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THE INFLUENCE OF TOURISM POLICY AND FACILITIES TO REGIONAL REVENUE OF BALI PROVINCE (CASE STUDY OF BADUNG REGENCY)

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ABSTRACT

In the amount of 76.19 percent of the local revenue (of the richest regency) in Bali comes from tourism sector. The revenue of 76.19 percent or Rp849 billion has been obtained by Badung Regency District from the hotel and restaurant taxes. It makes the economy and regional development increased rapidly in the region that has many famous tourism sites in Bali. That is why tourism sector can be said as a locomotive of economic growth in Badung . Badung has also contributed to the Provincial Government of Bali and six regencies in the region of *Pulau Dewata* (Island of Gods) as the result of setting the hotel and restaurant tax funding. The aid is expected to be used to maintain the security of the international tourism destination. In addition to pacification, it can be used for joint promotion costs and handling the tourism infrastructure. This study aims to determine how much the Influence of Tourism Policy and Facilities to the Regional Revenue of Bali Province.

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INTRODUCTION

In Bali, tourism is one of the leading sectors, in addition to sectors of agriculture and small and medium industries (Wihadanto and Firman, 2013).Bali tourism has grown and developed in such a way to make big contributions both directly and indirectly to regional development and Balinese people. The development of this sector has became one of the steps in creating a welfare society (Widiastuti, 2013). Various attempts were made by Regency / City in Bali to develop local potentials, so that domestic and foreign tourists are remain interested in visiting the island of gods. Tourism which is developed in Bali is a cultural tourism. It has became one of the distinctive uniqueness compared to other destinations in Indonesia. Determination of cultural tourism development is in accordance with the Bali Provincial Regulation No. 2 in 2012 about Tourism Culture of Bali. This regulation replaces the Regional Regulation of the Province of Bali Regional 1st level; No. 3 in 1991 about Cultural Tourism which is considered to be no longer compatible with the national tourism policy as stipulated in Law No. 10 in 2009 about Tourism However, in reality, tourism development policy has been done solely by the economic approach and ignored the environmental conservation as well as the interests of local communities. Sutjipta (2005) said that Bali tourism development approach is too extolling the economic growth. Various tourism development activities have impacted often on the degradation of the environment and culture, such as the conversion of agricultural land, pollution of soil and water, environmental damage, and the commodification of culture.

Tourism in this kind of condition is certainly required to provide more positive interactions and also to give contribution to the natural and cultural environmental conservation. Various negative effects have shown as a response to the tourism activity, it has brought up the efforts to develop alternative tourism. It is supported by the trend that happened in 1990s, Bali tourism trends have shifted from mass tourism into alternative tourism. Mass tourism is tourism activities that involve many people in many tourism activities or carry out great activities. Chafe (2005) mentioned that mass tourism is large scale tourism, typically associated with sea, sand, sun, resorts andcharacteristics such as transnational

ownership, minimal direct economic benefit to destined communities, seasonality, and package tours Large-scale mass tourism is generally identical to the sea, the land, the sun, the lack of direct economic impact to the local community, it is seasonal and in form of tours package. This condition creates tourism development that only benefits on businessman by override the local communities. Bali has more advantages compared to other provinces in Indonesia. As stated in the earlier statement, Bali is known for its natural beauty and unique culture. Bali has considered as superior of its wonderful tourism product to lure local and foreign tourists to come to Bali. Example of tourism sites in Bali are Kuta Beach, Tanah Lot, Sanur Beach, Jimbaran, and NusaDua. Those are very crowded places which are visited by people every day. Hotels with nuance of coast and countryside are built there with cheap prices as inn or cheap hotel. Five-star hotels at very deplete pocket are also available. Additionally, Bali is also known by its unique culture and astonishment with its Kecak and Pendet dances which are very phenomenal worldwide. In Bali, there are also many regional art centers, one of the places is in Ubud area.

It is not only offer the charm of its natural and cultural uniqueness, Bali handicrafts sector has also favored as highly creative product. Many handmades in Bali are exported abroad. Moreover, culinary in Bali is very diverse and tasty on people's tongue, such as Betutu Ayam, Sate Lilit Garang Asem and other menu are often sought by tourists who visit.
A province can be said to be successful when supported by all levels of society that runs the economic activity of the area. They don't have to always rely on the central government to build the area, because the actual area can be developed when there is a strong desire from the community to make the area better. Bali has been assessed successfully to build its economic sector to be superior to the international world. Bali GDP each year continues to increase, indicating that Bali successfully run the program of autonomous regions from various sectors, such as tourism sector and vehicle taxes which both contribute great value to GDP of Bali. However, there are still many challenges to be faced by Bali. Kuta bomb a few years ago had devastated the economy of Bali. When Bali is reluctantly visited by local tourists, or foreign tourists; whose country sets out the rules on travel warning to Bali. Bali fell through the cracks of society since most of the Balinese people live from the tourism sector. Learn from the bad experiences, Bali should able to convince the world that Bali is not an intimidating place to be attended and visited, Bali is a beautiful island, which offers a million charms of natural beauty and the joy and friendliness of its people, that they would never forgot throughout of their life.

METHODOLOGY

Material and Procedures

This study uses survey, by interview using a questionnaire (questionnaire). Sampling method in this research is done by using purposive sampling, the sampling technique with acerta in consideration. The method can be used if the sources or respondents interviewed are people who are experts or working in a field, The data used in this research is primary data and secondary data .The primary data is data obtained directly from study subjects using a measuring device or appliance makers as a source of information of data such as interviews, questionnaires, or observation. Secondary data were obtained with a literature study of the relevant agencies. The sampling technique is:

$$n = \frac{Z^2\ \alpha/2\ p\ (1-p)\ N}{d^2\ (N-1) + Z^2\ \alpha/2p\ (1-p)}$$

This study aimed to analyze the. The Influence of Tourism Policy and Facilities to Regional Revenue of Bali Province. This research using quantitative descriptive method, with. Instruments and techniques of data collection using a questionnaire first tested for validity and reliability. Activities undertaken in this study is a) an action plan; socializing tourism policies to the public and stakeholders b) implementation of the action ; publish the notice board , operationally implement policies and carry out surveillance of the effectiveness of policy implementation c) observation and reflection on the implementation of policy measures as well as how big implications for program improvement activities examined.

Giving meaning to categories based on the coefficient as follows:

1. 0.00 and 0.20, the category is very small and can be ignored
2. 0.20 and 2.99, the low category
3. 3.00 and 3.50, the moderate category (enough)
4. 3.51 and 3.99, the category is High
5. > 4.00 then the very high category

Data Analyzed

As for the criteria that should be analyzed in this study are described in the next section. The instrument by using the formula Pearson Product Moment Correlation(Pearson Product Moment Correlation). As follows:

$$r_{xy} = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{\{N\sum x^2 - (\sum x)^2\}\{N\sum y^2 - (\sum y)^2\}}}$$

Structural equation model to be tested take the form of The Multiple Linear Regression Analysis as follows: $Y= a+b_1X_1+b_2X_2+\varepsilon$

RESULTS

Statistical Test

To determine the degree of relationship variables Implementation of Policies (X_1) , Facilities (X_2) and the Regional Revenue (Y) then used Pearson correlation analysis . Based on the results of data processing SPSS20 .0 for Microsoft Windows.

DISCUSSION AND CONCLUSION

DISCUSSION

Implementation of Policies (X_1) significantly affect the Regional Revenue (Y)

Based on Table .1 Correlation that the influence between variables Implementation of Policies (X_1) on the Regional Revenue (Y), which is calculated with a correlation coefficient

of 0.714 or (r_{xy} = 0.714). This shows the strong influence among Tourism Policy on Regional Revenue. Meanwhile, to declare the size of contributions X_1, Y or coefficient against determinant = r^2 X 100% or 0.7142 X 100% = 52.91%, while the remaining 47.01% is determined by other variables. Then to find significant levels of correlation coefficients X_1 to Y by using one hand (one tailed) of output (measured from Probabbility) .00 Since the probability of generating numbers far below 0.50, then the influence of Tourism Policy on Regional Revenue was significant Coefficients of table.4, illustrates that the regression equation is as follows:

$Y = a + b_1x_1 = 9.912 + 0.651$

The constant of 9.912 states that if there is no increase in the value of the variable Implementation of TourismPolicies (X_1), then the value of the Regional Revenue (Y) is 9.912. A regression coefficient of 0.651 states that any additions (for the sign +) of the score or the value of Implementation of tourism Policies will give rise to a score of 0.651. T test to test the significance of the constants and the dependent variable Regional Revenue. Test criteria regression coefficients of the variables on the Regional Revenue of Implementation of Tourism Policies as follows:

The first hypothesis proposed in the form of the sentence is:

Ha: Implementation of Tourism Policies significantly affect Regional Revenue

Ho: Implementation of Tourism Policies does not significantly affect Regional Revenue

Basis for a decision by comparing the value t table with t, as follows:

If the t count > t table, then Ho is rejected it means a significant regression coefficient. If t< t table, then Ho accepted means of regression coefficients were not significant = 5,331. Taken from table.4, t value variable coefficient X_1 = 5,331 t table = 1.684. The significance level œ = 0.05 df (degrees of freedom) = the number of data (n) -2 = 50-2 = 48. The test was done one side, so that the value t table = 1.684 (interpolation). Decision: because t count > t table, or 5.331 > 1.684, then Ho Rejected. Visible column sig (significant) in the table 3.4 coefficient sig 0,000 or less than the probability value 0.05, or 0.05 value> 0,000 hence Ho refused and Ha acceptable means significant regression coefficients, it is thus Implementation of Tourism Policies significantly affect Regional Revenue

Facilities (X2) significantly affect the Regional Revenue

Based on Table .1. Correlation between variables that the influence of Facilities (X_2) on the Regional Revenue (Y), which is calculated with a correlation coefficient of 0.709 or (r_{xy}) = 0.709. This shows the strong influence among the Regional Revenue. As for the size of the contribution declare variables X_2 to Y or coefficient determinant = r^2 X 100% or 0.7092 X_2 . 100% = 50.27%, while the remaining 49.73% is determined by other variables. Then to find significant levels of correlation coefficients X_2 to Y by the method of one-sided (one tailed) of output (measured from Probability) .00 Since the probability of generating numbers far below 0.50, then the influence of Facilities on Regional Revenue was significant Coefficients of table 4.4, illustrates that the regression equation is as follows:

$Y = a + b2x2 = 9.912 + 0.524$

The constant of 9.912 states that if there is no increase in the value of the variable Facilities (X_2), then the value of the Regional Revenue (Y) is 9.912. A regression coefficient of 0.524 states that any additions (for the sign +) of the score or the value of Facilities will give rise to a score of 0.24. T test to test the significance of the constants and the dependent variable Regional Revenue. Test criteria regression coefficient of variable Facilities on Regional Revenue as follows:

The first hypothesis proposed in the form of the sentence is:

Ha: Facilities significantly affect Regional Revenue

Ho: Facilities does not significantly affect Regional Revenue

Basis for a decision by comparing the value t table with t, as follows:

If the t count > t table, then Ho is rejected it means a significant regression coefficient. If t < t table, then Ho accepted means of regression coefficients were not significant t = 3.804. Taken from table 4. , the coefficient t value X_2 = 3.804. table = 1.684. The significance level œ = 0.05 df (degrees of freedom) = the number of data (n) -2 = 50-2 = 48 The test was done one side, so that the value t table = 1.684 (interpolation). Decision: because t count> t table, or 3.804>1.684, then Ho rejected. Show column sig (significant) in the table .4. coefficient sig 0.24 or smaller than the probability value 0.05, then Ho is rejected and Ha accepted means significant regression coefficients , it is thus Facilities significantly affect Regional Revenue

Implementation of Tourism Policies (X_1), and Facilities (X_2) jointly significant effect on Regional Revenue (Y)

According to the table .2. Model Summary that the influence of organizational culture and work motivation together -Same against which performance is calculated by the correlation coefficient is 0.850 or r_{X1X2Y} = 0.850, suggesting a strong influence, while for together (simultaneously) variable X_1 and X_2 to Y = R^2 = 0.8502 x 100% x 100% = 72.25% while the remaining 27.75% is determined by other variables. Then to determine the level of significant multiple correlation coefficient shown in Table :3Anova between variables Implementation of Tourism Policies and Facilities together on Regional Revenue. With the first method tailed of output (measured by probability), yielding 0.000 sig figures. Because the probability is much lower than the figures sig 0.05, then the influence of Implementation of Tourism Policies and Facilities together against Regional Revenue is significant
From table4 illustrates that multiple regression coefficient as follows:

$Y = a + b_1X_1 + b_2X_2 = 9.912 + 0.524 + 0{,}651\ X_1\ X_2$

Constant amounted to 9.912 states that if there is no increase of the variable Implementation of Tourism Policies (X_1) and Facilities (X_2), then the Regional Revenue value is 9.912.

Table 1. Correlations

			Policy	Facilities	Revenue
Spearman's rho	Policy	Correlation Coefficient	1.000	.420	661
		Sig. (2-tailed)	.	.919	.738
		N	70	70	70
	Facilities	Correlation Coefficient	.420	1.000	.388**
		Sig. (1-tailed)	.000	.	.709
		N	70	70	70
	Revenue	Correlation Coefficient	.661	.388**	1.000
		Sig. (2-tailed)	.738	.709	.
		N	70	70	70

Tabel 2. Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.853[a]	.727	739	3.48320	2.031

a. Predictors: (Constant), Policy
b. Dependent Variable: Revenue

Tabel. 3. ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.106	2	6.553	.540	.586[a]
	Residual	570.236	47	12.133		
	Total	583.341	49			

a. Predictors: (Constant), Policy, Facilities
b. Dependent Variable: Revenue

Tabel 4. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.912	1.600		6.195	.000		
	Policy	653	.660	651	5,331	.742	.874	1.144
	Facilities	662	.678	524	3.804	.425	.024	1.144

a. Dependent Variable: Revenue

A regression coefficient of 0.651 and 0.524 states that each additional score or value of Implementation of Tourism Policies and Facilities , will give rise to a score of 0.651 and 0.524. F test at Anova table3 , for test the significance of the constants and the dependent variable (Regional Revenue). Test criteria regression coefficients of the variables of Implementation of Tourism Policies and Facilitieson Regional

Revenue as follows:

The third hypothesis is proposed:

Ha: Implementation of Tourism Policies and Facilities jointly significant effect on Regional Revenue

Ho: Implementation of Tourism Policies and Facilities together no significant effect on Regional Revenue

Taken from the table 3. Anova, F count = 7.544. Basis for a decision by comparing the value of F arithmetic with F table value as follows: If F count> F table value, then Ho is rejected, it means a significant regression coefficient. If the value of F arithmetic <F table value, then Ho received, meaning that a significant regression coefficient

Looking Ftable value using the F table with the formula:

Significance œ = 0.05

Ftable = F (1-œ) (df = k), (df = n-k-1)
= F (1-œ) (df = 2), (df = 50-2-1)
= F (1 to 0.05), (2.47)
Or numerator = 2, denominator = 47
Ftable = 3.20 (interpolation) Decision:

It turned out that F count > F table value, or 7.544> 3.20, then reject Ho and Ha accepted that Implementation of Tourism Policies and Facilitiesjointly significant effect on Regional Revenue

Activities undertaken in this study

Activities undertaken in this study is an action plan ; socializing protection policies to the public and stakeholders, implementation of the action ; publish the notice board , operationally implement policies and carry out surveillance of the effectiveness of policy implementation , observation and reflection on the implementation of policy measures as well as how big implications for program improvement activities examined. The result is The mass media score 3,58 (High), The electronic media score 3,34 (enough), Community Organization score 3,60 (High), Political party 3,82 (high), and The Forum Group Discussion score 3,56 (High), and average 3,58 (High). It mean implementation of Tourism Policies to Regional Revenue is Effective

Conclusion

- Implementation of Tourism Policies showed good applicability
- Facilities shown good improvement / increase
- Regional Revenue high performance / good

- Implementation of Tourism Policies and Facilities significant effect either partially or jointly against the Regional Revenue
- Tourism policy customs can be implemented effectively and be understood by all the public and stakeholders

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