Analysis of The Factors Affecting Tourist Visits in Minahasa District

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SUMMARY

The Long-Term Development Plan for 2010-2025 in the Minahasa district, establishes its area as one of the tourist destinations in North Sulawesi. In fact, the number of tourists visiting both domestic and foreign countries to this district is still far from what is expected, the objectives of this study are: (1) To find out more about the factors that influence tourist visits in Minahasa District (2) To find out more how is the potential of tourism competitiveness in Minahasa District compared to other Districts / Cities in North Sulawesi Province.

This type of research is primary research using descriptive quantitative approach. The data sources used in this study are primary data obtained through survey data collection techniques. Secondary data used in this study are scientific publications issued by related parties, for example BPS and Minahasa District Tourism and Culture Office.

The population in this study are all foreign tourists and domestic tourists visiting tourist attractions in Minahasa Regency. The researchers took samples accidentally from tourists who visiting the Kanonang Loving Hill and Moraya Tondano Fortress. 50 people each for each place. The total sample in this study was 100 tourists. The research questionnaire was prepared based on research variables, namely: the quality of human resources, promotion of tourism, tourism facilities. The data collected is analyzed using percentages which reflect the most dominant factors that affect to tourist visits in Minahasa District.

Keywords: Tourist Visit, Minahasa District Tourism, Factors that Affect

1. Background

Minahasa Regency is the first district formed in North Sulawesi Province. Geographically, the location of Minahasa Regency is quite strategic. Minahasa Regency is directly adjacent to several regencies and the capital city of North Sulawesi Province, namely Manado, which is the center of economy and government in North Sulawesi Province. Minahasa Regency is a large district with a land area of 1,141.64 km2 with mountain topography and is divided into 25 sub-districts. The economy of Minahasa Regency has a significant contribution to the economy of North Sulawesi Province, as seen from the magnitude of the Minahasa Regency GRDP which became the second largest after Manado City. (BPS Minahasa Regency, 2016)

Picture 1. Minahasa District Map
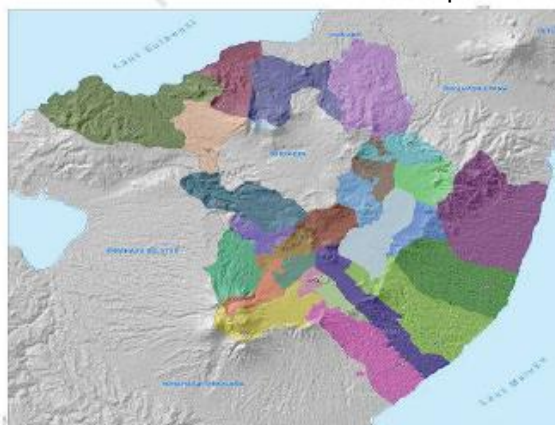
Source: BPS of Minahasa District (2016)

Geographical and cultural history are the drivers of the economy in Minahasa Regency which is divided economically based on several regions, namely agriculture, fisheries, tourism, mining, and trade areas. In connection with the theme of this research is about tourism, therefore the next description is about tourism areas. The tourism area in Minahasa Regency consists of cultural tourism, natural tourism, and artificial tourism. Cultural tourism includes historical heritage sites such as Pinabetengan Stone, Benteng Moraya and the Tomb of the National Hero. Natural tourism in Minahasa Regency consists of beaches, lakes, waterfalls and hot springs. Artificial tourism is Bukit Kasih in the Kawangkoan Barat sub-district and Horse Race in the Tompaso sub-district.

Tourism is one sector that is the mainstay of the government to generate regional income and expansion of employment opportunities, in addition to introducing national and regional identity and culture. Tourism development can be done by expanding and utilizing the potential of regional tourism.

In the Regional Regulation Number 8 of 2013 concerning the Medium-Term Development Plan for 2013-2017 and Regional Regulation number 24 of 2004 concerning the Long-Term Development Plan for 2010-2025 in the Minahasa regency, the area is one of the tourist destinations in North Sulawesi. The direction of tourism development policies in this area are as follows:

1. Increasing people's income through tourism.
2. The development of the tourism sector as one of the sources of regional revenue includes: planning the continuation of the construction of Fort Moraya which will be used as a culinary cultural tourism spot, construction of a 300-meter bridge on Lake Tondano, and also tourism development at the top of Urongo and Mahembang Beach. Subsequent planning included the coastal area in the eastern part of Minahasa Regency which had also been enjoyed by existing communities such as Tumpaan beach, parentek beach, kora-kora beach, kolongan beach, and others.
3. Increasing the ability of community members to obtain substantial benefits for tourism activities.
4. The realization of tourism conscious society through sapta charm, so as to create an atmosphere that supports and supports the growing business and tourism activities.

As one of the tourist destination areas, Minahasa regency, has various places and cultures that can be developed, such as natural tourism in which there is Bukit Kasih nature tourism, Lake Tondano, Sonder waterfall, historical tour of Japanese cave, Watu pinabetengan art and cultural tourism or other tours such as dances in Minahasa Regency such as Maengket dance, Cakalele Kabasaran, Katrili, Kumandong, Lengso. (Mongkol, 2016)

In fact, the number of tourists visiting both domestic and foreign countries to the district is still far from what is expected. From 2011 to 2015, the number of tourist arrivals per year has never reached 500 people (Central Minahasa Statistics Agency, 2015), even though the district government target is 1500 people per year. (Mongkol, 2016).

The specific objectives of this study are:
1. To find out more about the factors that influence tourist visits in Minahasa Regency
2. To find out more about the potential competitiveness of tourism in the Minahasa district compared to other regencies / cities in North Sulawesi Province.

Urgency (The Priority of Research)
1. Supporting the efforts of the Minahasa District government in achieving the target number of tourist visits of 1500 people per year.
2. Supporting government efforts in determining appropriate policies and regulations for tourism development in Minahasa Regency.

2. REVIEW OF RELATED LITERATURE

Foreign tourists, average stay, hotel, hotel room occupancy rate and average length of stay

International tourists are visitors who visit a country outside their place of residence, driven by one or several needs without intending to earn income in the place visited and the duration of the visit is not more than one year (12 months). This definition includes 2 (two) categories of foreign tourists, namely:
1. Travelers (tourists) are every visitor like the definition above who lives at least 24 hours, but not more than 1 year in the place visited, with the intention of including: vacation, recreation, sports, business, meeting, study, and visits for health reasons.
2. Excursionist is each visitor as defined above who lives less than 24 hours in the place visited.

The average stay is the average time of stay of foreign tourists in Indonesia for one visit. The business of providing accommodation is a business that provides lodging services that can be equipped with other tourism services. The business of providing accommodation can be in the form of hotels, villas, tourist huts, campsites, caravan stops, and other accommodations used for tourism purposes.

Hotels are the provision of accommodation on a daily basis in the form of rooms in one building that can be equipped with food and drink services, entertainment activities or other facilities. Hotels consist of star hotels and non-star hotels.

The occupancy rate of hotel rooms is a percentage of the number of nights a room is occupied with the many nights available. The length of guests staying is the number of nights a bed is used (night guests) with the number of guests staying at other hotels or accommodations.

Tourism Management Strategy

UNDP and WTO concepts. 1981 p. 69 (Tourism Development Plan and World Tourism Organization) regarding tourism development in an area, namely: indirect interaction, this development model is approached in a way that regions or villages benefit without direct interaction with tourists. And direct interaction, tourists may stay or stay overnight in accommodations owned by the village or area.

Factors that play a role in the Development of the Regional Tourism Industry.
Pendit Nyoman, 2002: 33-35) explained that the factors that play a role in the regional tourism industry are:

1. Human Resource Quality
One of the keys to the success of tourism in Indonesia is human resources development in various tourism subsystems. This shows that qualified human resources play a very important role in the development of the tourism industry, especially when the Indonesian government starts implementing the regional autonomy policy.

2. Tourism Promotion
Efforts to introduce cultural and natural potentials in Indonesian regions are carried out by promoting tourism. In the 21st century, where the development of information and communication technology advances is so rapid, competition in the global market is expected to occur, especially competition in the tourism industry. Therefore, promotion of tourism is a strategy that must be carried out continuously both at international and regional levels.

In connection with the Indonesian government's policies regarding the implementation of regional autonomy, each region is expected to be able to attract tourists both foreign and domestic to visit tourist destinations in Indonesia by increasing tourism promotion. It is a bitter reality when the tourism industry in Indonesia experienced a crisis from 1997 to entering 2000

as a result of political, social and economic instability. The decline in the number of tourists in the destination areas of wisam so far is proof that the situation and political conditions of a country have an impact on the disruption of all tourism activities. The prospect of the tourism industry in 2000 depends on many factors. In this case the aspect of promotion is one of the determinants of the development of tourism potential, especially in Indonesian regions, so that it can be said that promotion plays a key role in the future performance of the Indonesian tourism industry.

3. Tourism Facilities and Infrastructure

Motivation that encourages people to travel will lead to the same requests regarding tourism infrastructure and facilities such as telecommunications networks, accommodation and so on. In this case, the readiness of tourism facilities and infrastructure is one of the determinants of the successful development of the regional tourism industry. Especially when the autonomy program has been implemented, each region is required to pay more attention to the provision of adequate tourism infrastructure and at least in accordance with international standards.

The three factors above are critical factors that need serious attention in order to develop the regional tourism industry. The purpose of developing the regional tourism industry can be achieved if the three factors are implemented in an integrated and sustainable manner. It's just that we need to realize that the development of tourism as an industry requires not a small amount of money. Especially with the start of the implementation of regional autonomy, the integrated pattern of planning is absolutely necessary before starting with the development of the tourism industry.

Basically, planning intends to limit the objectives to be achieved and determine how to achieve the intended goals. Thus, the development of the tourism industry in a region needs to consider all kinds of aspects. This is because the tourism industry is a service industry that cannot stand alone, but always relates both directly and indirectly to various other sectors. It reflects the fact that the progress of the tourism industry is not only dependent on the tourism sector.

RESEARCH METHODOLOGY

The type of this research is primary research using descriptive quantitative approach. The data sources used in this study are primary data obtained through survey data collection techniques, in this case the respondents were given questionnaires to get answers to the questions in the study. Primary data is also obtained from the parties related to the research through the interview process. Secondary data used in this study are scientific publications issued by related parties, for example BPS and Minahasa District Tourism and Culture Office.

The population in this study are all foreign tourists and domestic tourists visiting tourist attractions in Minahasa Regency. The researchers took samples accidentally to tourists visiting the Kanonang Loving Hill and Moraya Tondano Fortress. 50 people each for each place. The total sample in this study was 100 tourists. The tourists are expected to be able to answer the statements in the research questionnaire. Research questionnaire was prepared based on research variables, namely: quality of human resources, promotion of tourism, tourism facilities and infrastructure.

Data collected was analyzed using percentage that reflects the most dominant factors affecting tourist visits in Minahasa District.

3.   RESULT AND DISCUSSION

After passing a survey on tourists who visited the two tourist attractions that became the object of research, namely the Location of Fort Moraya and the Love Hill of Kanonang. There was 100 targeted respondents and the number of tourists interviewed was 80 people. The composition of tourists as in the table below

Respondents' Profile

Table of Tourist Numbers by Origin

No	Description	Total (Person)
1	Foreign Tourists	20
2	Domestic Tourists	60
	Total	80

Source: processed data.2018

Based on the table above, 60 people or 75% of respondents are domestic tourists, while the remaining 20 people or 25% are foreign tourists. One of the things that causes more domestic tourist respondents than foreign tourists is the use of language in communication. Most foreign tourists visiting Minahasa are tourists from China, as a result of the provincial government program which opened the direct route for Guang Zhou Manado. Most Chinese tourists cannot communicate with English, this is why it is difficult to communicate with tourists from China.

Table 4.1. Tabulation of Interview Result

No	Description	Total	%
1	Human Resource Quality	8	10
2	Tourism Promotion	48	60
3	Tourism Facilities and Infrastructure	24	30
	Total	80	100

Source: processed data, 2018

Based on the table 4.1, 10% of respondents chose the quality of human resources as the dominant factor in their visits to tourism locations in the Minahasa, 60% of respondents chose tourism promotion as the dominant factor in their visits to tourism locations in Minahasa, and 30 % of respondents chose facilities and infrastructure as the dominant factor in their visits to tourism locations in Minahasa.

4. CONCLUSION

1. Tourists visiting the Minahasa region, consisting of domestic tourists and foreign tourists. The foreign tourists visiting the Minahasa region are dominated by tourists from China.
2. The dominant factor affecting tourist visits in Minahasa is the promotion of tourism.
3. Tourism facilities and infrastructure are limited which need to be fixed
4. The quality of human resources is still a significant problem in tourism industry because in the future there will be more and more human resources will take part in tourism industries. This can also support the government in terms of opening employment.

5. SUGGESTION

1. It is necessary to decide on tourism branding in Minahasa, Minahasa tourism is tourism about culture and to improve the socialization of culture in Minahasa.
2. The of tourism map in Minahasa is important.

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