ANALYSIS OF EFFORTS TO ENCOURAGE INCREASED INTEREST IN TOURISM

a Emil Salim, b Hapzi Ali, c Yulasmi

ABSTRACT

Purpose: In the Solok in West Sumatra, this study aims to determine how infrastructure, local knowledge, and digital marketing affect visitors’ desire to travel.

Theoretical framework: Along with characteristics that are specific to destinations or the tourism industry, it is important to consider elements that have an impact on the businesses and organizations that provide the “products” that tourists use to plan their trips. Or, to put it another way, a tourist destination may draw and satisfy potential tourists if it is competitive, and this competitiveness is impacted both by factors specific to the tourism sector and by more general traits that affect tourism service providers.

Design/methodology/approach: The structural equation model, also known as the structural equation (SEM), was used in this work to change the sample size. This indicates that the SEM research that employs the MLE estimate model must use a minimum of 200 samples.

Findings: The findings of this study show that visitor interest is significantly influenced by facilities. This shows that offering sufficient facilities in a tourist area can encourage interest in going as people anticipate feeling content or happy after visiting a tourist attraction.

Research, Practical & Social implications: The study concludes that to keep tourism objects competitive in the face of competition from other tourist attractions, tourism managers must also pay high importance to developments in the industry.

Originality/Value: There is a gap in this study because of the sharp decline in tourist numbers at Solok, West Sumatra. Therefore, the analysis of the aspects that are thought to be significant to impact the choice to visit, namely product, pricing, and digital marketing, is the main emphasis of this research. The uniqueness of this study resides in the item being investigated, which is every existing tourist site, and the research subjects, who are visitors who are visiting these locations while employing the Structural Equation Modeling (SEM) methodology. The research’s conclusions are anticipated to advance marketing science, particularly in the tourist industry.

Keywords: digital marketing, local wisdom, expected value, interests, increased, tourism.

a PhD Student of Management, Universitas Putra Indonesia YPTK, Indonesia, E-mail: emil_salim@upiyptk.ac.id, Orcid: https://orcid.org/0000-0002-6483-4907
b Professor of Management, Universitas Putra Indonesia YPTK, Indonesia, E-mail: hapzi.Ali@gmail.com, Orcid: https://orcid.org/0000-0002-2938-4453
c Doctor of Management, Universitas Putra Indonesia YPTK, Indonesia, E-mail: yulasmi@upiyptk.ac.id, Orcid: https://orcid.org/0000-0003-0381-474X
ANÁLISE DOS ESFORÇOS PARA INCENTIVAR O AUMENTO DO INTERESSE NO TURISMO

RESUMO

Propósito: No Solok em Sumatra Ocidental, este estudo visa determinar como a infraestrutura, o conhecimento local e o marketing digital afetam o desejo dos visitantes de viajar.

Estrutura teórica: Juntamente com características específicas para destinos ou a indústria do turismo, é importante considerar elementos que têm impacto sobre as empresas e organizações que fornecem os “produtos” que os turistas usam para planejar suas viagens. Ou, por outras palavras, um destino turístico pode atrair e satisfazer potenciais turistas se for competitivo, e esta competitividade é afetada tanto por fatores específicos do setor do turismo como por características mais gerais que afetam os prestadores de serviços de turismo.

Design/metodologia/abordagem: O modelo de equação estrutural, também conhecido como equação estrutural (SEM), foi usado neste trabalho para alterar o tamanho da amostra. Isso indica que a pesquisa de SEM que emprega o modelo de estimativa MLE deve usar um mínimo de 200 amostras.

Constatações: Os resultados deste estudo mostram que o interesse dos visitantes é significativamente influenciado pelas instalações. Isso mostra que oferecer instalações suficientes em uma área turística pode incentivar o interesse em ir como as pessoas antecipar sentir-se contente ou feliz depois de visitar uma atração turística.

Investigação, implicações práticas e sociais: O estudo conclui que, para manter os objetos turísticos competitivos face à concorrência de outras atrações turísticas, os gestores turísticos devem também prestar grande importância aos desenvolvimentos da indústria.

Originalidade/valor: Há uma lacuna neste estudo por causa do declínio acentuado no número de turistas em Solok, Sumatra Ocidental. Portanto, a análise dos aspectos que são considerados significativos para impactar a escolha de visitar, ou seja, produto, preço e marketing digital, é a principal ênfase desta pesquisa. A singularidade deste estudo reside no item que está sendo investigado, que é cada site de turismo existente, e os sujeitos de pesquisa, que são visitantes que estão visitando esses locais, empregando a metodologia de Modelagem de Equação Estrutural (SEM). As conclusões da pesquisa estão previstas para promover a ciência do marketing, particularmente na indústria do turismo.

Keywords: marketing digital, sabedoria local, valor esperado, interesses, aumento, turismo.

1 INTRODUCTION

A turista quando quer visitar uma atração turística em geral tem uma expectativa que se torna um valor para o interesse em si. Como mencionado (Srisusilawati, 2020) que Anticipated Value é um conceito na estatística que ajuda as empresas a decidir se uma ação é lucrativa ou prejudicial. Este valor de expectativa é frequentemente considerado por alguém ao avaliar os benefícios que obtém ao realizar uma tarefa.
Then rather than that the attractiveness of religious tourism is essentially based on the uniqueness, distinctiveness, and authenticity of nature and culture that exist in a regional community (Fauzi et al., 2020). The fundamental idea in the growth and development of tourism is this essence. A tourist attraction must fulfill the prerequisites for regional development to be appealing to travelers. These ailments consist of The location must have touristic attractions and items that are unique from those found in other places. (Salim et al., 2023)

(Garai et al., 2017) In other words, the region needs unique landmarks and noteworthy cultural attractions that can serve as "entertainment" for visitors. Natural scenery, activities, artistic creations, and tourist sites are among the things to view. What to do? Recreational amenities that can help visitors feel at home for a long period in that place must be offered in addition to the numerous things that can be seen and witnessed. What visitors must purchase at locations facilities for shopping, particularly for trinkets and local crafts to be transported back to the region of origin, What to expect when you arrive, such as accessibility, how to see the tourist attraction, the type of vehicle that will be utilized, how long it will take to get there, and. (F. Hair Jr et al., 2014)

In addition, highlighting a region's distinctive qualities, such as local knowledge that is especially related to one culture and reflects the way of life of a certain group, is another facet of attempts to boost tourism in a particular place. (Silalahi, 2020) Local knowledge is a way of life and practice created by a group of people who derive from their profound understanding of the local environment as a result of generations of habitation there. Local knowledge is generated by the community itself, is shared informally, and is collectively owned by the community in question. Additionally, as a means of preserving life, local wisdom has been established through multiple generations and ingrained in the manner of life of the people in question. (Ahmed Nasser. M et al., 2012)

The advancement of technology in digital marketing and time are also seen as factors in the rising number of tourists visiting specific tourist attractions or locations. (Järvinen, 2016) outlined how digital marketing is one of the tactics for digital promotion. Search engines, websites, social media, email, and mobile applications are a few examples of digital channels. At its most basic level, this method involves distributing adverts.
Indonesia is an archipelagic nation with a lot of tourism potential, so it should be quite appealing to travelers. With 34 current provinces and, of course, a wide range of excursions available, Indonesia has a special allure for travelers. Call the region in Indonesia’s West Sumatra Province it has a lot of lovely lakes. West Sumatra is popular among Indonesian tourists due to its magnificent natural beauty and rich cultural history. The numerous international festivals and activities that take place frequently draw tourists to the area. Events like the Tour de Singkarak, a cycling tournament, the Mentawai International Pro Surf tournament, a surfing competition, and Fly for West Sumatra all help to promote tourism in the region. (Iacovino, 2020)

The uniqueness of this study resides in the item being investigated, i.e., all current tourist attractions, and the research participants, i.e., travelers utilizing the Structural Equation Modeling (SEM) methodology. The findings of this study are anticipated to advance marketing science, particularly in the tourist industry.

2 LITERATURE REVIEW AND HYPOTHESES DEVELOPMENTS

2.1 DIGITAL MARKETING

The usage of digital marketing may enhance a product or service. The internet has made it possible for us to do business, obtain information, and reach a wider audience to promote new enterprises. either to increase the number of site visits or to connect with a more specialized and narrowly focused audience. Gaining more targeted clients who are eager to purchase the advertised product or service is an advantage. (Hollebeek, 2019)

Value creation through any sort of connection or structure is what marketing is all about. Making people happy via the trade of products and services is, in other words, the goal of marketing. To satisfy their wants, some people inquire, while others make an offer. Marketing is a concern for businesses, organizations, and languages. Because of the change from distribution and sales to marketing, many organizations, including government organizations, groups, and religions, view marketing as a method for interacting with the broader public. (Jayaram, 2015)

Then summarized from many definitions and viewpoints of earlier studies and professionals, such as according to (Ma et al., 2022), (Arismayanti, 2021), (Safira et al., 2018), (Mackey, 2017) and (Kanwel et al., 2019) The promotion of a brand or product using digital media and the internet on a specific item may therefore be summarized or determined to be Digital Marketing.
2.2 LOCAL WISDOM

(Hamzah & Irfan, 2018) Local wisdom derives its etymology from the phrases wisdom and local. Customary knowledge is often referred to as indigenous policy, indigenous knowledge, and local genius. According to the Big Indonesian Dictionary, wisdom describes intellect as a crucial element in communication. When used to describe a location, period, or event, the word "local" is used. A location, a period, or an event that occurs there is also described. "Local" can refer to a location, a time frame, or an event that occurs there. Local knowledge is an opinion about the way things are in a place that comes from ingrained moral principles. In light of this, it may be said that. (H. Demolinggo et al., 2020)

Therefore, based on the definitions and viewpoints of earlier scholars and experts, such as those in (MacKey, 2016), (Roggeveen, 2016), (Kannan, 2017), (Willems, 2017) and (Nientied, 2021) Then it may be argued or synthesized that local knowledge is a cultural component of a civilization that is inextricably linked to the local language. The most typical method for passing down local knowledge from one generation to the next is by word of mouth.

2.3 ANTICIPATED VALUE

A satisfied consumer feels that a product fits their needs. As a result, when expectations are met, buyers are more likely to be pleased with the products they purchase. If consumers are dissatisfied with a product’s capacity to live up to their expectations, they are likely to propagate unfavorable opinions about the brand. People, however, will be content provided their expectations are fulfilled. (Ma et al., 2022)

Consumer happiness is influenced by expectations (Safira et al., 2018) They serve as a crucial baseline for assessing the caliber of consumed goods as well as the early indications that shape consumer behavior. Afterward, certain professional definitions and opinions, such as those that follow (Autier, 2018), (Farmer et al., 2017), (Heath et al., 2020), (Hristoforova, 2019) and (Ardito, 2019) The advantages or happiness that a person gets from going to the desired area may then be summarized or concluded as Anticipated Value, which is something that is sought to optimize the desired behavior.
2.4 INTEREST

According to Jahja (Hollebeek, 2019), individual attention given to things like classes, people, things, and occupations results in and encourages interest. Interest serves as a motivation to accomplish objectives and is linked to cognitive, emotional, and motor components. A person's interest functions as a motivator, leading them to participate in certain activities; it also has the dominant attribute of leading them to engage in solitary and enjoyable activities, making these activities second nature to them. In addition to the definitions of experts such as According to (Dalmoro et al., 2020), (Stephen, 2016) (Fadli, 2018) (MacKey, 2016) and (Tellis, 2019) It may be summed up or inferred that the desire or will to attend is what prompts someone to decide to visit a certain tourist destination.

2.5 TOURISM FACILITIES

(Hamzah & Irfan, 2018) Infrastructure is needed to support tourism operations, as well as attractions and accessibility that draw the proper guests. To support these journeys, a variety of infrastructures are required, beginning with the requirements of travelers as they depart from their homes. Tourism facilities are crucial factors to take into account when developing tourism-related goods since they ensure the tourists' health, welfare, and safety. (H. Demolinggo et al., 2020) Transportation, hotel, meals (hot and cold), and other amenities designed for the location are all part of the itinerary's supporting infrastructure. This component requires an infrastructure component, specifically a component that ensures all amenities are accessible.

2.6 ATTRACTIVENESS

Attractiveness (Rice, 2016) is a resource that may be made available by traders or sellers to be noticed, desired, sought for, bought, or consumed by the market to satisfy needs and associated market drivers. (Bossetta, 2018), (Silalahi, 2020), (Sawyer, 2018), (Lee, 2011), and (Batra, 2016) to draw attention to the distinctive qualities of a new product category to draw customers. When product qualities are seen as more desirable by consumers, more customers will sign up for updates and complete transactions, enhancing the attractiveness of the type of items.
3 RESEARCH METHODOLOGY

3.1 OBJECT OF RESEARCH

This study was carried out in the Indonesian province of West Sumatra’s Solok, West Sumatra. The 34 tourism artifacts that have been recorded with Solok’s Department of Tourism and Culture, West Sumatra are the subject of this study. Information pertinent to this research was gathered through primary and secondary sources of information. To get first-hand information, from tourists in Solok, a questionnaire is distributed to West Sumatra (Questioners). Secondary information on tourist visits was gathered from the West Sumatra BPS, the Solok, West Sumatra Central Statistics Agency (BPS), the Solok, West Sumatra Tourism Office, and the Ministry of Tourism.go.id. Research of this kind is called causal research. (Dressler & Paunovic, 2019) When exogenous factors are handled in a controlled way to look at their direct influence on endogenous variables, the causal design is essential in identifying how one variable affects other variables in experimental research. The quantitative technique of this study incorporates several exogenous and endogenous components and is based on the Structural Equation Modeling (SEM) analytical model.

3.2 POPULATION AND SAMPLE

The population will either be examined as a whole or as a group of distinct components in the inquiry. An effective sample request will gather as many characteristics from the total as feasible when it comes to reflecting a sample of the full population. 1) According to measurement terminology, accuracy is the degree to which the sample is free of "bias" (error). 2) The level of estimation accuracy, which reflects the precision of our forecasts of the qualities of the population. (Xue & Deng, 2020) According to (F. Hair Jr et al., 2014) In this tiny sample, all characteristics and population sizes are represented.

3.3 DATA COLLECTION TECHNIQUE

Tourists to Solok, West Sumatra, were surveyed using a questionnaire to obtain data. It was done to distribute the survey questionnaire. Three to four questions are asked for each variable in the questionnaire (Arismayanti, 2021) and the Likert scale, which ranges from one to five, is employed (Pramono, 2019). Following the collection of data from the questionnaire, the validity and reliability were evaluated. It's time for a little
exam. The goal of a descriptive analysis is to present the data as it is without making any generalizations. This analysis, which is just a collection of straightforward decryptions, makes no predictions, tests any hypotheses, or draws any conclusions. Central Tendency, Variability, and Relative Standing are the typical components of descriptive analysis. (Buchanan et al., 2018)

One of the three analyses that make up Central Tendency is The Mean, which is the average of the total values of all population members divided by the total number of population members.

\[ \mu = \frac{\Sigma x_n}{\text{Population}} \]

\[ X = \frac{\Sigma x_n}{\text{Sample}} \]

The Mean, one of the three analyses that make up Central Tendency, is calculated by dividing the average of the sum of the values of all population members by the total number of population members.

\[ SD = \sqrt{\frac{\Sigma (X - X^1 - n)^2}{n}} \]

(Wong, 2014) Relative Standing is a person's standard deviation (SD) (Oestreicher-Singer, 2013) The Z-Score is computed from the group mean. In this analysis, each research variable will be presented in full detail. A frequency distribution table, which displays the frequency and proportion of each respondent's Linkert scale replies, may be used to analyze and describe the data. In this analysis, no variable is compared to another or other variables.

3.4 TYPES OF RESEARCH

Causal research is the term used to describe this kind of study (Riding et al., 2020). In experimental research, defining causal design is crucial in determining how one variable affects another variable when exogenous factors are controlled by researchers such that their effects on endogenous variables are explicitly evaluated. In this study's quantitative approach, which is based on a structural equation modeling (SEM) analytical model, there are a variety of exogenous and endogenous factors.
3.5 DIRECT AND INDIRECT EFFECT

In terms of statistics, the person is not always expected to be significant (by looking at the t-value). There are two types of intervening variables, according to (Lubis et al., 2020), namely:

A. Full Mediation, If there are no intermediary (not long-term) variables and the endogenous variable cannot be fully or permanently modified by the exogenous variable.
B. Partial Mediation, If a mediator is not required to transfer effects from a variable exogen to a variable endogen permanently.

Or:
1. If direct effect > (More Significant) from effect Not Long-Standing Using Variable Intervening, then it is referred to as Partial Mediation.
2. If the term " direct effect " is used to describe an effect that occurs over an extended period using the variable "intervening," then full mediation is used.

4 RESULTS AND DISCUSSION

4.1 DESCRIPTIVE ANALYSIS RESULTS

According to each respondent's qualities, the data will be analyzed in this analysis, and the replies will be delivered accordingly. 200 respondents—all domestic tourists—were given the questionnaire for this study; each one was returned along with an essay that addressed every question. The following information, depending on the traits of the responders, will be offered for further information.

4.2 ANALYSIS OUTER MODEL

Test the validity and reliability of the measurement model will be carried out. If the construct meets all the prerequisites for further research, it can be continued as research. The correlation between the indicator scores and variable scores demonstrates the measurement model's convergent validity. (Saputra, 2018) and (Wilson, 2013) What latent constructs are? A moderately strong validation value is one with a loading factor value of 0.5 or above. The graphic below shows the initial outer loading values for each variable. (Farmer et al., 2017) indicates that this indicator is suited for a loading factor of 0.5–0.6. The outer loading values were determined by evaluating the outer model using the SmartPLS v 3.2.9 analysis tool.
The study in Figure demonstrates that all research variable constructions' loading factor values have been determined to be legitimate or acceptable. This is because the loading factor value is > 0.5.

4.3 DIRECT EFFECT

To decide if a hypothesis is accepted or not, utilize the Bootstrapping function in SmartPLS 3.2.9. The hypothesis is accepted when either the significance level or t-value is less than 0.05 or more than the significant value (Chen, 2013). The value of t statistics for a significance level of 5% is 1.96.
Based on the picture above, it can be seen that of all the hypotheses, only 1 was stated to have no significant effect, namely local wisdom on interest directly where the P value <0.05 and the t statistic value <1.96. Also if seen more clearly in the direct influence table below:

<table>
<thead>
<tr>
<th>Connection</th>
<th>Original Sample</th>
<th>T Statistics</th>
<th>P Values</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expected Value -&gt; Digital Marketing</td>
<td>0.300</td>
<td>4.824</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>Local Wisdom Expected Value</td>
<td>0.600</td>
<td>9.151</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>Digital Marketing -&gt; Interest</td>
<td>0.183</td>
<td>3.021</td>
<td>0.003</td>
<td>Significant</td>
</tr>
<tr>
<td>Local Wisdom -&gt; Interest</td>
<td>0.124</td>
<td>1.756</td>
<td>0.080</td>
<td>Not Significant</td>
</tr>
<tr>
<td>Expected Value -&gt; Interest</td>
<td>0.471</td>
<td>6.425</td>
<td>0.000</td>
<td>Significant</td>
</tr>
</tbody>
</table>

It is also crystal evident from the table above that a local wisdom hypothesis for interest cannot satisfy the statistical criteria.

4.4 INDIRECT EFFECT

To determine if the Expected Value variable (Y1) can mediate the link between all exogenous factors and the endogenous variable, Interest in Traveling (Y2), all exogenous variables are compared. The processing pictures and the accompanying table show the link between exogenous factors and endogenous variables via mediating variables in this investigation:
As seen in the image above, both of the current hypotheses have a substantial value when an indirect expression of an indirect impact link is used. Thus, it is assumed that the anticipated value can mediate between local wisdom and digital marketing elements.

4.5 FINDINGS

The findings in this study prove that facilities have a significant impact on the interest of visiting tourists. This proves that interest in visiting will increase along with the good facilities offered at a tourist destination, which is because the expectations of tourists who come before visiting a tourist attraction are to get satisfaction or happiness after visiting the tourist attraction. Then the expected value variable is also considered to be able to mediate the variable facilities and local wisdom on interest in visiting which indicates that there is a need to increase things such as happiness and comfort expected by tourists, which will result in involvement and interest which is an indicator of the creation of significant interest in visiting. In addition, the findings from this research also show that digital marketing and local wisdom are not important factors to increase interest in visiting tourists. Of course, this result is contrary to the theory and some previous studies, but this result can be different depending on the phenomenon and object under study.
5 CONCLUSION

Finally, it is anticipated that the management of tourist attractions and local government would be able to enhance amenities as the most important variable in this study, which is a continuation of numerous studies, to raise interest among visitors visiting Solok, West Sumatra. by focusing more on, expanding, and maintaining the current infrastructure and facilities while ensuring safety, cleanliness, and pruning without ignoring other considerations. However, amenities are a draw that plays a big role in influencing visitors' decisions to visit a tourist destination. Of course, management, managers, and of course the local government are required to develop these aspects to have adequate facilities. They also need the support and collaboration of the entire community. Essentially, the region's potential for tourism.
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