economic growth through investment opportunities, job opportunities, business opportunities and in the end can improve people's welfare (Sopa Martina, 2014). Tourism has an influence on economic growth through several channels (Brida et al, 2010). First, the tourism sector is a foreign exchange earner to obtain capital goods used in the production process (McKinnon: 1964). Second, tourism development stimulates investment in infrastructure (Sakai, 2006). Third, the development of the tourism sector encourages the development of other economic sectors through direct, indirect, and induced effects (Spurr, 1980). Fourth, tourism contributes to increasing job opportunities and increasing income (Lee & Chang, 2008). Fifth, tourism causes positive economies of scale (Weng & Wang, 2004). Tourism is also an important factor in the dissemination of technical knowledge, encouraging research and development and the accumulation of human capital (Blake et al, 2006).

The tourism sector has an important role as a source of foreign exchange earnings, and can encourage national economic growth, especially in reducing the number of unemployed and increasing the productivity of a country (Anggita, 2019). Tourism can be used as a catalyst in promoting economic development because it has an impact on the economy in countries visited by tourists (Femy and Henmiwati, 2013).

As one of the development sectors that can spur economic growth in a region, tourism is considered a strategic asset to encourage development in certain areas that have tourism potential. This is because tourism has three aspects of influence, namely economic aspects (foreign exchange sources, taxes), social aspects (job creation) and cultural aspects (Anggita, 2019). The tourism sector increases foreign exchange earnings, creates jobs, stimulates the growth of the tourism industry, therefore it can trigger economic growth. The development of the tourism industry is very dynamic and continues to be strengthened by the progress of economic prosperity in the world, causing the tourism sector to take an important role in economic development (Subanti, 2011).

The development of tourism encourages and accelerates economic growth. Tourism activities create demand, both consumption and investment, which in turn will lead to the production of goods and services. During a trip, tourists will carry out shopping transaction activities, thereby directly causing demand for goods and services. The economic aspect of tourism is related to economic activities that are directly related to tourism activities, such as the hotel business, transportation, telecommunications, retail business, and the implementation of tour packages (Gamal, 1997). In an effort to meet tourist demand, investment in transportation and communication, hospitality and accommodation, handicraft and consumer product industries, service industries and restaurants is needed (Spillane, 2004).

Tourism management in addition to having a positive impact on the community around the object also has a negative impact on the surrounding community (Sopa Martina, 2014). In connection

with this, in the effort to develop tourism objects, it is necessary to take into account the negative impacts caused for the sake of the preservation of these attractions and the preservation of environmental functions around the tourist areas.

Tourism can be used as a catalyst in promoting economic development because it has an impact on the economy in countries visited by tourists (Herniwati, 2013). Based on a study conducted by the World Trade and Tourism Council (WTCC) in 2004, the tourism sector can increase regional income, because of its nature as a Quick Yielding Industry (fast producing). Tourism is a new type of industry that is able to generate rapid economic growth in providing employment, living standards, and stimulating other productivity sectors (Salah Wahab, 2003).

The tourism sector plays an important role in global economic activity, and the tourism industry has become an important industry for many countries to seek to develop (Hsieh & Kung, 2013). The impact of tourism that can generate foreign exchange at the same time is expected to expand job opportunities and create businesses for the community. Local people indirectly feel the impact of existing tourism. Beneficial impacts such as job creation, increased income, and increased crowds. In addition, the tourism sector will also affect the quality of life of the local community (Eshlikii & Kaboud, 2012). Meanwhile, the adverse impacts such as high prices of goods, damage to the surrounding natural environment and the loss of culture.

The development and development of tourism will directly touch and involve the community, thus bringing various impacts on the local community, both positive and negative impacts (Pitana, 2009). For the community, tourism development has enormous potential benefits for the economy, socio-culture and the environment, but sometimes wrong tourism development often brings a lot of harm to the local community itself. The existence of various benefits and challenges illustrates that tourism development is like managing fire, where managers can use it for the benefit of the community but on the one hand it can cause losses if the management is not effective.

The implementation of tourism development must be planned in an integrated manner with considerations especially on the economic and socio-cultural aspects of the local community. At each stage of development, tourism actors should be able to minimize as much as possible the negative impacts that will arise and are closely related to the economic and socio-cultural development of the local community (Hermawan, 2016). Tourists who come to a destination within a certain period of time, use its resources and facilities, usually spend money for certain purposes, then leave the place to return to their country. If tourists who come to a destination will have a lot of impact on the economic life of the area, either directly or indirectly,

Strategic issues of regional development that are a priority to be addressed in 2020, one of which is the tourism sector as the vision of the Regent and Deputy Regent of Gunung Kidul is a leading sector which is expected to be a driving force for development development towards the welfare of the people of Gunung Kidul. Various tourism potentials that are owned will be developed in line with national development priorities and DIY, especially the potential for the development of the South Coast and Geopark Area RPJMD Gunung Kidul Regency 2020. Gunung Kidul as one of the popular tourist destinations in the Special Region of Yogyakarta offers a variety of interesting tourist attractions to visit. The charm of Gunung Kidul tourism in the form of shopping tourism, historical tourism, beach tourism, cultural tourism, mountain tourism, cave tourism, waterfall tours and of course Gunung Kidul culinary tours that are diverse as well. In developing the Gunung Kidul tourism sector, it refers to the Master Plan for Regional Tourism Development of Gunung Kidul Regency for 2014-2025 with missions including: developing a competitive, credible tourism industry, driving business partnerships, and being responsible for the natural and socio-cultural environment, realizing nature-based tourism destinations. supported by a culture that is safe, comfortable, attractive, easily accessible, environmentally friendly, increases regional and community income, develops synergistic, superior and responsible tourism marketing to increase domestic and foreign tourist visits, and develops local government, private and community

organizations, sources human power, effective and efficient regulations and operational mechanisms in order to encourage the realization of sustainable tourism development. Interesting tourism potential to be developed and become a promotional agenda for the Gunung Kidul Regency Government. This promotion can be done by combining all the potential of existing resources, both natural resources, human resources, and financial resources.

2. Literature Review

Tourist

Tourism is a process of temporary departure from a person or more to a place other than their place of residence. The impetus for his departure was due to various interests, whether due to economic, social, cultural, political, religious, health or other interests, such as simply wanting to know, to gain experience or to learn (Pendit, 2003).

According to (Spillane, 2004) tourism is a journey from one place to another, temporary in nature, carried out individually or in groups, in an effort to find balance/harmony and happiness with the environment in the social, cultural, natural and scientific dimensions. Tourism consists of activities such as cultural tourism, health tourism, culinary tourism, educational tourism, religious tourism, business tourism, industrial tourism, convention tourism, political tourism, social tourism, honeymoon tourism, nature reserve tourism, research tourism, marine tourism, nature reserve tourism, and adventure tourism Pedit and Baruddin in (Nizar, 2011). Tourism has been recognized as a large industry, it can be seen by its contribution to income and employment (Pitana & Gayatri, 2005).

Economic growth

Economic development is a process that means changes that occur continuously, efforts to increase per capita income, the increase in per capita income must continue in the long term and the last is the improvement of the institutional system in all fields (eg economic, political, legal, social, and cultural). This system can be viewed from two aspects, namely: aspects of improvement in the field of organization (institutions) and improvements in the field of regulation, both formal and informal legal. In this case, it means that economic development is an active action effort that must be taken by a country in order to increase per capita income. Thus, the participation of the community, government, and all elements contained in a country are very much needed to actively participate in the development process.

Restaurant

A restaurant is a commercially organized place or building that provides services well to all his guests in the form of food or drink (Marsum, 2005). From this definition, it is concluded that the house Dining is a place of business that serves guests who come with the scope of its activities providing commercial food and beverages.

Tourist attraction

Definition of object and power According to (Marpaung, 2002) tourist attraction is a formation of activities and activities related facilities, which can attract tourists or visitors to come to a certain area or place. (Yoeti, 1996), suggests that an area to become a good tourist destination (DTW), must develop three things so that the area is interesting to visit, namely: 1. There is something to see (something to see). interesting to see, in this case a tourist attraction that is different from other places (has its own uniqueness). 2. There is something that can be bought (something to buy), namely there is something interesting and characteristic of tourist attractions to buy, such as souvenirs to take home to their respective areas. A tourist attraction must have facilities to be able to shop that provides souvenirs and other handicrafts. 3.

3. Research Method

This study used the Mixed Method Research (MMR) method. Research Methods that are applied if the researcher has questions that need to be tested in terms of outcomes and processes, and concerns a combination of qualitative and quantitative methods in his research. This research design is commonly used for program evaluation. MMR is a research method that is applied when researchers have questions that need to be tested in terms of outcomes and processes, and involve a combination of quantitative and qualitative methods in one study. The reason the researcher chooses this method is because using quantitative and qualitative approaches simultaneously (combined) can provide a better understanding of the research problem than being used separately. This research will discuss tourism management and the influence of tourism on economic growth in Gunungkidul Regency, Yogyakarta. This research was conducted from June to October 2021.

4. Results and Discussion

Table 4. Impact of the Tourism Sector on the Economic Growth of Gunungkidul Regency

Year	Tourist Visits (X1)	Number of restaurants (X2)	Number of Attractions (X3)	Economic Growth (Y)
2014	1,955,817	610	10	4.54
2015	2,642,759	500	10	4.81
2016	2.992.897	168	10	5.89
2017	3,258,013	522	30	5.00
2018	3,055,284	905	42	5.16
2019	3,680,803	905	49	5.33
2020	1,981,599	1.042	70	5.40

The analytical technique used to see the impact of the tourism sector on economic growth in Gunungkidul Regency is multiple regression analysis. Multiple linear regression is a useful statistical method for finding the relationship between each of the predictor (independent) variables with the response variable (dependent) which is linear.

a. Coefficient of Determination

The coefficient of determination (R^2) is a measure to explain how far the ability of the regression model to explain the variation of the dependent variable, while the rest is explained by variables other than the independent variables involved in this study. The results of multiple regression analysis show that the value of R square (R^2) is $0.96 = 96\%$. That is, the number of tourist visits, the number of restaurants, the number of tourist objects can explain the economic growth of 96%, while the remaining 4% is explained by other variables outside of this independent variable.

The correlation coefficient (R) is 0.98, meaning that the number of tourist visits, the number of restaurants, the number of tourist objects and economic growth have a very strong positive relationship. If these three independent variables increase then economic growth will also increase and vice versa.

b. Simultaneous Regression Model Test (F Test)

The use of the F test is to test the hypothesis whether there is a significant effect of the independent variable (X) on the dependent variable (Y). This hypothesis assumes that the variables of tourist visits, the number of restaurants, and the number of tourist objects together have a significant effect on economic growth. If $F \text{ count} > F \text{ table}$ or significance value < 0.05 , it can be stated that the independent variables forming the regression model have a significant effect on the dependent variable simultaneously. The following is a summary of the results of the simultaneous regression model test.

Table 2. Simultaneous Test Results (F)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.530	3	0.177	23,913	0.013
Residual	0.022	3	0.007		
Total	0.552	6			

Based on the results of the F test, it is known that F count (23.913) > F table (5.143) and Sig. (0.013) < 0.05. This means that simultaneously the variables of tourist visits, the number of restaurants, and the number of tourist objects have a significant effect on economic growth

c. Partial Regression Model Test (t Test)

The partial test using the test was carried out with the aim of knowing whether each independent variable had a significant effect on the dependent variable. The decision criteria is if the value of t arithmetic > t table or significance < 0.05, it can be stated that the independent variable partially has a significant effect on the dependent variable. The following is a summary of the partial regression model test results.

Table 3. Partial Test Results (t Test)

Independent Variable	t count	t table	Sig.	Information
Tourist Visit	2,257	3.182	0.109	Not significant
Number of restaurants	1,159	3.182	0.330	Not significant
Number of attractions	4,850	3.182	0.017	Significant

The results of hypothesis testing for the tourist visit variable, obtained the t value of 2.257 < t table (3.182) and sig. 0.109 > 0.05. This means that partially the tourist visit variable has no significant effect on the economic growth of Gunungkidul Regency. The results of hypothesis testing for the variable number of restaurants also obtained the value of t count (1,159) < t table (3,182) and sig. 0.330 > 0.05. So it is partially concluded that the variable number of restaurants for a period of 7 years (2014-2020) does not have a significant effect on the economic growth of Gunungkidul Regency. The results of hypothesis testing for the variable number of tourist objects, obtained different results where t count (4,850) > t table (3,182) and sig. 0.017 < 0.05. This means that partially the number of tourist objects has a significant effect on the economic growth of Gunungkidul Regency.

d. Determination of the Most Dominant Variable

The independent variable with the greatest influence on the dependent variable can be seen from the regression coefficient value between one variable and another. If the value of the regression coefficient (beta) shows the largest value compared to others, it means that the variable has the most dominant influence on the dependent variable. The following is the regression coefficient value for each variable.

Table 4. Partial Test Results (t Test)

Independent Variable	Beta Coefficient	Influence
Tourist Visit	(1.27 x 10 ⁻⁷)	Not significant
Number of restaurants	0.004	Not significant
Number of attractions	0.15	Significant

Based on the comparison of the regression coefficient values (beta), it is obtained that of the three independent variables it can be stated that the variable number of tourist objects has the largest beta coefficient value. This means that the dependent variable of economic growth is more influenced by the independent variable the number of tourist objects than other variables.

5. Conclusion

From the results of this study, it can be concluded the following things:

- a. Tourism management in Gunungkidul has predominantly involved the process of community empowerment reflected in the management of tourism villages which is reflected in the Regional Tourism Development Master Plan of Gunungkidul Regency for 2014-2025;
- b. Tourist visits and the number of restaurants partially have not had a significant effect on the economic growth of Gunungkidul Regency, judging from the data from the hypothesis test results of the variable number of restaurants also obtained a calculated t value ($1.159 < t \text{ table } (3.182)$) and $\text{sig. } 0.330 > 0.05$ and from the results of hypothesis testing for tourist visit variables, obtained a calculated t value of $2.257 < t \text{ table } (3.182)$ and $\text{sig. } 0.109 > 0.05$ This is influenced by the time series data used still in the short term. The number of tourism objects partially has a positive and significant effect on the economic growth of Gunungkidul Regency;
- c. The number of tourist attractions partially has a positive and significant effect on the economic growth of Gunungkidul Regency, namely seen from the hypothesis test data for the variable number of tourist attractions, processed different results where t count ($4,850 > t \text{ table } (3,182)$) and $\text{sig. } 0.017 < 0.05$.
- d. Tourist visits, the number of restaurants, and the number of tourist attractions simultaneously have a positive effect on the economic growth of Gunungkidul Regency.

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