THE INFLUENCE OF TOURISM OBJECT RECONSTRUCTION AND TOURIST VISITS ON THE WELFARE OF MATARAM CITY COMMUNITIES

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Abstract

This research aims to analyze the influence of the reconstruction of tourist attractions and tourist visits on community welfare in the Mataram City area, Lombok. The method used in this research is a quantitative method with data analysis techniques using multiple linear regression. Data was collected through a questionnaire with a Likert scale consisting of 20 statements based on relevant indicators. The number of respondents in this study was 69 people, consisting of 30 men and 39 women. The results of multiple linear regression analysis show that the reconstruction of tourist attractions and tourist visits has a significant influence on the welfare of the people in Mataram City. The R-value obtained is 54.7%, which shows that the two independent variables together can explain 54.7% of the variation in community welfare. These findings indicate that increasing the quality and quantity of reconstruction of tourist attractions as well as the number of tourist visits can contribute positively to the welfare of local communities. This research provides practical implications for stakeholders in the tourism sector and local governments to continue to develop and improve tourist facilities and attract more tourists to improve community welfare. Furthermore, this research can be the basis for further studies that explore other factors that may influence the welfare of people in tourist areas.

Keywords: Reconstruction, Tourist Attractions, Tourist Visits, Community Welfare

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INTRODUCTION

Tourism is an economic sector that has great potential in improving people's welfare in various regions, including Mataram, and Lombok. Lombok, known for its natural beauty, rich culture, and friendly people, is a strong tourist attraction. In recent years, the government and various related parties have made various efforts to reconstruct tourist attractions to increase the attractiveness of domestic and foreign tourists. Tourism is the key to increasing the exchange rate or source of income for the country and also employment opportunities to absorb the country's labor resources (Ghulam et al., 2023).

Reconstruction of tourist attractions includes various aspects such as improving infrastructure, improving facilities, developing new tourist attractions, and preserving local culture. These measures are expected to attract more tourists, extend their stay, and increase their spending during their visit. The increase in the number of tourist visits is expected to have a direct impact on increasing local community income through various sectors such as hotels, culinary, transportation, and other tourism services. Sustainability in tourism literature, especially its relationship to income growth and employment, has become an important topic and growing phenomenon (Garrigos-Simon et al., 2018). The tourism potential in Indonesia is very large. Each region has its uniqueness so it is clear that the tourism potential shown through various tourist attractions in Indonesia is very beneficial and profitable for the Indonesian state, especially in Mataram Lombok itself (Aponno, 2020).

Increased tourist visits not only have an impact on the economic sector but can also have social and cultural impacts. Local communities get the opportunity to introduce their culture and traditions to the outside world, which in turn can

strengthen cultural identity and a sense of pride in local heritage. Apart from that, with increased economic activity, people also get the opportunity to improve their skills and knowledge through training and education related to the tourism sector. Local governments, managers, and the public need to understand the components of tourist destinations, namely (attractions), (accessibility), (amenities) and (additional facilities). If the four elements have been fulfilled, tourist satisfaction with the tourist destination will increase and the tourism image will also be built, thus attracting both local and foreign tourists to visit (Rini et al., 2022).

However, on the other hand, tourist attractions are a very important issue to pay attention to. Development and improvement of tourism facilities must be carried out with careful planning to avoid negative impacts such as environmental damage, traffic jams, and loss of original cultural values. Therefore, it is important to conduct a comprehensive study regarding the influence of the reconstruction of tourist attractions and tourist visits on community welfare. This research aims to analyze the extent to which efforts to reconstruct tourist attractions and increase tourist visits can improve the welfare of the people in Mataram, Lombok, as well as identify factors that need to be considered to ensure sustainable tourism development.

In response to the problems described above, this research is very important to carry out in efforts to reconstruct tourist attractions and visit tourists on community welfare. It is hoped that this research can contribute in the form of policy recommendations for local governments and other stakeholders in developing tourism that not only improves the local economy but also preserves

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the environment and local culture. In this way, tourism can be a driving force for sustainable community welfare in Mataram, Lombok.

LITERATURE REVIEW

In the history of beauty, there are two well-known groups of theories, namely objective theories and subjective theories of beauty. Objective theory adopted: Plato, Hegel, and Bernard Bosanquet. These philosophers are called objective aestheticians. The subjective theory is supported by, among others: Henry Home, Earl of Shaftesbury, and Edmund Burke. Philosophers are called subjective aestheticians (subjective aesthetic experts). Objective theory believes that beauty or the characteristics that create aesthetic value are properties (qualities) that are inherent in the beautiful object in question, regardless of the person observing it.

A person's observation only discovers or reveals the beautiful qualities that already exist in an object and has absolutely no effect on changing it. The question is which special characteristics make an object beautiful or considered aesthetically valuable. One answer is the balance between the parts of the beautiful object. Some philosophers of art today provide the answer that aesthetic value is created by being influenced by certain principles regarding the shape of an object (especially works of art created by someone). Subjective theory states that the characteristics that create beauty in an object do not exist, there are only emotional responses in someone who observes an object. The existence of beauty depends solely on the perception of the observer. Even if, it is stated that an object has aesthetic value, this means that an observer obtains an aesthetic experience in response to that object (Study et al., 2015).

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Septyani Khoirunissa (2023) said that natural tourism is the use of existing resources and potential for recreation. Community empowerment is an effort made to improve the abilities and quality of the community so that they can improve their economy. Samad and Baihaqi, (2020) said that in general, the people around the tourist area support the existence of Mangrove Forest and Forest Park tourist attractions. Christiana, (2020) concluded that the potential of the large tourism sector in Maluku has not been able to improve the welfare and economic growth of the people and region of Maluku. Astina & Budi Artani, (2018) said that tourism activities in the Samarinda tourism area rely on the potential for natural tourism, cultural tourism, and man-made tourism.

RESEARCH METHOD

Researchers used quantitative research in this research. Where the independent variables in the research are reconstruction of tourist objects (X1) and tourist visits (X2), while the dependent variable is economic welfare (Y1). The research subjects consisted of managers, visitors, and traders including workers at each beach, while the research objects consisted of Udayana Park and Sangkareang Park. The sampling technique used was accidental sampling, namely a sample collection technique based on chance encounters with researchers (Sugiyono, 2013). The population cannot be calculated with certainty; therefore, the researcher used a sampling technique using the Slovin formula and obtained 69 respondents.

This research instrument is in the form of a questionnaire which is filled out by respondents. Questionnaires are written questions that are used to obtain information from respondents (Wisudaningsi et al., 2019). The indicator variables

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for each variable are as follows: (1) Tourist attraction variables (X1) include: Attractions, Accessibility, Amenities, and Additional Facilities (Rini et al., 2022). (2) Tourist visit variables (X2) include: Utilization of natural, historical, and cultural resources, Tourism development is well planned and managed, Maintaining the environmental quality of tourist attractions, Tourist satisfaction with tourist destinations, Benefits of tourism for society as a whole (Nasution et al., 2020). (3) The economic welfare variable (Y1) includes: Welfare indicators consisting of education, employment, demographics, health, and social.

This research was measured using a Likert scale with 5 interval options, namely strongly agree (score 5); agree (score 4); neutral (score 3); disagree (score 2); and strongly disagree (score 1). The questionnaire results are calculated to determine the statistical value of each respondent. The data analysis process was carried out, namely analyzing descriptive data for all respondents, and carrying out multiple regression analysis to know the influence of X1 (tourist attraction reconstruction), and X2 (tourist visits), on Y1 (economic prosperity). Both tests use SPSS software to simplify the calculation process and reduce the risk of errors in calculations (Faradannisa & Supriyanto, 2022).

Furthermore, this research uses a quantitative analysis method in the form of a multiple linear regression method. The dependent variable is economic welfare, while the independent variable is the reconstruction of tourist attractions and tourist visits. Data processing in this research uses the SPSS program, with the following model equation:

$$Y = \alpha + \beta 1 X1 + \beta 2 X2 + e$$

Where Y is the dependent variable, α is the constant value, $\beta 1$, and $\beta 2$ are the regression coefficients, X1, and X2 are the independent variables, and e is the error. This research consists of two dependent variables in equation (1), namely:

$$Y1 = \alpha + \beta 1 X1 + \beta 2 X2 + e$$

Where Y1 is economic prosperity, X1 is the reconstruction of tourist attractions and X2 is tourist visits.

RESULTS AND DISCUSSION

The data collection process uses an online questionnaire which is distributed to all people in the city of Mataram. The number of questionnaires filled out by the public based on gender (men and women) and based on status (student and general) was 69 people out of the total based on the beaches frequently visited.

Descriptive Data

Based on the SPSS output for descriptive data analysis, respondents' scores regarding the influence of reconstruction, and economic welfare can be seen in Table 1.

Table 1
Descriptive data

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X1	69	53.33	100.00	84.8793	12.59717
X2	69	52.00	100.00	74.4348	13.75786
Y1	69	51.43	100.00	79.1309	11.83434
Valid N (listwise)	69				

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From Table. 1 can be described as the amount of data from community respondents regarding tourist attractions (X1) with an average value of 84.8793. The minimum value is 53.33 and the maximum value is 100%. Community respondents regarding tourist visits (X2) with an average value of 74.4348. The minimum value is 52.00 and the maximum value is 100%. Community respondents regarding economic welfare (Y1) with an average value of 79.1309. The minimum value is 51.43 and the maximum value is 100%.

The influence of Reconstruction of Tourist Attractions (X1) and Tourist Visits (X2) on Economic Welfare (Y1)

The results of SPSS output data on the influence of X1 (tourist attraction reconstruction), and X2 (tourist visits) on Y1 (economic prosperity) can be seen in Table 2.

Table 2
Correlation Results

Variable	Correlations	R2	Percent
X1 – Y1	0.628	0.394	39.4%
X2 – Y1	0.666	0.443	44.3%

In Table 2 it can be concluded that the influence of variable X1 on Y1 has a value of 0.628 so it can be stated that variable X1 influences variable Y1 of 39.4%. The influence of variable X2 on Y1 has a value of 0.666, so it can be stated that variable F test and sig can be seen in Table 3.

Table 3
Anova Results and Significance

ANOVAa					
Model	Sum of Squares	Df	Mean Square	F	Sig.

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1	Regression	5208.905	2	2604.453	39,840	,000b
	Residual	4314.606	66	65,373		
	Total	9523.511	68			

Based on the output in Table 3, it can be concluded that the F value is 39,840 with a significant value. The influence of X1, Furthermore, the influence of X1, and X2 on Y1 is strengthened by the terminal coefficient c which can be seen in Table 4.

Table 4
Model Summary Results

Model Summary b									
					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.740a	,547	,533	8.08535	,547	39,840	2	66	,000	1,432

Based on the output in Table 4, it is known that the R-value is 0.740 with an R-squared value of 0.547. So, it can be concluded that the influence of two variables X1, and X2 simultaneously on variable Y1 is 54.7%. The multiple regression equation X1 and X2 against Y1 is according to Table 5.

Table 5
Multiple Linear Regression Equation

Coefficients a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	19,152	7,000		2,736	,008
X1	,358	,092	,382	3,892	,000
X2	,397	,084	,462	4,709	,000

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Based on the output results in Table 5, it is known that the regression equation Y = 19.152+ 0.358X1 + 0.397X2. The value of α = 19,152, meaning that if the reconstruction of coastal tourist attractions and tourist visits is 0, then labor absorption will be 19,152. This result is significant at 5% alpha. Next $\beta 1$ = 0.358. This means that assuming the reconstruction of beach tourism objects has a fixed value (does not change), then every increase in the reconstruction of beach tourism objects by 1 unit will increase community welfare by 0.358. This result is significant at Alpha 5%. Next $\beta 2$ = 0.397. This means that assuming tourist visits have a fixed value (do not change), then every increase in tourist visits by 1 unit will increase community welfare by 0.397. This result is significant at Alpha 5%.

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Table 3 can be concluded that the F value is 39,840 with a significant value. The influence of X1 is proven in Table 3 which shows a significance value of 0.000 < 0.05, so it can be concluded that there is a significant influence between the reconstruction of tourist attractions and tourist visits on community welfare. Meanwhile, in Table 4 it is known that the R-value is 0.740 with an R square value of 0.547. So, it can be concluded that the influence of two variables X1, and X2 simultaneously on variable Y1 is 54.7%. Furthermore, Table 5 shows the regression equation Y = 19.152+ 0.358X1 + 0.397X2. The value of α = 19,152, meaning that if the reconstruction of coastal tourist attractions and tourist visits is 0, then labor absorption will be 19,152. This result is significant at 5% alpha. Next $\beta 1$ = 0.358. This means that assuming the reconstruction of beach tourism objects has a fixed value (does not change), then every increase in the reconstruction of beach tourism objects by 1 unit will increase community welfare

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by 0.358. This result is significant at Alpha 5%. Next $\beta2 = 0.397$. This means that assuming tourist visits have a fixed value (do not change), then every increase in tourist visits by 1 unit will increase community welfare by 0.397. This result is significant at Alpha 5%. These findings are consistent with research conducted by (Nur Animjauhariyah1, 2016) which concluded that the contribution of tourist visits to local revenue in Banyuwangi Regency reached 61.4% over the last ten years. The remaining percentage is influenced by other factors. From this research, it can be concluded that the tourism sector in Banyuwangi Regency makes a significant contribution to local revenue.

CONCLUSION

Based on the results of data analysis, it is stated that the R-value shows a close relationship between the independent variables (X1, X2) and the dependent variable (Y1) of 0.740 with an R square value of 0.547. So, it can be concluded that the influence of two variables X1, and X2 simultaneously on variable Y1 is 54.7%. It can be concluded that the reconstruction of tourist attractions and tourist visits has an impact on the welfare of the people of Mataram City. Furthermore, researchers recommend further research to analyze the interaction between the reconstruction of tourist attractions and tourist visits with other factors that might influence community welfare, such as economic, social factors, and government policies.

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