

THE EFFECTS OF A TOURIST DESTINATION AND TOURISM SERVICE ON VISITING DECISIONS IN SOUTH SULAWESI

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Abstract: *The Effects Of A Tourist Destination And Tourism Service On Visiting Decisions In South Sulawesi. This study aims to predict, analyze, and explain the influence of tourism destinations and tourism services on tourism in South Sulawesi. This study used a quantitative approach, data collection was carried out through direct surveys and through the Google form platform. The selection of respondents was based on non-probability sampling, for domestic tourists in tourist destination cities/districts in South Sulawesi with a purposive sampling technique. The number of respondents was 350 people who met the requirements. Data analysis used descriptive statistical analysis and inferential statistics using SEM PLS_3 software. The results showed that (1) tourism destinations had a positive and significant direct effect on tourism and (2) tourism services had a positive and significant direct effect on tourism.*

Keywords: *Tourism Destinations, Tourism Services, Destination.*

INTRODUCTION

Tourism is an integral part of human life, especially regarding social and economic activities. Indonesia as a developing country is trying to build a tourism industry as a way to achieve a balanced balance of foreign trade. Through the tourism industry it is expected that foreign exchange earnings can increase (Pendit, 2004). As regulated in article 1 paragraph 1 of Law Number 10 of 2009 concerning Tourism it is stated that tourists are people who travel or travel. Meanwhile, what is meant by tourism is various kinds of tourism activities supported by various facilities and services provided by the community, businessmen, the Government and Regional Governments.

Furthermore, (Suwantoro 1997) defines a tourist (tourist) as a person or group of people who take a tour for a while at certain tourism destinations. World Tourism Organization (WTO), tourism is a social, cultural and economic phenomenon involving the movement of people to countries or places outside the usual environment for personal or business or professional purposes. From this statement it can be understood that the substance of tourism is the movement or movement of people or groups of people from their places of residence to selected tourist destinations with the intention of fulfilling the satisfaction of needs and desires that cannot be fulfilled or obtained at their places of residence.

Facts prove that Covid-19, which has spread throughout the world since 2019-2022, has had a negative impact on all aspects of the life of the world community, including Indonesia. After the spread of COVID-19 in the country, the Indonesian Central Bureau of Statistics reported that Indonesia's economic growth was recorded at minus 5.32% in the second quarter of 2020 and minus 3.49% in the third quarter of 2020. From these data, Indonesia was later declared to be experiencing an economic recession. Some economic activities depend on tourism to survive, e.g. accommodation for tourists, travel agents and domestic or foreign long-distance passenger transportation. Other activities such as restaurants and bars, rental or car rental services, entertainment services and attractions also tend to be highly dependent on tourism. The dependence of a particular activity or business on tourism may also depend on its location or the geography of the tourism destination. In almost every tourist attraction location there will be an economic movement that continues to increase in line with the increase in tourist visits. The need for tourists to eat and drink will lead to the emergence of food and drink service providers, both local people and managers of tourist attractions.

The COVID-19 pandemic has had a wide and deep impact on the tourism industry worldwide

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due to a drop in demand from domestic and foreign tourists. The significant drop in tourism demand was due to the implementation of various travel restrictions to stem the spread of the virus. Thus, if the travel or movement of tourists decreases, it will be directly proportional to the decrease in tourism demand, because the substance of tourism is the movement or movement of people or groups of people, without movement or movement, tourism will be totally paralyzed. The COVID-19 pandemic has significantly affected global tourism. During the current COVID-19 pandemic, the importance of tourism and sustainable development is very important. Tourism is a potential sector and plays an important role in the development of a region. These roles include earning foreign exchange (Samimi, Sadeghi, and Sadeghi 2011); (Schubert, Brida, and Risso 2011)), increasing employment opportunities ((Neto 2003); (Samimi et al. 2011)), increasing community and government income (Lee and Chang 2008), encouraging environmental preservation (Hillery et al. 2001) and strengthening national unity (UU No. 10 of 2009). This is seen as possible because tourism as an economic endeavor ((Lee and Chang 2008); (Smeral 2010), is not only capital-intensive but also labor-intensive.

Tourism demand has continued to increase significantly from year to year since the 1970s (Smeral 2003). The development of tourist arrivals to South Sulawesi Province is taken from data from the South Sulawesi Tourism Office in 2020, this increase has had various impacts, both positive and negative impacts. The positive impact of tourism development can increase regional income (Walpole and Goodwin 2000); (Seetanah 2011), create jobs ((Neto 2003); (Samimi et al. 2011)) and can generate economic activity in the region (Neto 2003). However, the negative impacts of tourism development are less analyzed for their effects, such as changes in social norms, natural disasters or human involvement (WICKRAMASINGHE and Takano 2009), environmental pollution and excessive exploitation of natural resources (Hillery et al. 2001) and changes in authenticity of the quality of biodiversity and ecosystems (Davenport and Davenport 2006). This shows that the tourism industry has a close and strong relationship with the physical environment. So it is important to pay attention to management principles for sustainable tourism growth.

Regional economic development strategies through integrated tourism development policies can be approached through strategic planning and target markets, the relationship between the tourism sector and public policy priorities, and management strategies (Hasan and Mandiri 2015). An integrated tourism development strategy that has an impact on regional economic progress can create the strength of a region (tarigan, 2015). The orientation of the tourism market is needed in a strong regional image. This orientation is very important considering the tourism market is very diverse in relation to market segments and the integration between demand and supply.

According to (Gunn 1994), a tourism development strategy requires several components to be successful in its implementation. The development strategy involves: attractions (natural and artificial features that come into contact with the community), promotion (marketing from the community and tourism attractions for potential tourists), tourism infrastructure (facilities namely roads, airports, trains, buses, water and electricity services, parking facilities , signs and recreation), service (lodging, restaurants, and various retail businesses needed to take care of tourists' needs), hospitality (how tourists are treated well by the public). All of these components are part of tourism development both from the demand and supply aspects. In defining tourism from a supply perspective and to show that tourism is an industry with measurable impact, (Smith 1984) categorized tourism products into goods and services, accommodation, transportation, travel services, culinary, recreation/culture/entertainment and retail goods. (Smith 1984) defines the supply side of tourism as: "the aggregate of all retail businesses that produce commodities for tourists, regardless of the motivation or characteristics of the tourists". Most researchers agree that the core resources that can attract visitors to a destination are environmental and culturally based sites (Alhemoud and Armstrong 1996). However, there is little agreement on the terminology for defining the core components of the supply side. (Lew 1987), (Awang, Hassan, and Zahari 2009) and (Leiper 1979) call it an attraction, while Jafari (1979) and (Smith 1984) use the word resource. (Gunn 1994) defines attractions as "a synergistic unit of strength of a tourism system".

The demand side is often used to segment tourism products. The main purpose of this segmentation is to identify groups of individuals with similar needs and desires to travel (Uysal and McDonald 1989). In this sense, the variables used to look at the demand side of tourists are the benefits sought by tourists (Gitelson and Kerstetter, 1980), motivation (Fomica and Uysal, 1998) and personal

value systems (Madrigal and Kahle 1994). In general, this demand side represents the perceptions, opinions, beliefs, and feelings of tourists towards a destination. The pattern of tourist trips emphasizes the desire of tourists to get a good experience. Basically tourism is a travel activity consisting of two elements related to economic law, namely supply and demand, where the supply side is travel and destinations while the demand side is tourism consumers/tourists (Gunn and Var 2002). Creating demand for a tourism object has little difference compared to the demand for primary goods and services. The concept of demand states that the demand for an item is influenced by 4 important variables, namely the price of the item itself, the price of other goods, income and tastes (Samuelson, 2005). This concept also applies to requests for tourism services. Ariyanto (2005) states that the demand for tourism services is influenced by prices, income, socio-cultural conditions, political conditions, the number of family members and the prices of substitute and complementary goods.

Emphasis on the aspect of taste requires tourism service providers to use marketing strategies that focus on taste and feelings. Branding is a way of marketing that focuses on taste (Kotler and Keller 2011) (Kotler and Keller 2007). To be able to do branding properly, it is necessary to know the important variables that influence tourists' decisions to visit a tourism area. A person's decision to go on a tour is influenced by the strength of push factors and pull factors. These push and pull factors are actually internal and external factors that motivate tourists to make the decision to travel (Gayatri and Pitana 2005) (Pitana and Diarta 2009). Therefore, an analysis of the factors that influence tourists to come to tourist destinations is necessary for determining marketing concepts and strategies, and can be used as a guide for the direction of tourism development in the future.

An understanding of the real conditions of the tourist market will facilitate the determination of tourism product development policies that are in line with the demands of the tourist market. Determination and conformity of domestic market tastes and demands with developed tourism products will clearly have a positive impact on the quantitative aspect, (development of the number of domestic tourists, increase in infrastructure and tourism products, increase in expenditure and expenditure of domestic tourists) and qualitative aspects (recognition of the rights of domestic tourists to obtain high-value tourism services, increased knowledge about good travel practices, increased appreciation of national culture). Accurate analysis of the reality of the tourist market will undoubtedly also be able to present a tourist destination (Plog, 2001).

High-value tourism services are considered successful because they require regional resources. (Lew 1987) argues that attractions and activities are important elements in tourism. Whereas (Gunn 1994) says that resources are related to; natural resources, such as landscapes, vegetation, wildlife, historical architecture and monuments, traditional arts, culture ((Richards and Wilson 2006); (Lee, Jeon, and Kim 2011), sports and other recreation. Since these resources are essential for creating unique travel experiences, it is necessary for regions to develop and promote tourism based on unique and valuable resources in specific locations, combined with supporting resources (eg information and communication technology). Because the success of this integration will create the image of a tourist destination ((Moreira and lao 2014); (Chi and Qu 2008); (Matos, Mendes, and Valle 2017); (Rajesh 2013).

Empirically, measuring the success of tourist destinations is tested through evaluating destination attractions from two perspectives, namely the demand side and the supply side (Formica and Uysal 1998). The supply perspective is based on the number and amount of attractions provided by destinations. Meanwhile, the demand perspective depends on the perception of interest from tourists to visit a tourist area. These two perspectives contribute to the success of a particular tourist destination and tourism in general. Since the 1970s, there have been few studies examining destination attractions that have made important contributions to this field (Pyo, Uysal, and McLellan 1991). But recently, testing indicators of the relationship between supply and demand has been considered important in developing the integration of the ability of the attraction investigation model from one region to another (Uysal, 1989), even positively and significantly influencing tourism development strategies (Rambulangi et al. 2023). In this case it can be understood that tourist destinations are very closely related to tourist services.

South Sulawesi Province as an urban, island and mountainous province, has quite different and unique natural characteristics compared to other provinces, especially in terms of maritime tourism and also cultural tourism. South Sulawesi province also has a historical background and a diversity of

artistic traditions, unique culture and beautiful natural scenery. This condition is almost evenly distributed in every region in South Sulawesi Province and has the potential to be used as a tourist object that can attract domestic and foreign tourists. The pattern of tourism development that exists in South Sulawesi provides opportunities for local governments to increase the attractiveness of tourist destinations and the creativity of the community and tourism business actors.

The tourism sector in South Sulawesi is a sector that can influence the contribution of economic growth in various fields, especially foreign exchange earnings and job creation. Therefore South Sulawesi greatly benefits from natural conditions, cultural diversity, customs, handicrafts, traditional parties, biodiversity, historical building remains, rich maritime traditions, attractive coastal areas in South Sulawesi. Therefore, South Sulawesi Province greatly benefits from being one of the main routes for national tourism as the main gateway for Eastern Indonesia.

In developing the tourism industry in South Sulawesi is not an easy thing, because tourism development requires a process and stages of careful planning. This is due to the fact that many related development fields require a form of cross-sectoral planning, so that the tourism development planning model in South Sulawesi must be comprehensive and integrated. This integration requires an appropriate management strategy. Various supporting factors for South Sulawesi as a national and even international tourist destination in general can be seen from the topography, geographical location, naturalness, uniqueness of regional conditions and also historical factors. This certainly requires the active participation of the government and the community to develop these tourist objects so that they have high selling values and are ready to compete with other tourist destinations.

To support tourism branding so that it is ready to compete, in accordance with the concept of tourism development in South Sulawesi Province, several strategies for developing destinations have been formulated, including; product development strategy, institutional and human resource development strategy, marketing development strategy and environmental management strategy. The product development strategy is carried out through integrated tourism development in a unified tourism development area, development of creative and innovative tour packages based on marine and cultural tourism, an integrated tourism corridor approach across provincial boundaries, development of integrated tourism service facilities by establishing service center nodes regional and local. The institutional and human resource development strategy is carried out through strengthening the tourism agency and community institutions, improving facilities and infrastructure, increasing human resource capacity, comparative studies and apprenticeship programs. The marketing development strategy is carried out through positioning development on product character and tourist profiles that lead to the theme of marine and cultural tourism, positioning development that leads to the theme of special interest and promotion development. While the environmental management strategy is carried out through ecosystem preservation, increasing competence in environmental management and increasing community participation in managing natural resources and the environment.

The level of individual tourism promotion by social media users is not accompanied by the ability to make accommodation reservations, access and how to carry out tourist trips to South Sulawesi. As an effort to increase tourist visits to tourist attractions, promotion and marketing require certain strategies. In carrying out promotion and marketing, it is necessary to know the orientation of the tourism market that tourists are interested in. Information regarding tourist knowledge about the tourist object to be visited must be conveyed through the media so that it can create attractiveness and imagination that can influence tourists in choosing the desired tourist object.

The standard for tourism success in South Sulawesi is still using indicators of length of stay and number of visits (South Sulawesi Province Culture and Tourism Office). This standard is evaluated through the perspective of supply side and demand side. The supply perspective is measured based on the number and amount obtained from the attraction provided from the destination. While the demand perspective depends on the perception of tourists in a tourist destination. Testing these two indicators on indicators of information quality, service quality, tourist destination image and tourist satisfaction in tourism development strategies is still very rarely done. Moreover, making the quality of information which is one of the success variables of information systems as a driving variable of tourism demand and supply towards the formation of the image of a tourist destination. So that the study of the development of tourism destinations through this approach is expected to provide space

for developing the image of tourist destinations in South Sulawesi.

MATERIALS AND METHODS

This research is classified as survey research through a deductive thinking process using a quantitative approach to process, analyze and interpret primary data from questionnaire answers (Singarimbun 1995) and structured interviews with domestic tourists (archipelago) visiting South Sulawesi. Furthermore, to achieve the objectives of this study, a series of hypothesis tests were carried out on a number of research variables and their indicators to determine the correctness and suitability of the model with the research data. The results of this study are expected to be able to provide an overview of the potential for tourism development in South Sulawesi based on tourist perceptions and tourism destination resources.

Test validity

The validity test is used to test the extent to which the accuracy of the measuring device can reveal the concept of the symptoms/events being measured. In this study the validity test was carried out using the SPSS version 23 program. If the *r* count is greater than the *r* table and the value is positive, then the question or indicator is declared valid.

Table 1. Validity Test Results Tourist Destinations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Destinas i Wisata
X1.1	Pearson Correlatio n	1	.615*	.443*	.510*	.340*	.331*	.413*	.364*	.723**
	Sig. (2- tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	350	350	350	350	350	350	350	350	350
X1.2	Pearson Correlatio n	.615*	1	.704*	.535*	.394*	.274*	.460*	.450*	.790**
	Sig. (2- tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	350	350	350	350	350	350	350	350	350
X1.3	Pearson Correlatio n	.443*	.704*	1	.527*	.338*	.262*	.504*	.459*	.753**
	Sig. (2- tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	350	350	350	350	350	350	350	350	350
X1.4	Pearson Correlatio n	.510*	.535*	.527*	1	.465*	.261*	.516*	.469*	.748**
	Sig. (2- tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	350	350	350	350	350	350	350	350	350
X1.5	Pearson Correlatio n	.340*	.394*	.338*	.465*	1	.411*	.496*	.369*	.654**
	Sig. (2- tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	350	350	350	350	350	350	350	350	350
X1.6	Pearson Correlatio n	.331*	.274*	.262*	.261*	.411*	1	.386*	.269*	.559**
	Sig. (2- tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	350	350	350	350	350	350	350	350	350
X1.7	Pearson Correlatio n	.413*	.460*	.504*	.516*	.496*	.386*	1	.609*	.759**
	Sig. (2- tailed)									
	N	350	350	350	350	350	350	350	350	350

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	350	350	350	350	350	350	350	350	350
X1.8	Pearson Correlation	.364*	.450*	.459*	.469*	.369*	.269*	.609*	1	.697**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	350	350	350	350	350	350	350	350	350
Destinas i Wisata	Pearson Correlation	.723*	.790*	.753*	.748*	.654*	.559*	.759*	.697*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	350	350	350	350	350	350	350	350	350

** . Correlation is significant at the 0.01 level (2-tailed).

Table 2. Validity Test Results Tourism Services

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Pelayanan Pariwisata
X2.1	Pearson Correlation	1	.366**	.390**	.375**	.425**	.338**	.597**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	350	350	350	350	350	350	350
X2.2	Pearson Correlation	.366**	1	.631**	.623**	.520**	.520**	.811**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	350	350	350	350	350	350	350
X2.3	Pearson Correlation	.390**	.631**	1	.706**	.527**	.413**	.809**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	350	350	350	350	350	350	350
X2.4	Pearson Correlation	.375**	.623**	.706**	1	.563**	.532**	.838**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	350	350	350	350	350	350	350
X2.5	Pearson Correlation	.425**	.520**	.527**	.563**	1	.601**	.789**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	350	350	350	350	350	350	350
X2.6	Pearson Correlation	.338**	.520**	.413**	.532**	.601**	1	.740**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	350	350	350	350	350	350	350
Pelayanan Pariwisata	Pearson Correlation	.597**	.811**	.809**	.838**	.789**	.740**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	350	350	350	350	350	350	350

** . Correlation is significant at the 0.01 level (2-tailed).

Table 1 and Table 2 shows that each indicator for each variable shows significant results, and shows that r count is greater than r table ($r \text{ count} > r \text{ table}$). So it can be concluded that each statement is declared valid.

Reliability Test

The reliability test was carried out using the Cronbach Alpha method with the criterion that the calculated alpha level is greater than the Cronbach Alpha coefficient of 0.8 . The test results using the SPSS version 23 program are summarized in table 3 below:

Table 3. Reliability Test Results

Variable	Cronbach Alpha value	N of items	Information
(X1)	0.859	6	RELIABLE
(X2)	0.861	8	RELIABLE
Decision to visit (Y)	0.855	6	RELIABLE

Source: data processed 2022

Table 2 shows that the Cronbach Alpha value for all questions from all research variables is greater than 0.8 so that it can be concluded that the instrument is reliable and feasible to use for research.

RESULTS AND DISCUSSION

Tourism Destinations Have a Positive and Significant Influence on Sustainable Tourism

The coefficient value of the influence of Tourist Destinations on Sustainable Tourism is 0.100, the standard error value is 0.040, the t-statistic value is 2.477 and the p-value is 0.014. Because the t-statistic value is $2.477 > 1.96$ and the p-value is $0.014 < 0.05$, H4 is accepted. These results state that Tourism Destinations have a positive and significant effect on Sustainable Tourism. The value of factor loading or outer loading is 0.100 at sig. 0.05 and a t-value of 2.477 explains that if a Tourism Destination experiences an increase of 1 unit it will contribute to an increase in the value of sustainable tourism by 0.100 or 10%.

The marketing strategy construct is measured by 8 indicators, but after the second outer loading test is carried out, the invalid indicators, namely comfort (X3.7) and consumer solutions (X3.8) are excluded from the marketing strategy variable measurement model so that the indicators There are only 6 valid indicators, namely product (X3.1) of 0.730, price (x3.2) of 0.792, place (X3.3) of 0.764, promotion of 0.851, communication (X3.5) of 0.738, cost (X3.6) of 0.785. The factor that is perceived as the most relevant is promotion (X3.4), followed by price (X3.2), place/distribution (X3.3), cost (X3.6) and communication (X3.5). According to Marpaung (2002: 103) promotion is an effort made to adapt tourism products to tourist demand so that products become more attractive and sustainable. Tourism promotion activities in principle are communication activities, carried out by tourism organizing organizations (destination) that seek to influence the audience or the tourist market which is the foundation or target, (Sunaryo 2013).

The Effect of Tourism Services on Sustainable Tourism

The coefficient value of the influence of Tourism Services on Sustainable Tourism is -0.040, the standard error value is 0.051, the t-statistic value is 0.779 and the p-value is 0.436. Because the t-statistic value is $0.779 < 1.96$ and the p-value is $0.436 > 0.05$, H5 is rejected. These results state that Tourism Services has a positive but not significant effect on Sustainable Tourism. This shows that tourism services have no effect on sustainable tourism. Yoety 1996 said that Tourist Service is all the facilities used and activities carried out where the procurement is provided by other companies on a commercial basis. In order to become a good tourist destination, three things can be developed, namely something to see (everything that is interesting to see), something to buy (everything that is interesting or has its own characteristics to buy), and something to do (an activity that can be done in that place). As it is known that the main component of a tourism destination is attractiveness and the supporting components are amenities and accessibility. The results of the statistical analysis show that there is no influence of tourism services on sustainable tourism.

It can be understood that services are supporting and connecting components between supply and demand components, so services have no effect on sustainable tourism if there are no attractions offered to visitors or potential visitors. Tourism attraction is operationally defined by (Pearce 1988) as

follows, 'A tourist attraction is a named site with a specific human or natural feature which is the focus of visitor and management attention'. From this definition it can be understood that a tourist attraction is an object based on cultural or natural resources that has values that attract the attention of visitors and management. Each individual or group of tourism providers and/or services must have characteristics or dimensions of tangible, reliability, responsiveness, assurance, empathy, expectations that will be mixed and conveyed to tourists well, seduce, and influence customers to make purchases or tourist visits that can have an impact positive for stakeholders and local communities as well as maintaining environmental quality and economic sustainability.

CONCLUSION

Tourism destinations have a positive and significant effect on sustainable tourism in South Sulawesi, both directly and indirectly (through) the communication mix. In this case the natural, socio-cultural, historical and man-made tourist attractions as well as the attributes of destinations in South Sulawesi are perceived as attractive and unique and meet the expectations and satisfaction of tourists. However, the tour package and safety and security factors related to the comfort of tourists have not been adequately felt by tourists. The research results show that the quality of tourism services has a positive and significant effect on the communication mix in South Sulawesi. In general, service as a service product influences the communication mix related to the choice of communication media channels and how to articulate the services offered to be able to influence, convince, and persuade potential tourists to visit the promoted tourism destinations.

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