

## Effect of The Number of Tourism, The Number of Tourists, And Hotel Occupancy Rate on Capita Income Reception Area of Tourism Sector In Surabaya

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**Abstract:** This study aimed to analyze the reception area from the tourism sector and the factors that influence it. This research method using Ex Post Facto with quantitative approach. The population of this study is the reception area of the tourism sector of the city of Surabaya, while samples of this study is the number of tourism, the number of tourists, hotel occupancy rates and per capita income of the city of Surabaya in 2008-2017. Data collection techniques used were technical documentation, whereas the data analysis used in this study were multiple linear regression analysis. The results of this study indicate that (1) Effect of Number of Destinations against the Provincial Revenue from Tourism Sector (2)

The influence of the number of tourists to the Provincial Revenue from Tourism Sector (3) Effect of Occupancy Hotel to the Provincial Revenue from Tourism Sector (4) Effect of income per capita to the Provincial Revenue from Tourism Sector (5) Effect of Number of Destinations, the number of tourists, Occupancy Hotel, and revenue per capita income of the Regions of the Tourism Sector.

**Keywords:** PAD, Surabaya, Tourism Sector, Tourism Industry

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### I. Preliminary

One way to increase local revenue such as by developing and memanfaatkan resources and increase the potential of the local tourism sector. Tourism is a multidimensional activity of the circuit the development process to encourage and accelerate the economic growth of a region. The linkage with the tourism industry to walk through the reception area and a share of revenue / non-tax. This is supported by the opinions expressed Tambunan in Rudi (2001, page 13), stated that the tourism industry is the source of revenue is tourism industry belongs to the local communities (Community Tourism Development or CTD). While tourism itself is a service industry that memilih regulatory mechanisms in complex because it includes setting the movement of tourists from the region or country of origin, to a tourist destination, until they return to their home country with various components such as travel agents, tourist guides (guide), tour operators, accommodation, restaurants, artshop, money changer, transportation and others. In addition it also meawarkan tourism and tourist types of products ranging from nature tourism, cultural tourism, historical tourism, artificial travel, to a variety of special interest. According to One (2003, p.3) in his book Tourism Management "Tourism is a kind of new industry capable of generating rapid economic growth in the provision of jobs, living standards and stimulate the productivity of other sectors. Furthermore, as a complex sector, it also covers industries such as industrial real classic crafts and souvenirs. Accommodation and transport economically also viewed as an industry".

Spillane (2011) argue that the role of tourism in a country's development, tourism plays a role in three major sectors, namely sectors of the economy (foreign exchange, taxes, and fees), social sector (create a field worker) and the cultural sector (introducing the cultures we to foreign tourists). The tourism sector is estimated by some economists will be an important economic activity in the 21st century when the tourism industry is developed and planned in an integrated manner will exceed any other economic sectors, namely oil and gas industry and other industries. Sinclair (1998) states that tourism can bring an attractive option for countries that are developing. It is characterized by high growth,

Surabaya is a large town in East Java that has an attractive tourist destination to visit, and excess Surabaya is becoming a transit point for flights abroad which became a haven overseas tourists who will travel in the region Malang, Mount Bromo, Mount Ijen, Or East Java which offers natural attractions. The history of the spread of Islam in Java and the national struggle very closely with the city of Surabaya. Surabaya city has a fascinating natural attractions, namely Ecotourism Mangrove and Coastal Wonorejo Kenjeran.

According to Saleh (2003), revenue is a crucial component of the success or failure of government independence City / Regency in the framework of regional autonomy. One component that is considered in determining the level of local autonomy in the framework of regional autonomy is a sector revenue (PAD). Halim (2004: 67) argues that local revenue is all local revenues derived from the original source local economy. Local revenues derived from the reception other than equalization funds, loans and other areas that are considered legitimate income. So it can be concluded that PAD is a local earned income from several sources, namely taxes, levies, enterprises, and other lawful revenues collected by government regulations appropriate legislation.

Mill (2000, page 25), tourism is all the activities and events that occur when a person making a trip. Meanwhile, according to Arif (2005, page 3), tourism is the traffic of people who left the residence for a time in order to cruise elsewhere, solely to meet the needs of life and culture or want variegated personality. So tourism is a journey from one place to another where only temporary for the balance or happiness with the society in the social dimension, nature, culture and science.

Irawan (2010, page 12), tourists are someone who is on a journey, or in other words "treveler". Meanwhile, according to Smith (in Kusumaningrum 2009, page 16), tourists are people who are not working or are on vacation and voluntarily visit other areas to get something else. So it can be concluded, the traveler is someone who is on a journey to find happiness.

Sulistiyono (2011, page 5), this is a company that is managed by its owner to provide food service, beverage facilities and rooms to sleep to people who travel and able to pay the amount corresponding to the services received without agreement special. Meanwhile, according Yoeti (2006, pages 1-2), the hotel is one form of trade in services. Therefore we can conclude the hotel is the place to stay for visitors / travelers to pay a sum of money with two basic services, namely accommodation and eating and drinking.

Sukirno (2005), the GDP is the total value added, or the total value of goods and services produced by all economic units in an area. Meanwhile, according Tadoro (2000, page 15), per capita income is one indicator that is important to know the economic conditions in an area / specific area in a period based on current prices and at constant prices.

The development of tourism revenue is not necessarily, a lot of factors that influence and are influenced in the development of the sector, as noted previously some aspects which include various coordination and facilities in the tourism sector is the amount of tourism, the number of tourists, hotel occupancy rates and income per capita in the City Surabaya.

## II. Research methods

This type of research is a quantitative approach that is ex post facto that is studying the facts that already exist. The study population was a regional revenue Surabaya, while the sample used was The reception area of the tourism sector, the number of tourist attraction, the number of tourists, hotel occupancy rates and per capita income of the city of Surabaya in 2008-2017. Data collection techniques are observation / interview and documentation. For data analysis used is multiple linear regression analysis using Eviews 0.8 program for Windows.

## III. Results and Discussion

The following description of the data variable number of sights, a variable number of tourists, hotel occupancy rate variable and variable income per capita to variable reception area and from the data calculation results are analyzed on the variables in the test for ten years from the year 2008-2017, by using a table list to be more easily analyzed. The following description of the data and variables in the analysis:

### 3.1 Multiple Linear Regression Testing

**Table 3.1**

Summary of Estimated Output  
Multiple Linear Regression Test

Dependent Variable: PENERIMAAN\_DAERAH  
Method: Least Squares  
Date: 01/14/19 Time: 14:18  
Sample: 2008 2017  
Included observations: 10

variable	coefficient	Std. Error	t-Statistic	Prob.
C	-4.69E + 11	7.87E + 10	-5.963631	0.0019

JUMLAH_OBYEK_WISATA	3.92E + 09	1.17E + 09	3.343558	0.0205
JUMLAH_WISATAWAN	76172.45	28015.93	2.718898	0.0418
TINGKAT_HUNIAN_HOTEL	352400.3	108365.7	3.251956	0.0226
INCOME PER CAPITA	101.2088	1234.377	0.081992	0.9378

R-squared	0.995019	Mean dependent var	3.89E + 11
Adjusted R-squared	0.991033	SD dependent var	1.71E + 11
SE of regression	1.62E + 10	Akaike information criterion	50.1624
Sum squared resid	1.31E + 21	Schwarz criterion	50.3137
Log likelihood	-245.8121	Hannan-Quinn criter.	49.9964
F-statistic	249.6811	Durbin-Watson stat	1.49949
Prob (F-statistic)	0.000006		8

Source : Results Management with Eviews 8.0

Table 3.1 above made multiple regression equation as follows:

$$Y = -4,69E + 11 + 08 3,92E + 76172.45 X1 + X2 + X3 + 101.2088 352,400.3 X4$$

R-Squared = 0.995019

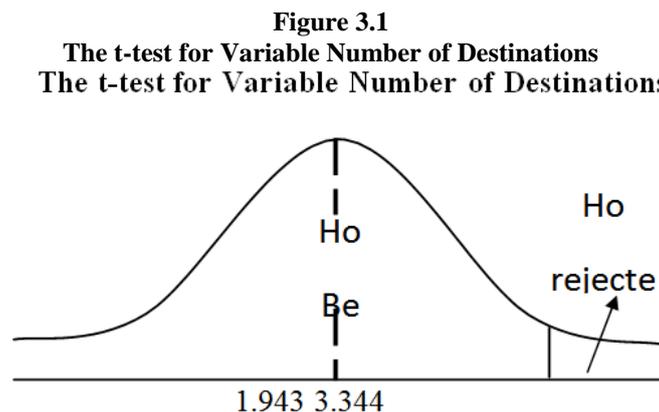
F-statistic = 249.6811

Based on the results of the regression when seen from the value of the coefficient is that of the four variables is elastic because the coefficient value > 1 and between the four variables that are elastic are the most variable elastic that X3 means mean an increase in the hotel occupancy rate (X3) by 1 percent, will increase local revenues of tourism sector (Y) amounted to 352,400.3 percent.

**3.2 Test t-statistic**

**a. The influence of the number of sights of the local revenue from tourism in Surabaya**

According to the table 3.1 note the t value of 3.344 is greater than t table (1.943) and a significance level of 0.0201 probability value of less than 0.05 (significance level = 5 percent), which means that Ho refused and Ha accepted. Thus the first hypothesis which states that the number of tourist attraction and a significant positive impact on the tourism sector in the reception area of Surabaya has not been proven. Images of hypothesis testing can be described as follows:

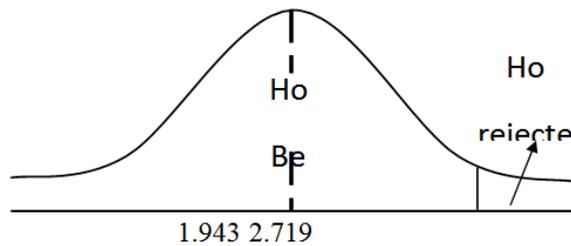


Source : Results of Treatment with 8.0 eviews

**b. The influence of the number of tourists to the reception area of the tourism sector in Surabaya**

According to the table 3.1 note the t value of 2.719 is greater than t table (1.943) and 0.042 probability value of less than 0.05 (significance level = 5 percent), which means that Ho refused and Ha accepted. Thus the second hypothesis states that the number of tourists were positive and significant effect of the local revenue of the tourism sector in Surabaya proved. Images of hypothesis testing can be described as follows:

**Figure 3.2**  
**The t-test for a variable number of tourists**  
 The t-test for a variable number of tourists

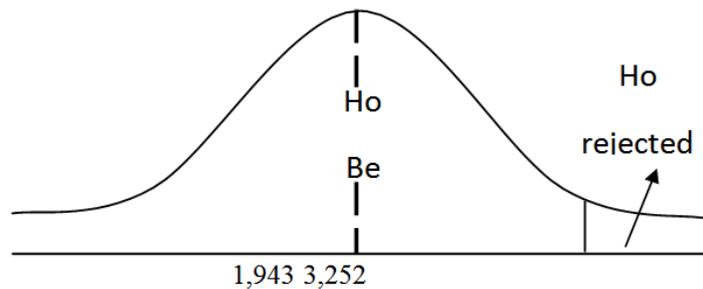


Source : Results of Treatment with 8.0 eviews

**c. Effect of hotel occupancy rate of the local revenue from tourism in Surabaya**

According to the table 3.1 note the t value of 3.252 is greater than t table (1.943) and a probability value of 0.023 is greater than 0.05 (significance level = 5 percent), which means that Ho refused and Ha accepted. Thus the third hypothesis which states that the hotel occupancy rate positive and significant effect of the local revenue of the tourism sector in the city of Surabaya is not proven. Images of hypothesis testing can be described as follows:

**Figure 3.3**  
**The t-test for variables Hotel Occupancy Rate**  
 The t-test for variables Hotel Occupancy Rate

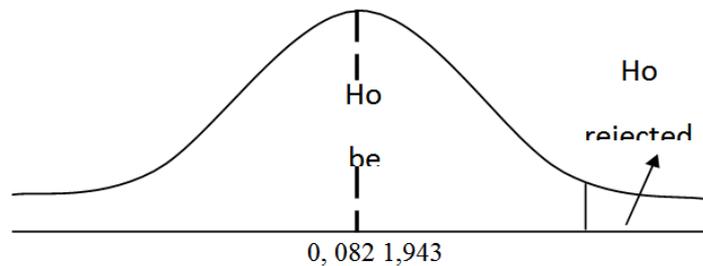


Source : Results of Treatment with 8.0 eviews

**d. Effect of per capita income of the local revenue from tourism in Surabaya**

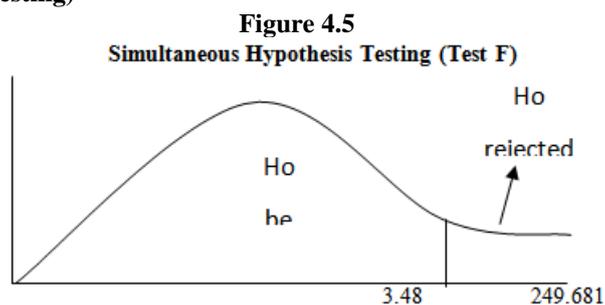
According to the table 3.1 note the t value of 0.082 is smaller than t table (1.943) and a probability value of 0.938 is greater than 0.05 (significance level = 5 percent), which means that Ho is accepted and Ha rejected. Thus the fourth hypothesis which states that the per capita income and a significant positive impact on the tourism sector in the reception area of Surabaya has not been proven. Images of hypothesis testing can be described as follows:

**Figure 3.4**  
**The t-test for Variable Income Per Capita**  
 The t-test for Variable Income Per Capita



Source : Results of Treatment with 8.0 eviews

### 3.3 Test F (Simultaneous Testing)



Source : Results of Treatment with 8.0 eviews

Can be seen in Figure 4.5 that the results of the regression output shows the value of the F-statistic of 249.681 ( $249.681 > 3.48$ ) and a significant number of 0.000 ( $0.000 < 0.05$ ) so that it can be concluded that the independent variable is the number of tourism, the number of tourists, the level of hotel occupancy and income per capita jointly significant effect on local revenues of tourism sector in the city of Surabaya.

### 3.4 The coefficient of determination (R<sup>2</sup>)

Based on Table 3.1 obtained value of coefficient of determination or R-Square (R<sup>2</sup>) of 0.995, which means 99.5 percent of the Provincial Revenue Tourism Sector in Surabaya together can be explained by variations fourth independent variable is the number of tourism, the number of tourists, the level of hotel occupancy and income per capita. While the remaining 0.5 percent is explained by other variables outside the model that are not included in the study.

## IV. Conclusion

Based on the research that has been analyzed above, the conclusion that can be drawn from this study are as follows:

- 1) There is the influence of the number of sights of the local revenue from the tourism sector. Number of tourist attraction during the ten year period (2008-2017) positive and significant effect of the local revenue of the tourism sector in the city of Surabaya.
- 2) There is the influence of the number of tourists to the reception area of the tourism sector. The number of tourists during the ten year period (2008-2017) positive and significant effect of the local revenue of the tourism sector in the city of Surabaya.
- 3) There is the influence of the hotel occupancy rate of the local revenue of the tourism sector. Hotel occupancy rates during the period of ten years (2008-2017) positive and significant effect of the local revenue of the tourism sector in the city of Surabaya.
- 4) No influence of the local revenue per capita income of the tourism sector. Per capita income over a period of ten years (2008-2017) are not positive and not significant to the reception area of the tourism sector in the city of Surabaya.
- 5) There is the influence of the amount of tourism, the number of tourists, hotel occupancy rates, and simultaneously per capita income of the local revenue from the tourism sector. The influence of the amount of tourism, the number of tourists, hotel occupancy rates and per capita income of the local revenue of the tourism sector over the period 2008-2017 is significant.

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