Economy and Finance Enthusiastic
https://jurnal.tintaemas.id/index.php/EFE/index
Volume 1 Issue 2 (2023) 77-86 | E-ISSN 2988-6937
https://doi.org/10.59535/efe.v1i2.92

Identification of Local Origin Income Factors in The Tourism Sector at Buton Selatan District

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RESEARCH PAPER

Open Access

Article Info:
Submitted: 02 September 2023
Accepted: 02 September 2023
Approve: 17 September 2023
Published: 19 September 2023

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Abstract. Tourism has been transformed into one of the economic sectors with extraordinary potential to support the economic growth of a region. The tourism industry has a significant role in the context of a country. South Buton Regency has great potential to increase local revenue (PAD) through tourism. This potential is based on various factors that make South Buton Regency an attractive tourist destination. This study aims to identify the factors of local revenue in the tourism sector in the South Buton Regency. The research method is in the form of observation, and direct interviews with the parties involved, and then the data is analyzed using descriptive analysis of the level of conformity through the level of interest and level of satisfaction. The study results show that the village's original income factors in the tourism sector are adequate infrastructure, effective promotion and marketing, and diversification of tourism products. The level of conformity obtained from the questionnaire results on the level of importance and level of satisfaction of local revenue factors in the tourism sector in South Buton Regency shows an average value of> 100%, namely 107.95% in the very satisfied category.

Keywords: South Buton Regency; Locally-Generated Revenue; Tourist.

A. INTRODUCTION

Tourism has been transformed into one of the economic sectors with extraordinary potential to support the economic growth of a region. The tourism industry has a significant role in the context of a country [1]. In addition, the tourism business sector has enormous potential, so several basic reasons drive tourism development in an area, mainly to realize economic benefits and foreign exchange flows into regions and countries [2]. The existence of the tourism sector contributes to the state's income or, more specifically, the local government that hosts the tourist attraction. The existence of tourism brings potential income from every existing tourist destination. In this era of globalization, the tourism sector is not just a travel destination or tourist attraction but also an engine that drives the economy.

This is reflected in its contribution to Regional Original Revenue (PAD), which is central to regional development. The development of the tourism sector is directed to be a step that can promote an increase in Regional Original Income [3]. Regencies and cities are competing to develop their tourism potential to increase PAD and people's welfare amid increasingly fierce global competition. Regional Own Revenue (PAD) is a very important source of income for regional governments in carrying out various development programs and public services. Regional Own Revenue is a source of funding for district/city regions with one of its components being regional taxes and regional levies [4]. In addition, Regional Original Income (PAD) is an accumulation of Tax Revenue Posts consisting of Regional Taxes and Regional Retribution, Non-Tax Receipt Posts in the

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form of revenue from Regional Owned Companies, as well as investment receipts and management of natural resources [5].

One sector that has great potential in increasing PAD is the tourism sector. Tourism can potentially drive significant changes in the lives of local communities in various aspects, including social, economic, cultural, environmental, scientific, and job creation [6]. In addition, tourism has a central role in efforts to increase regional income [7]. The importance of the tourism industry in the development and development of an area is inseparable from the fact that (1) Tourism is a service sector inherent in modern society's life. The higher the education and economy of a person or society, the greater the need for tourism; (2) Tourism has synergistic strength because of its close linkages with various other fields and sectors. Tourism can develop along with developments in transportation, telecommunications, human resources, the environment, and (3) The focus of tourism as a competitive power lies in well-managed resources [8]. South Buton Regency, as one of the regions in Indonesia, has considerable tourism potential with a variety of natural, cultural, and historical beauties. However, even though it has great potential, PAD from the tourism sector in South Buton Regency has not yet reached its maximum potential. Local revenue from the tourism sector is influenced by several factors covering various aspects, ranging from infrastructure promotion to diversification of tourism products.

Adequate infrastructure is one of the main foundations in the development of a sustainable tourism sector. The infrastructure in question includes accessibility, transportation, accommodation, and other supporting facilities. The importance of comprehensive infrastructure development in tourist areas is a very relevant concept in tourism development which can provide major benefits in increasing the accessibility and attractiveness of tourism destinations [9]. Infrastructure plays a key role in economic growth [10]. In South Buton Regency, increased accessibility through good roads, efficient air transportation, and well-functioning ports can be major factors in increasing the number of tourist visits. Poor or limited accessibility can seriously hinder an area's tourism potential. Tourists will avoid destinations that are difficult to access or require long travel times. Conversely, good accessibility will encourage more people to come and spend time in the South Buton Regency, increasing local revenue. In addition, accommodation infrastructure is also very important. South Buton Regency must have sufficient accommodation capacity to accommodate various types of tourists, ranging from backpackers to high-budget tourists. Hotels, homestays, villas, and other facilities must be managed properly and meet the appropriate standards to enhance the tourist lodging experience.

Effective promotion and marketing are important factors in increasing tourist visits. South Buton Regency has a unique natural, cultural, and historical wealth, which requires proper visibility to attract tourists. Promotion and marketing efforts must take a strategic approach by utilizing various media and platforms. Social media, official websites, promotional campaigns, and collaboration with travel agents can raise South Buton Regency's profile as an attractive tourism destination. Promotion is one of the variables in the marketing mix, which is very important to be carried out by marketing their products or services [11]. In addition, promotion is an important element in a marketing strategy that creates effective persuasive messages to attract consumer attention [12]. Information technology can be utilized to promote, communicate, and deliver information to increase sales [13]. In today's digital era, sharing tourist experiences through online reviews and visual content can also help promote tourist destinations. In addition, cooperation with tourism partners, both at the regional, national, and international levels, can increase the visibility of the South Buton Regency. Promotion and marketing network expansion will help reach more potential tourist markets.

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Diversification of tourism products is the key to attracting various types of tourists. Diversification of tourism products is a strong strategy to increase the competitiveness of tourist destinations by presenting a variety of experiences to tourists; destinations can become more attractive and fulfill various interests and desires [14]. South Buton Regency has very diverse natural and cultural potentials. To increase local revenue, South Buton Regency needs to develop various tourism products to attract various market segments. Products such as ecotourism, cultural tourism, adventure, and culinary can be attractive choices for tourists with different interests. For example, ecotourism can combine the natural beauty of South Buton Regency with the opportunity to participate in environmental conservation activities. Meanwhile, cultural tourism can highlight the rich cultural heritage and unique local traditions. Diversification of tourism products can also help balance the burden of tourist visits throughout the year. By offering a variety of experiences, South Buton Regency can create a more stable flow of tourists throughout the year, not just during certain holiday seasons. With various tourism products offered, South Buton Regency can be more flexible in adjusting its strategy to changing situations.

Looking at the background, identifying the factors of local revenue in the tourism sector in South Buton Regency is very important. By understanding these factors, local governments and rel This research aims to identify the factors of local revenue in the tourism sector in the South Buton Regency.ated stakeholders can take strategic steps to increase PAD from the tourism sector. In a broader context, increasing PAD from the tourism sector can also positively impact the local economy, create jobs, and improve the welfare of the people of South Buton Regency as a whole. Therefore, this study will dig deeper into the Village Original Income factors in the tourism sector in South Buton Regency and provide recommendations for increasing income from the tourism sector.

B. METHOD

This research was conducted in South Buton Regency; the location was chosen considering this area is one of the potential destination areas in developing the tourism sector. The types of data used are primary data and secondary data. Primary data was obtained through observation and interviews, while secondary data was obtained through literature and related sources. Determination of the sample in this study used a purposive sampling technique; namely, the sample selection was done deliberately with the consideration that people who were known to have knowledge, experience, and understood the problems regarding the object under study [15]. This study used a sample of 100 respondents who were tourists who visited the South Buton Regency during the ongoing research period. The number of samples is expected to cover a variety of tourist profiles, both in terms of demographics, types of trips, and visit preferences, to provide a more comprehensive picture of the identification of local revenue factors in the tourism sector in the South Buton Regency.

Furthermore, to determine the level of tourist satisfaction, a Likert scale measurement was carried out with measurements given a scale score of 1, 2, and 3, then descriptive analysis to identify the factors of regional original income in the tourism sector in South Buton Regency. The Likert scale measures attitudes, opinions, and perceptions of a person or group of people about social phenomena [15]. So, to find out the measurement of respondents' answers in this study, which used a research instrument in the form of a questionnaire, the authors used the Likert scale method (*Likert's Summated Ratings*).

To measure the level of importance of an attribute, an assessment is given using Likert scale data with the following weights:

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a. Very important answers are given a weight of 3
b. Important answers are given a weight of 2
c. An unimportant answer is given a weight of 1

For performance/satisfaction, an assessment is given using Likert scale data with the following weights:

a. Very satisfied answers were given a weight of 3
b. Satisfied answers are given a weight of 2
c. Answers that are not satisfied either are given a weight of 1

Based on the assessment of the level of importance and the results of performance/satisfaction research, it will be generated when calculating the level of conformity between the level of interest and the level of performance/satisfaction of tourists satisfaction. In this study, there are two variables represented by the letters X and Y where:

X= Is the level of performance that can provide a level of satisfaction for tourists in identifying the factors of local revenue in the tourism sector in South Buton Regency.

Y=Is the level of importance in identifying local revenue factors in the South Buton Regency tourism sector.

The formula used is [16]:

$$\text{Tki} = \frac{Xi}{Yi}\ x\ 100\%$$

Where:

Tki : level of conformity of respondents
Xi : Company performance appraisal score
Yi : Respondent's importance evaluation score

The criteria for the level of conformity (TKi) between the level of interest and performance are as follows [16]:

a. The value of Tki > 100% means very satisfied
b. Tki value = 100%, then satisfied
c. Tki value < 100%, then not satisfied

C. RESULT AND DISCUSSION

South Buton Regency has great potential to optimize the tourism sector to increase local revenue (PAD). This potential is based on several factors that make this area attractive to tourists. South Buton Regency illustrates several important findings in three main aspects: adequate infrastructure, effective promotion and marketing, and diversification of tourism products.

Analysis of level of importance and satisfaction

1. Adequate Infrastructure

In the aspect of adequate infrastructure, there are efforts to improve accessibility to tourism destinations. Although some of the main roads have been repaired, challenges, especially in rural areas, still require improvement. Improvements in air and sea transportation, such as well-functioning local airports and seaports, have opened up positive opportunities to increase the number of tourist visits. However, it is necessary to continue improving and maintaining this infrastructure to remain efficient. The level of importance of adequate infrastructure can be seen in Table 1 as follows:

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Table 1. Level of Importance of Adequate Infrastructure

No.	Interest Level	Score	Frequency Number (Person)	Percentage (%)	Weight
1	Very important	3	66	66	198
2	Important	2	34	34	68
3	Not important	1	0	0	0
	Total		100	100	266 (Y_i)

Source: Primary Data, 2023

Based on Table 1, it can be seen that the level of importance of adequate infrastructure is at a very important level, namely 66 people with a percentage of 66%, while those who say it is very important are 34 people with a percentage of 34% and unimportant, namely none. The total weight of the importance level of infrastructure is 266. This shows that this indicator is in a very important category. Fulfilling qualified infrastructure, such as good roads, adequate accessibility, and quality accommodation facilities, is a top priority in developing the tourism sector in the South Buton Regency. Considering this factor as important is an important first step in planning and allocating the necessary resources for improving and developing tourism infrastructure.

By prioritizing adequate infrastructure, these areas can be more attractive to tourists, increase the number of visits, and increase local revenue (PAD) through the tourism sector. This is an important step in implementing an effective tourism development strategy in the South Buton Regency. Adequate infrastructure development in the tourism sector can positively impact improving people's welfare, especially in economic welfare or experiencing an increase in income [17]. In addition, developing infrastructure, facilities, and infrastructure in tourist areas is very important because it directly contributes to the tourist experience, safety, and comfort [18]. Furthermore, the level of performance/satisfaction of tourists with inadequate infrastructure can be seen in Table 2 as follows:

Table 2. Level of Tourist Satisfaction in Adequate Infrastructure

No.	Satisfaction Level	Score	Frequency Number (Person)	Percentage (%)	Weight
1	Very satisfied	3	81	81	243
2	Satisfied	2	19	19	38
3	Not satisfied	1	0	0	0
Total			100	100	281 (X_i)

Source: Primary Data, 2023

Based on Table 2, it can be seen that the level of tourist satisfaction with inadequate infrastructure is very high, namely 81 people with a percentage of 81%. In contrast, those who stated that they were satisfied were 19 people with a percentage of 19% and dissatisfied, namely none. The total weight of tourist satisfaction with adequate infrastructure is 281. This shows that this indicator is in the very satisfied category. Most tourists visiting tourism destinations in South Buton Regency are very satisfied with the adequate infrastructure in the area. The results of this data analysis are very positive because the high level of satisfaction from tourists indicates that the investments and efforts made in infrastructure development have yielded good results. Tourists feel that the facilities and means they need to access, explore, and enjoy tourism destinations in South Buton Regency have been properly fulfilled. However, it is important to continue to monitor and maintain this level of tourist satisfaction through maintaining adequate infrastructure, maintaining facilities, and continuing to serve them well.

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2. Effective Promotion and Marketing

Awareness of the importance of more effective promotional efforts is evident. Efforts have been made in utilizing social media and working with tourism partners. However, there is still room for developing a more strategic promotion strategy and stronger utilization of digital platforms. Collaboration with travel agents and other stakeholders must also be strengthened. The level of importance of effective promotion and marketing can be seen in Table 3 as follows:

Table 3. Importance Level of Promotion and Effective Marketing

No.	Interest Level	Score	Frequency Number (Person)	Percentage (%)	Weight
1	Very important	3	73	73	219
2	Important	2	27	27	54
3	Not important	1	0	0	0
	Total		100	100	273 (Y_i)

Source: Primary Data, 2023

Based on Table 3, the level of interest in effective promotion and marketing is very important, namely 73 people with a percentage of 73%. In contrast, those who say it is important are 27 people with a percentage of 27% and unimportant, namely none. The total weight of the importance level of infrastructure is 273. This shows that this indicator is in a very important category. Most respondents stated this level of importance, indicating that an effective promotion and marketing strategy is a top priority in developing the tourism sector in South Buton Regency. This factor is important because effective promotion can help increase the visibility and attractiveness of tourism destinations, attract more tourists, and ultimately increase local revenue (PAD) through the tourism sector.

Good promotional efforts can also help build a positive image of a destination and strengthen its presence in the competitive tourism market. The benefits of social media are facilitating communication and promotion to broaden the reach of a wide range of consumers [19]. In addition, the importance of social media as a tool to improve service and image is good [20]. Social media has become a very effective tool for expanding the reach of communication and promotion of tourist destinations. Furthermore, the level of tourist performance/satisfaction in effective promotion and marketing can be seen in Table 4 as follows:

Table 4. Level of Tourist Satisfaction in Effective Promotion and Marketing

No.	Satisfaction Level	Score	Frequency Number (Person)	Percentage (%)	Weight
1	Very satisfied	3	86	86	258
2	Satisfied	2	14	14	28
3	Not satisfied	1	0	0	0
	Total		100	100	286 (X_i)

Source: Primary Data, 2023

Based on Table 4, tourist satisfaction in effective promotion and marketing is at a very satisfactory level, namely 86 people with a percentage of 86%. In comparison, those who stated satisfaction were 14 people with a percentage of 14% and dissatisfied, namely none. The total weight of tourist satisfaction with adequate infrastructure is 286. This shows that the promotion strategy implemented by the local government and tourism stakeholders in South Buton Regency has had a positive impact. Tourists have received sufficient, interesting, and accurate information about tourism destinations in the area, enhancing their experience during their visit.

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3. Diversification of Tourism Products

Potential potential for a more diverse tourism product has been identified, but further development still needs serious planning and investment. The potential for ecotourism, cultural tourism, and adventure must be maximized. Product development that considers the tourist experience, environmental sustainability, and local community involvement will be the key to success in this diversification. The level of importance of tourism product diversification can be seen in Table 5 as follows:

Table 5. Level of Importance of Tourism Product Diversification

No.	Interest Level	Score	Frequency Number (Person)	Percentage (%)	Weight
1	Very important	3	53	53	159
2	Important	2	47	47	94
3	Not important	1	0	0	0
	Total		100	100	253 (Y_i)

Source: Primary Data, 2023

Based on Table 5, it can be seen that the importance of tourism product diversification is at a very important level, namely 53 people with a percentage of 53%. In contrast, those who say it is important are 47 people, a percentage of 47%, and unimportant, no. The total weight of the importance level of infrastructure is 253. This shows that this indicator is in a very important category. This result reflects that most respondents know the importance of various tourism products to attract tourists. Diversification of tourism products includes developing various tourism experiences, such as ecotourism, cultural tourism, adventure, and culinary tourism, which can reach various market segments. Diversification of tourism products is an effective strategy to overcome tourist saturation and increase the attractiveness of tourism destinations by offering a variety of experiences and activities to tourists; destinations can maintain interest and get sustainable visits [21]. Furthermore, the level of tourist performance/satisfaction in tourism product diversification can be seen in Table 5 as follows:

Table 6. Level of Tourist Satisfaction in Tourism Product Diversification

No.	Satisfaction Level	Score	Frequency Number (Person)	Percentage (%)	Weight
1	Very satisfied	3	87	87	261
2	Satisfied	2	13	13	26
3	Not satisfied	1	0	0	0
	Total		100	100	287 (X_i)

Source: Primary Data, 2023

Based on Table 6, tourist satisfaction in tourism product diversification is at a very satisfactory level, namely 87 people, with a percentage of 87%. In comparison, those who stated satisfaction were 13 people with 13% and dissatisfied, namely none. The total weight of tourist satisfaction with adequate infrastructure is 287. This shows that tourist satisfaction with the diversification of tourism products in South Buton Regency is positive, although stronger than satisfaction with adequate infrastructure or effective promotion and marketing. Although the level of satisfaction is lower than in other aspects, it is still important to appreciate this positive level of satisfaction. Diversification of tourism products is a positive step in responding to tourists' various interests and preferences, which shows that diversification efforts have provided diverse experiences to visiting tourists.

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Conformity Level of Satisfaction Forming Attributes

After knowing the value or score of the level of importance and performance/satisfaction assessment of the identification of local revenue factors in the South Buton Regency tourism sector, the level of conformity between expectations and reality obtained by tourists can be seen. The results of the calculation of the suitability level can be seen in Table 7 as follows:

Table 7. Conformity Level Calculation Results

No.	Attribute	Satisfaction Value (Xi)	Importance Value (Yi)	Conformity Rate (%)
1	Adequate infrastructure	281	266	105.64
2	Effective promotion and marketing	286	273	104.76
3	Diversification of tourism products	287	253	113.44
Total		854	792	323.84
Avarage		285	264	107.95

Source: Primary Data, 2023

Based on Table 7, it can be seen that the level of conformity obtained from the results of the questionnaire on the level of importance and the level of satisfaction identified the factors of local revenue in the tourism sector in South Buton Regency is adequate infrastructure with a percentage of 105.64%, effective promotion and marketing 104.76%, product diversification tourism with a percentage of 113.44%. This shows the level of conformity of the average value of> 100%, namely 107.95%, with the very satisfied category. These results were obtained because the level of conformity of the average value obtained from the questionnaire indicated that most respondents were very satisfied with the factors of regional original income in the tourism sector in the South Buton Regency. This is very positive and shows that the efforts made in infrastructure development, promotion, and marketing, as well as tourism product diversification, have successfully met tourist expectations and strengthened the tourism sector's contribution to Regional Original Revenue (PAD).

D. CONCLUSION

Based on the results and discussion above, South Buton Regency has great potential to optimize the tourism sector to increase Regional Original Income (PAD). This potential is based on several factors that make this area attractive to tourists. South Buton Regency illustrates a number of important findings in three main aspects: adequate infrastructure, effective promotion and marketing, and diversification of tourism products. In addition, the level of conformity obtained from the results of the questionnaire on the level of importance and level of satisfaction of local revenue factors in the tourism sector in South Buton Regency shows an average value of > 100%, namely 107.95% in the very satisfied category. Maintaining and increasing tourist satisfaction in these three aspects must be addressed. With continuous planning, supervision, and innovation, South Buton Regency can continue to exploit the potential of the tourism sector to increase Regional Original Income (PAD) and the welfare of the local community.

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Author declaration

Author contributions and responsibilities

The authors made major contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

Funding

This research did not receive external funding.

Availability of data and materials

All data is available from the author.

Competing interests

The authors declare no competing interests.

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