

The Orientation of Visitor Increasing and the Success of Promotional Innovations on Tourism Performance

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Abstract—Innovation plays an important role in all business competition, including in the tourism sector. Developing countries face problems investing in innovation, especially tourism management carried out by local governments. This study aims to examine the comparison of tourism management performance between local governments and international private companies. The impact of the success of tourism promotion innovation as the dominant variable which significantly increases the performance of tourism management. This study contributes to the tourism management literature. The independent variables in this study are cost orientation of tourism promotion innovation, number of visitors, tourist facilities, perception of tourism prices, and tourist locations. The dependent variable is the tourism management performance. This study uses a sample of local government and international private companies. Through the success of the innovation used as the main and dominant variable, this study shows positive results. The relationship between the orientation of increasing the cost of tourism promotion innovation has a positive and significant effect. This is indicated by the greater regression coefficient compared to other independent variables in improving the performance of tourism management in Sumbawa Regency.

Keywords: *Tourism Sector, Promotion Innovation Costs, Tourism Manager Performance*

I. INTRODUCTION

The preferences of tourists in choosing tourist facilities are influenced by the purpose of traveling [1]. Likewise, tourist destinations must have strong cultural roots, have historical value, and adequate tourism support facilities. In developing tourism, it is necessary to have a creative community to develop tourism products. The creative community plays a role in increasing tourism outcomes that are positive [2], [3].

The image of a tourist destination has an impact on visitors, especially on young people. In addition, it has an impact on the initial decision-making of tourist destinations [4]. The destination choice model can be applied in the practice of tourism location policy models [5].

A sustainable tourism destination marketing communication strategy can form an image and brand awareness because marketing implications can improve the experience and tourism segment [6]. Producing tourist locations that provide pleasure and a positive mood for

visitors will have managerial implications [7]. The structure of the tourism industry and the alignment of tourism agencies are required for integrated tourism visitor trip planning [8].

Tourism development as an international destination requires government cooperation with tourism stakeholders to realize the best tourism development in the future [9]. Tourism is one of the potential sectors to be developed to increase regional income. In general, tourism is seen as a multidimensional activity from a series of development processes. The development of the tourism sector involves socio-cultural, economic, and political aspects.

The capacity of the stakeholder network is currently good and already can identify resources in carrying out ecotourism management programs [10]. Decision support criteria also require the availability of tourism resources and attractions, community involvement, market potential, and strategic tourism position [11].

The innovation strategy plays an important role in the competitiveness of the tourism business. Empirical evidence shows that the success of innovation in many world-class tourism companies such as Kuta Beach in Bali, Nusa Dua Beach, and Amanwana Resort (Moyo Island) in Sumbawa Regency has a large income from tourism innovation. However, on the other hand, so many local governments in Indonesia are still unable to manage tourism properly in increasing local revenue from this sector. The innovations made between international tourism managers and regional tourism management are different.

This study aims to examine the role of the success orientation variable of tourism innovation carried out by the government with innovations carried out by international tourism companies, namely Amanwana Resort hotel entrepreneurs. The innovation made by the local government of Sumbawa is by making innovations in terms of increasing the number of visitors to the performance of regional tourism management. This is also shown in the form of an increase in the achievement of regional income from the tourism sector. Innovations made by international tourism entrepreneurs are conducting promotional creations in the form of hotel facilities, strategic locations, and price perceptions. This is done to improve the performance of international tourism managers in the form of increasing the achievement of hotel

occupancy payments. Therefore, this study wants to contribute in theory to the literature on tourism management in the form of tourism management performance products in the context of tourism innovation by observing gaps in research results.

II. METHODS

This research consists of three problems. The first part examines the literature review to propose a hypothesis with the performance of local government tourism management and international private tourism management as the dependent variable, while the orientation of the success of promotional innovation in the form of hotel facilities, strategic location, and price perceptions as independent variables. The focus of the second part is to empirically analyze the comparison of the analysis of the effect between the resulting variables in explaining the performance of tourism management. The third part is to make research conclusions accompanied by several suggestions of new ideas that can be made for future researchers.

The empirical study was carried out focusing on private international tourism management companies by Amanwana Resort Moyo Island and local government tourism managers by the Sumbawa Regency Tourism Office. The data collection instrument was a questionnaire adapted from Idrus [12]. Then the variable functional relationship model is used to examine the impact of tourism management performance as the dependent variable and the supporting variables of tourism management performance such as the number of visitors, the cost of tourism promotion innovation, tourism facilities, tourism price perceptions, and tourist locations as independent variables. Respondents in this study were foreign and domestic tourists who were randomly selected. The collection of local government tourism management data is carried out at the Sumbawa Regency Tourism Office in the form of secondary data in the form of annual data related to data on the number of tourist visitors and data on tourism promotion costs as well as retrieval of tourist information obtained from the websites of related institutions. Data analysis was performed using a t-test to determine the effect of each variable.

III. RESULT AND DISCUSSION

Tourism development certainly requires government and management cooperation to realize the best tourism development. In this study, a comparison was made of the performance of tourism management by local governments and international tourism managers. The results of data analysis on tourism management performance data by the local government of Sumbawa Regency are shown in Table I below.

TABLE I. THE RESULTS OF DATA PROCESSING ANALYSIS OF THE PERFORMANCE OF LOCAL GOVERNMENT TOURISM MANAGERS

Variable	Coefficient	t-Statistic
C	1.10960292	1.564672
LOG(X1)	6.3255251	2.391
LOG(X2)	720.2999	3.334

Source: Eviews Program

For 6 years the local government of the Sumbawa district conducted institutional observations on the number of visitors and the cost of promotional innovation. Data analysis on the number of visitors and the cost of promotional

innovation is processed using the Eviews Program as a statistical analysis tool. The results of the analysis and calculations show that the tstat value is 2,391 and ttable is 1,476 at $\alpha = 10\%$ by doing one-sided testing means that the tstat value is greater than ttable. This means that the variable number of visitors has a positive and significant effect on the performance of the management of the tourism sector in Sumbawa Regency. The test results are in accordance with the hypothesis proposed and in line with Basiya R, et al which explains that a large number of tourist visitors is very dependent on the attractiveness of tourists to want to return to that destination [13].

In addition, from the calculation results obtained tstat value of 3.334 and ttable of 1.476 at $\alpha = 10\%$ by doing one-sided test means that tstat value is smaller than ttable This means that the variable cost of promotional innovation is significant and has a positive direction on the performance of the management of the tourism sector in Sumbawa Regency and the test results are in accordance with the hypothesis.

Goodness of Fit (GOF) on the value of the coefficient of determination $R^2 = 0.892$ means that the proportion or presentation of the total variation in the performance variable management of the tourism sector is 89.2% explained by the variable cost of promotional innovation and the number of visitors is influenced by variations in other variables outside the study The value of the standardized beta coefficient for the variable number of tourist visitors, which is getting better will improve the performance of tourism management in the local government of Sumbawa Regency, as evidenced by the value of $\beta_1 = 6.3255251$.

The beta standardized coefficient value for the quality variable of tourism promotion innovation costs is positive, meaning that the better tourism promotion innovation will improve the tourism management performance of the Sumbawa Regency government, which is indicated by a value of $\beta_2 = 720.2999$. In addition, data on the performance of international private tourism management is also analyzed. The results of the analysis are shown in Table II below.

TABLE II. RESULTS OF ANALYSIS DATA PROCESSING OF THE PERFORMANCE INTERNATIONAL TOURISM MANAGERS

Model	Unstandardized Coefficients		Standardized Coefficients	T
	B	Std. Error	Beta	
1 (Constant)	7.968	2.597		3.068
x1	.385	.024	.282	3.095
x2	.197	.086	.101	4.123
x3	.113	.007	.103	4.119

Source: SPSS 12.0

The research data were obtained from 120 respondents regarding the variable perception of tourism prices, locations and facilities, and the level of occupancy payments for Amanwana Resort hotel rooms as a measure of the performance of international private tourism management through five-star hotel management. World figures such as Lady Diana and Prince Charles, England, President of the

United States, Michael Obama, and several other world figures have visited. Research analysis using the SPSS program. The results of the analysis show that the level of validity is obtained from the measurement by comparing the calculated r-value in the Corrected item-total Correlation column table with the r table value with the provisions for the degree of freedom ($df = n - k$) that the significance level is 0.005 proven by the calculated r value > r table so that it is declared valid. A reliability test is used to measure the questionnaire which is an indicator of the variable also shows the Cronbach Alpha value is greater than 0.600 which means that it is reliable.

The standardized coefficient beta value of the price perception variable (X1) is 0.385, experiencing a positive change of 1 score, then the room occupancy payment rate variable (Y) has a positive change of 0.38 score. The price perception variable is more appropriate, so the level of room occupancy payments tends to increase. This condition occurs because the perception of prices according to consumers will be willing to pay when the benefits and satisfaction obtained from the tourism products and services offered are in accordance with the money spent.

It's just that, usually every consumer often compares the prices of several hotels and finally makes a choice on hotels that charge low prices for the same level of service and type of product or service. A consumer will decide to stay at a hotel by considering the money they have, if the money is lacking, it will cancel the decision to stay.

The standardized coefficient beta value of the tourist location variable (X2) is 0.197, which confirms that the tourist location variable (X2) has a positive change of 1 score, so the room occupancy payment rate variable (Y) has a positive change of 0.197 scores. This means that tourist location variables have a positive effect on the level of room occupancy payments, especially in choosing hotel services, because tourist locations are increasingly strategic, the rate of hotel room occupancy payments will increase. This condition occurs because the location also plays an important role in the service industry, consumers usually want a location that is easy to reach, comfortable, and close to places of activity. If the hotel can provide these things, then consumers will feel happy to stay and decide to stay at the hotel.

The standardized beta coefficient value of the tourist facilities variable (X3) is 0.113 which confirms that the facility free variable (X3) has a positive change of 1 score, so the room occupancy payment rate variable (Y) also has a positive change of 0.113 scores. The results showed that the tourist facilities variable was getting better, the hotel room occupancy payment rate would increase. This condition occurs because the completeness of the facilities is a determining factor in the choice of consumers to use hotel services. These facilities include representative rooms, sports facilities, swimming pools, restaurants, cafes, and so on so that consumers feel at home staying at the hotel.

IV. CONCLUSION

Tourism management carried out by local governments and the international private sector is quite challenging. The mainstream of reference in the number of visitors and the cost of tourism promotion innovation tends to be successful

by local governments. Local governments can explain in aggregate the importance of innovation in promoting tourism. This is indicated by the regression coefficient of the number of visitors variable and the cost of tourism promotion innovation has a positive effect on the performance of tourism management. Strengthened by the variable price perception, tourist locations and tourist facilities that need to be implemented simultaneously in strengthening the performance of tourism management in Sumbawa Regency. Empirically the comparative analysis of the effect between variables resulted in explaining the performance of tourism management emphasizes the main orientation of local government policies on the success of promotional innovation. The largest regression coefficient is the increase in tourism management performance in Sumbawa Regency. Based on the conclusions of this study, new findings can be proposed that can be traced with a qualitative research approach as further research, namely in-depth interviews with tourism promotion creations and innovations in improving tourism management performance in the future.

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