

Causal Factor Analysis Of Low Foreign Tourist Arrivals To Jakarta

Evandro. Adolf.W.Manuputty

Department of Business Administration, Ambon State Polytechnic,

Ambon, Indonesia 97129

Email : evandro_willem@yahoo.com

Abstract - The development of tourism in Indonesia is lagging behind compared to some of our neighboring countries like Malaysia, Singapore and Thailand, despite the fact that Indonesia has many tourist attractions and culture that differ from his province. The World Economic Forum in 2009 put Indonesia in the position to 81, well below Singapore in position 10.

By looking at the problem above, researcher wishes to conduct research to find out if there is an influence to the 14 tourism competitiveness criteria issued by the World Tourism Forum in 2009 as an independent variable, against the target of Indonesia tourism marketing as the dependent variable (to increase the number of tourists, the old residence, and tourist expenditures).

In this study the authors used a questionnaire to obtain data from foreign tourists who visited Jakarta, especially foreign tourists who stay at Jalan Jaksa (Jaksa Street of Central Jakarta) from September to December 2009. The number of respondents as many as 150 people using the method of accidental sample. To test the validity of the use factor analysis. To analyze the data the author uses regression analysis of the F test, t test and coefficient of determination .

The results of the analysis show that simultaneously there is a significant influence among the 14 criteria of competitiveness of tourism as an independent variable (X) with the objective of tourism marketing as the dependent variable (Y) and H1 accepted. T test value of each variable X shows that the variable X6 (air transport infrastructure) has positive influence to variable Y and H6 accepted. T test value for the variable X12 (tourist attraction) a positive effect on variable Y and H12 received. The findings above are very useful for decision makers in tourism in order to prioritize the development of tourism.

Keyword : *component: Number of Tourist, Tourist Night, Tourist Expenditure*

I. INTRODUCTION

Humans are always moving, moving from one place to another. Characteristic patterns of human life was marked both primitive and modern nation. Symptoms of tourism, both in the strict sense of the meaning of travel and visits to certain places as a motivation, as well as in a broad sense that includes all sorts of motivations that have an influence (effects) on the aspects of people's lives and society, both in terms of socio-economy can be expressed in figures (quantifiable) and on the terms of the socio-cultural, political and environmental essentially difficult to express in figures (non-quantifiable) (Spillane, 1987:13).

According Yoeti (1996:112-114), said the Pariwisata (tourism) that comes from the Sanskrit language, is not exactly meant *Tourisme* (Dutch) or tourism (English). Said tourism, according to this sense,

synonymous with the word *tour*. This opinion is based on the idea as follows: the word tourism consists of two syllables of each word *Pari* and *Wisata*.

- *Pari*, means many, many times, circling, complete (remember the word perfect).
- *Wisata*, means of travel, travel in this case is synonymous with the word travel in English.

Other sources mention that basically is an activity tourism trips taken by a person or group of people outside the residence, temporary, for many purposes other than to make a living, while tourism as a phenomenon called the human journey as individuals or groups with a variety of purposes as long as it is not to make a living or settled. From some of these definitions indicated that tourism is an area that is multidimensional, involving and intersect with many sectors and actors. At first glance, the word travel and tourism seem to have the same meaning, but if the review is more detailed look no broader meaning than the words tourism attractions. (Suranti, 2005:1).

The development of tourism in Indonesia recently felt very behind with our neighboring countries like Malaysia, Singapore and Thailand while Indonesia is so rich with diverse culture and beautiful nature and fascinating. Foreign tourists coming to Indonesia in 2000 amounted to five million people, and in 2006 dropped to 4.8 million people compared with 7.5 million arrivals to Singapore, Thailand and 13.8 million to 17.5 million to Malaysia. In the year 2007 amounted to 5.5 million people. That is the growing amount of foreign tourist arrivals to Indonesia can be said to be running in place.

Number of foreign exchange earnings received by Indonesia from the tourism sector is also experiencing significant growth with other countries in the ASEAN region such as Malaysia, Singapore, and Thailand.

In 2003 the number of foreign tourists who visited Jakarta as many as 921,737 people and as many as 1,464,717 in 2008 to rise by only 500,000 people, while Bali in 2003 as many as 1,054,143 people and 2,081,786 people in 2008 as many tourists and rise $\pm 1.000 .000$ foreign tourist . This indicates the development of tourist arrivals to Jakarta quite slow and the acquisition of tourist arrivals to the province.

The World Economic Forum (WEF) published the World Tourism Competitiveness Index in 2009. The index placed Indonesia on the ranking of 81. While Singapore is ranked 10th, Malaysia ranked 32 and Thailand in the rankings. 39. This is a fact that must be faced by Indonesia that turned out that the assessment of the WEF on the competitiveness of not only measured from the natural beauty and cultural diversity of a destination. Nor is it merely a less attractive pricing issues, nor the private

sector are losing business. Version WEF Competitiveness Index is based on 14 criteria, namely:

1. Regulation and Policy, indicated in visa issue procedures, tax and custom immigration quarantine policy
2. Sustainable Environment indicated in public and government attention to environmental conservation, pollution on tourist spot.
3. Security Assurance and Safety indicated in ssafety assurance and safety in traveling in the air, land and sea, tourist spot and hotel.
4. Health and Hygiene indicated in Hygiene in food and beverage, accommodation, and transportation
5. Priority Travel and Tourism indicated in Effectiveness of tourism marketing, Indonesian tourism information center
6. Infrastructure Air Transport indicated in the quality of local air transport services, the quality of service at local airports and the number of seats available.
7. Land Transport Infrastructure indicated in the quality of the road to attraction, the quality of service the local bus/train station
8. Tourism Infrastructure indicated in availability of money changer, ATM, and rent car
9. Infrastructure and Information Technology indicated in availability of local, long-distance, cellular and internet communication networks
10. Price Competition in the Tourism Industry indicated in competition accommodation, transportation, food and beverages prices
11. Human Resources indicated in the quality of accommodation, transportation, food and beverage, and tourist attraction servants
12. Tourism Attractions indicated in openness in accepting foreigners, tourist spot and local food attraction's.
13. Natural Resources indicated in the appeal of the marine park, nature reserves, and beaches
14. Cultural Resources indicated in the appeal of the local culture, archaeological sites, and the appeal of the art of dance indonesia (Source: www.weforum.org-May 4, 2009)

It is clear that most of the authority of other agencies outside of Tourism. Tourism Indonesia Assessment Index at 81, but based on statistics and data, will inevitably also be based on the perception of the world by a global television media including the media in Indonesia alone, suggesting that the country is still unsafe, dirty, unhealthy, etc.. all of which inhibit the desire and guts tourists to vacation in Indonesia.

The low number of foreign tourists to visit Indonesia, especially to the provinces of DKI Jakarta as compared with the number of foreign tourists to visit Bali province, a topic to be discussed in this study. The author wishes to analyze the causes of low tourist arrivals viewed in terms of 14 criteria for assessment of tourism competitiveness by the World Economic Forum (WEF) 2009. To better facilitate getting the data the authors limit

the study sites in the province of DKI Jakarta, especially foreign tourists, individuals and the lower class types who stay around the way the prosecutor, the reason for choosing the type of foreign tourists from above because the authors felt this type of tourists as easy to give answers provided authors in the questionnaire compared with other types of tourists who prefer five-star hotel, the other reason is because the author feels that there are many roads around the tourists in accordance with the type studied, and many lodging facilities around the road normally used by the type of tourists who will be selected. From the above description hence writer formulate the problem is as follows:

Is there any influence of the 14 criteria for Indonesia's Tourism Competitiveness Index released by the World Economic Forum in 2009 with the number of tourist arrivals to Jakarta?

The 14 criteria for tourism competitiveness index is a variable X or independent variable (independent variable) and the targeted marketing of tourism which is a form of desire or behavior after the tourists to enjoy the tourism products by the authors serve as the Y or dependent variable (dependent variable) that indications are as follows.

- The desire to re-visiting Indonesia
- The desire to tell a friend
- The desire to spend more money.
- The desire to stay longer next visit (Yoeti, 1996:178).

Research objectives can be formulated as follows:

1. Analyzing the factors causing the low tourist arrivals to Indonesia aims to locate and determine appropriate strategies to increase the number of foreign tourists and also enhance the competitiveness of tourism especially in DKI Jakarta.
2. To determine the competitiveness criteria which should be prioritized in the development of the competitiveness of tourism visits to the 14 criteria of tourism competitiveness Indonesia

The results of this study is expected to be beneficial to the parties of tourism service providers in determining the tourism marketing strategy is more appropriate in order to increase the number of foreign tourists.

II. RESEARCH METHODS

The research method used in this research is descriptive research method and research method of inferential. Descriptive research method is the field of statistics relating to the method of grouping, summary and presentation of data in a more informative way. The research method of inferential statistics is a technique associated with the analysis of data for inference over the data. The techniques commonly used include hypothesis testing, regression and correlation analysis. (Santosa, 2005:2).

Population is the total of subjects studied with discrete or specific nature to be expected. Intended in the study population are foreign tourists especially lower class individual types of travelers who come to Jakarta.

In this study the authors choose the type of non-probability sampling and sampling in the accidental shooting a questionnaire data from the tourists who stay in the surrounding Jaksa streets, Central Jakarta, with the consideration that the author would be easy to get respondents to go to, where is widely available lodgings are usually used by foreign tourists who come from different countries and types of tourists that is in place according to the type of tourists who are limited in this study. The research was conducted from September to December 2009 which is peak season for tourist arrivals to Indonesia. Questionnaire was used for collect data for foreign tourist in Jaksa Street of Jakarta according to the 14 criteria for tourism competitiveness index.

For data analysis and hypothesis testing using the technique of regression analysis, correlation, multivariate analysis; factor analysis, the classical assumption test, with test requirements of validity, reliability and statistic descriptive.

Analysis of the validity of the use factor analysis with SPSS 12.00. for the early stages of the validity of the analysis carried out for 30 respondents, with the provision if the value of matrix components > 0.5 , then can be said to be valid, and vice versa if the value matrix component < 0.5 , then it can be said is invalid.

III. RESULTS AND DISCUSSION

Based on the results of regression analysis found the value t count X1 for $0.974 < t$ table value of 1.655 with a .332 sig, which means there is no influence of the variable X1 of the rules and policies to variable Y about target tourism marketing allegedly because less effective as regulations and policies made by the relevant government with efforts to bring foreign tourists to Indonesia. Less effective as the rules as an extension of tourist visa policies that require a relatively long time to finish, and get an extension that is not long enough. Another cause is the immigration service at the local airport that there are still illegal levies to foreign tourists by unscrupulous immigration officials. It has been described above needs to be addressed in order to be better and not disappoint the tourists, because if things continue to happen as mentioned above, the tourism marketing targets will not be achieved.

Effect of variable X2 on protecting the environment is found for the value t count X2 $-0.443 < t$ table value of 1.655 with a .659 sig, which means no significant impact on tourism marketing target suspected cause is due to a lack of public and government attention to environmental conservation, particularly in areas which has the potential of nature tourism. Damage to coral reefs by fishermen in catching fish using fish bombs as an example, makes a lot of marine parks should be a mainstay attraction becomes damaged area and require considerable time to restore it as before, this is all due to lack of ownership by the public

nor will the government of Indonesia's natural wealth is beautiful. Given the above result in a reduced number of attractions that can be visited by tourists, and the impact of tourism development area.

Security and safety which is the variable X3 X3 found the value t count for $-0.063 < t$ table value of 1.655 with a .950 sig, which means no significant impact on tourism marketing objectives because of lack of security and safety of tourists received in making travel either by using transportation by land, sea and air as well as security at the attraction. Disruption of security in the tourist attraction as an example of the absence or lack of tools available on the safety of sea transport in case of accidents at sea, the hawkers in tourist attraction sites that sell merchandise with a slightly forced sale of his wares to tourists this causes disturbance of security and convenience of tourists to travel and lead tours tourists will not want to come back to the area. Despite the fact the results of the analysis stated that there was no influence of the safety factor, it does not mean that the opinion of respondents overall keamaan not guaranteed, it can be seen that the average response on the safety of responders is at 2.70 which can be quite safe overall.

Health and hygiene factors (variables X4), especially cleanliness of accommodation and transportation, the value t count X4 for $1.559 < t$ table at 1.655 with a mean value of 0.121 sig cleanliness of accommodation and food and beverage hygiene proved to have no effect on tourism marketing objectives. The cause of the influential factors are not health and hygiene in the absence of attention by both parties in the field of tourism in both parties engaged in the accommodation, transportation and food and beverage business in providing good services in terms of health and hygiene. Due to the lack of attention from related parties resulted in tourists looking for other destinations, both outside of Jakarta and outside Indonesia are perceived to give good service in terms of health and hygiene.

Variables X5 on Priority Travel and Tourism, found the value t count X5 for $0.778 < t$ table value of 1.655 with a .438 sig, which means no effect on the targeted tourism marketing, cause no significant X5 variable to variable because it is less effective as the Y due to tourism marketing budget inadequate to pass up tourism promotion activities, lack of resources both in the Indonesian tourism abroad and tourist destination, and the lack of good quality tourism promotion in the form of brochures, video clips, and other leaflets .. The tourism sector is a sector that needs to be prioritized, and by giving priority budget, the government can channel needed funds to essential development projects. Also providing a climate that could be positive as attracting private investment into this sector. Priority can be indicated by other means, such as ensuring the participation of countries in world tourism exhibitions and established a body of quality in the context of tourism destination marketing campaign.

Air transport infrastructure quality factor is a variable X6 especially air transport service quality and service quality of airport proven effect on the targeted tourism marketing with a value of 12.331 X6 t count $> t$

table value of 1.655 with a .000 sig, so if this factor to be taken, particularly in the quality of transport infrastructure, the wide availability of access to and from a country, as well as the movement of people into the country a tourist destination. The quantity of air transport, the number of seats available per kilometer, the number of departure, port density in the air, and the number of airlines that run this business, as well as the quality of air transport infrastructure for both local and international flights, airline management and airport management air will eat can increase the number of tourists, increased length of stay and increased tourist spending.

Land transport infrastructure factors (X7) did not significantly affect tourism marketing objectives as evidenced by the value t count X7 for $1.247 < t$ table value of 1.655 with a .215 sig allegedly due to a lack of quality road to tourist attractions, and land transportation convenience. For example inconvenience tourists to travel by land transport is limited seating provided by the employer of land transportation for passengers, especially transit buses between cities, crowded busing passengers between cities could also lead to the convenience of tourists who use public transportation to be uncomfortable. Lack of available funds in providing quality roads and maintain the quality of roads, especially roads leading tourist attraction is a classic problem that needs to be solved. Things have been described above need to be addressed and if not resulted in a decreased number of tourists, the reduced length of stay of tourists, and reduced tourist spending.

Variable X8 ie tourism infrastructure of value t count X8 $-0.257 < t$ table value of 1.655 with a .797 sig and therefore contributes significantly to the goal of marketing is not one of which tourism is the lack of adequate tourism infrastructure, especially the exchange and ATM in the tourist destination for foreign tourists to get money in rupiah, resulting in disruption of the payment transaction activities of the tour. Another thing is the lack of rental cars for tourists to rent a vehicle in the most popular tourist destination. This will disrupt the smooth travel and will result in tourists decide not to return to the area.

Infrastructure and information technology (X9) found the value t count X9 for $1.111 < t$ table value of 1.655 with a .269 sig also no effect on the targeted tourism marketing because of the lack of communications networks and the high cost of local, long distance, cellular networks and networks that can facilitate the tourists touch with relatives in the place of origin. This will lead to foreign tourists at that time doing tourist activities in Indonesia could not inform Indonesia, especially the promotion of tourism worth of mouth from travelers to family or colleagues in their home country. Lack of Internet network in the area a tourist destination that can be directly used by tourists for tourists become obstacles in dealing directly through the Internet.

Price competition in the tourism industry which is the variable X10 X10 found the value t count for $-0.476 < t$ table value of 1.655 with a .635 sig so it does not affect tourism marketing objectives. Cause no significant price

competition in the tourism industry because prices in the tourism industry to foreign tourists are always different in the sense defined more expensive than the price set for local tourists. This will disrupt the expense of foreign tourists who had planned earlier. Price competitiveness in the tourism industry is clearly an important element that needs to be taken into account, with interest at a lower cost increase of tourists from various countries, but with the higher cost of which is devoted to the cause of foreign tourists are no longer attracted tourists to travel to Indonesia.

The human factor as the X11 variable value t count for $0.289 < t$ table value of 1.655 with a .773 sig, which means no effect on tourism marketing targets allegedly caused by a lack of quality and quantity of human resources in tourism that can provide a professional services to tourists, service existing human resources does not make tourists feel at home and be willing to reconsider traveling to Indonesia. Lack of human resources in the area destination of tourism educational background, especially in the field of accommodations, local transportation, food and beverage waiter and waitress who served in the attractions lead to services provided to tourists is less than optimal. Lack of educational institutions in the areas of tourism led to a lack of skilled human resources and professionals in the field of tourism.

From the test results of $2.878 > t$ table value of 1.655 with a .005 sig shows the results of that particularly tourism attraction and appeal of local food (X12) affect the targeted tourism marketing, judging from the average of respondents' opinions on this variable showed a fairly good opinion of the female gender, especially for 3.10, which means good enough charm and appeal of attraction of local food. In terms of tourism attraction, especially openness to foreign visitors of the community to have a significant impact on tourism competitiveness. If the public can receive foreign tourists as well then the tourists can quietly perform activities such as tourist place. With the increasing number of foreign tourists who visit the site directly will have a positive influence on the economy of the community itself, bring in foreign exchange and also create new jobs.

Variable natural resources (X13) -0.738 t value counted for $< t$ table value of 1.655 with a .462 sig also no effect on the targeted tourism marketing. The cause is not significant because of lack of natural resources are well preserved natural resources, especially water attractions such as underwater attractions, underwater coral reef destruction, pollution of coastal environments where both the destruction of attraction resulting from the disposal of household waste, and sewage plants around the attractions beaches, nature reserves as protected forest which is constantly being damaged by people around the protected forest or the individuals who deliberately destroy the forest for its own sake .. This will result in tourists will move on to other countries that have resources similar to those owned by Indonesia but able to manage this natural tourism product is good and professional, able to maintain the authenticity of the natural environment and conserve

natural resources to create even better, especially natural beaches and forests.

Last variable is the cultural resources (x 14) t value counted by $-0.766 < t$ table value of 1.655 with a .445 sig also no effect on the targeted tourism marketing, which allegedly caused due to lack of local culture which was adopted as a salable product, whereas the area has lots of local culture that can be developed and used as tourist products. The same is true for archaeological sites and art of dance Indonesia that are not developed and used as tourist products. Regional cultural art performances that have not scheduled a periodic or scheduled in permanent, resulting in tourists cannot see local art and culture right at the time they are visiting the destination. This will impact on tourist arrivals to the area because of the lack of what could be seen, felt and taken home by tourists as souvenirs of a tourist destination

Overall there is a significance influence between variable X is the 14 Criteria for Assessment of Competitiveness of Tourism which is actually the overall facilities and tourism infrastructure (supply) to Y which is the target marketing of tourism, it proved the value of F calculated $15.089 > F$ table 3.91. In other words, if the infrastructure is well managed tourism marketing objectives will be achieved namely the increasing number of tourists (tourist numbers), increased length of stay (length of stay) and increased tourist spending (tourist expenditure) so that the tourists had visited Indonesia (actual demand) will be back to visit Indonesia (repeat buyer).

The coefficient of determination of independent variables on the dependent variable is the value of the adjusted coefficient of determination (adjusted r-square) of 0.651 which means 65.1% of the value of the change or variation in Y that is targeted tourism marketing is explained by the variable X is the 14th Tourism Competitiveness Assessment Criteria which incidentally is the overall facilities and tourism infrastructure (supply), while 34.9% explained by other variables between the foreign policy of each country of origin of tourists like to visit Indonesia bans by several countries (travel warning), the issue of terrorism, and the financial recession of the world also affect the variable Y.

According to the authors of readiness of the various parties, including government, private and community preparedness, including readiness of infrastructure and tourism facilities are needed to support and meet the needs of tourists, especially foreign tourists who became the subject of this study as well as the actual demand in tourism marketing. Any readiness is when managed properly then the target of tourism marketing is to increase the number of tourists, increased length of stay of tourists and increase the number of tourist expenditure will be achieved.

According Suwanto (2004:48), tourism product is a series of inter-related services, ie services produced by various companies (economically), community services (in terms of social / psychological), and natural services.

- a. Services provided by the company include transportation services, lodging, food and beverage service, tour services, and so on.
- b. Services provided by society and government, among others, various infrastructure utilities general, convenience, friendliness, hospitality, customs, arts and culture and so on.
- c. Services provided by nature such as landscapes, mountains, beaches, natural caves, marine parks, and so on.

Tourism product is also a combination of various components, among others:

- a. Places of a Regional Tourist Destination
- b. Facilities / amenities are available.
- c. Accessibility to and from the Regional Tourist Destination.

In terms of tourism marketing, especially in order to develop new products, in fact a tourist destination has much to offer as a tourist attraction. The important thing is to be considered in the development of a region to become a tourist destination, so that he can be visited by tourists attracted to the potential in various markets, must meet three requirements as follows:

1. The area must have what is referred to as something to see meaning in that place there must be attraction and tourist attractions that are different from those of other regions.
2. Area should be available what is termed something to do that is, at the venue every lot had seen and witnessed, must also be provided facilities for recreation or amusements that can make them feel at home longer in place.
3. Should be available in the area of what is called by the term means something to buy, in that place should be provided facilities for shopping, especially items of souvenirs and handicrafts as souvenirs to take home to their respective places of origin.

Three conditions mentioned above would be consistent with the pattern of tourism marketing purposes, namely with the promotion we do actually want to achieve more tourists to come to an area (Number of Tourist), the second is a longer stay (Length of stay) and the third is more tourists spend money in places they visit (tourist expenditure). (Yoeti, 1996:178).

IV. CONCLUSION

From the results and discussion above it can be concluded that the air transport infrastructure quality factors influence the marketing goals that are what the tourism related air transport infrastructure quality affects the number of foreign tourists, length of stay and tourist spending. In terms of country of origin of foreign tourists, on average, which says the service, is quite good, is originating from countries in Australia, America, and others. In terms of age of foreign tourists, on average, which says the service is pretty good on tourists, are aged from 46-55 years and 56 -65 years. Female gender argue that the service is pretty good contrast to men who say badly about this service.

Tourist attraction tourism marketing objectives affect what it means associated with the attraction of tourism affects the number of foreign tourists, length of stay and tourist spending. In terms of age of foreign tourists, on average, which says the service is pretty good on tourists are aged from 26-35 years, 36-45 years, 46 -55 years, and 56 -65 years. In terms of country of origin of foreign tourists, on average, which says the service is quite good is originating from countries in Australia, America, and others. Female gender argue that the service is pretty good contrast to men who say bad about this service.

From the above conclusion can be suggested:

1. Need for attention from the parties decision makers in the field of air transport to those aspects of air transport infrastructure is given especially to foreign tourists, especially the lower class on the quantity of air transport in a way to reproduce the flight routes to various areas, expanding the number of seats available per kilometer by how to use the size of the aircraft to accommodate more passengers, increasing the number of departures to the city, density of passengers, goods delivery and at airports should be regulated so there is no buildup, increasing the number of airlines that run this business, as well as the quality of air transport infrastructure for both flight local and international, airline management and airport management air it needs to be fixed so it is expected to enhance the competitiveness of tourism especially in DKI Jakarta
2. Suggested the need for the attention of the parties in the field of tourism decision-makers to pay attention to tourism especially in terms of attractiveness to the public openness to foreign visitors, especially foreign tourists that the lower classes have a significant impact on tourism competitiveness. Community's role in receiving foreign visitors that the lower class can be done through coaching, coaching in community social organizations and religious organizations, formal and informal is drip heavily on public recognition of negative and positive impacts of tourism on community development and the benefits to society itself.
3. The study was limited to the lower classes of foreign tourists who stay in lodging, lodging in the surrounding streets Jakasa Jakarta, so that the results of this study only reflects the opinions of foreign tourists who visited during this study alone, so it is recommended to other researchers to conduct another study same but at other times as well as different types of foreign tourists. From these studies will hopefully get a more complete research results related to the topic in question.

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