

# Analysis Of Tourism Object Demand In The Pekanbaru City With Travel Cost Method

Eriyati, Syapsan, Nobel Aqualdo

**Abstract:** The tourism sector gets attention when world oil prices are decreasing. It can not be denied that during this time the largest contribution of Pekanbaru city revenue from profit-sharing funding comes from the oil and gas sector. Currently Pekanbaru revenue is small from the oil and gas sector, as oil prices continue to decline. The existence of Pekanbaru City away from the coast and mountains, causing focus on the development of artificial attractions such as Alam Mayang, artificial lake Bandar Kayangan Lembah Sari, Pekanbaru Mosque and the tomb of the founder of Pekanbaru city. Many people bring families visiting artificial tourist attractions on weekends and holidays. This study aims to determine the factors that affect the demand and economic value of tourist attractions in Kota Pekanbaru with Travel Cost Method. Sampling non probability as much as 100 respondents visitor attraction in Pekanbaru City of population 224,896 people with sampling technique, using slovin formula, data analysis method used in this research is descriptive quantitative method. From the results of research states that, the factors that influence the demand for tourist attraction in the city of Pekanbaru is income, cost and distance. The economic value of tourism object of Pekanbaru city with cost of travel method is Rp42.679.638.400 per year. This means that the price given by a person to something at a certain place and time, with the size of the price specified by time, goods or money that will be sacrificed by someone to own or use goods and services in want.

**Index Terms:** Tourist Attraction, Travel Cost Method, Tourism Object Demand

## 1 INTRODUCTION

The current world oil price continues to decline, affecting the reduction of revenue sharing for oil and gas (oil and gas), especially oil-producing provinces such as Riau Province. Last year, revenue from the oil and gas sector fell Rp1 trillion from Rp 4.1 trillion previously, so Rp3.12 trillion. Due to world oil prices continued to depress in the last 18 months. This year, it is predicted that regional revenues will be reduced much more because today the world oil price is in the range of 30 US dollars per barrel ([www.antarariau.com](http://www.antarariau.com)). The above conditions, the Riau provincial government is now beginning to seriously develop the tourism sector. Tourism development policy and culture is basically a policy related to the planning of realizing the vision of Riau Province 2020 with the year target between the year 2012 visit. Tourism is accepted as an industry that can efficiently increase the revenue of an area (Ahmad, 2000: 1). According to the Law of the Republic of Indonesia No. 10 of 2009 on the principal subjects of tourism: food and beverage providers, tourism areas, provision of attractions and providers of souvenirs, tourism can be viewed from as a profession having its own methods and codes of ethics. Mappi (2001). Tourist objects are grouped into 3 types namely:

- 1) Natural attractions, such as sea, beach, volcano, lake, river, fauna (rare) flora (rare), protected areas, nature reserves, landscapes.
- 2) Cultural attractions, such as birth ceremonies, dances (traditional), music (traditional), traditional clothes, customary weddings, rituals ceremonies, harvest ceremonies, cultural preservation, historic buildings, traditional relics, cultural festivals, traditional), local textiles, performances (traditional), local customs, museums and others.
- 3) Artificial attractions, such as sports facilities and facilities, games (kites) entertainment (jokes or acrobatics, magic) dexterity, horseback riding, recreational parks, shopping centers and others.

The absence of the existence of Pekanbaru City from the coast and the absence of mountains cause the demand for artificial tourism objects nuanced nature is a recreational need for society. Recreation is a means of fulfilling the tertiary needs in human life, but now the tourist attraction becomes an important requirement for the society with the pattern live busy with various activities. Ridwan (2012). Tourist attraction is anything that has the uniqueness, beauty and value in the form of diversity of natural wealth, culture and man-made products that become the target or purpose of a tourist visit. According Rusdiatin (2006) Tourist attraction is a place that made as a destination travelers by people who want to do recreation activities in the span of time not too long. Tours object can encourage or become attraction for tourists to visit a destination area. The demand for tourism is the number of tourist opportunities desired by the community or the total picture of public participation in tourism activities in general that can be expected if available adequate facilities or meet the wishes of society (Douglas in Sihombing 2011). According to Medlik (2000). Factors affecting the demand for tourism one of which is income, which is explained that if the income of the country is high, the tendency to have tourist destinations as a place of vacation will be higher and prospective tourists can also make a business on tourist destination, if deemed profitable. High income, then it will have the ability to visit larger tourist objects as well. According to Yoeti (2008). Tour demand can be divided into two namely potential demand and actual demand. The meaning of potential demand is the number of people who have the potential to travel because it has the time to spare and saving is relatively enough. While the actual demand is the people who are traveling on a particular tourist destination. According to Gromang (2003). Tourist demand does not represent a homogeneous group of people who are trying to travel after being motivated by a certain motivation. There is a pile of desires, needs, tastes, likes and dislikes that sometimes mingle and contradict in a person. According to Wahab (2003) there are many external and internal factors that great influence in a person in making decisions to conduct tourism activities. In doing a journey to a place of tourist attraction, of course wear fee. According to Suparmoko (2006). Costs

- *Lecturer of Faculty of Economics and Business Riau University Pekanbaru, Indonesia*

incurred on the way to the tourist attractions are usually like: the cost of transportation, communication costs, documentation fees, parking and other costs. In addition, the further a person's residence of the tourist attraction will be lower demand for services or attractions, because it will cost a larger trip. According to Hufschmidt, et al. in Somadi, (2012). Distance is one of the factors that determine the tourists to do recreation. The further away a person's residence from the recreation place, the demand for recreation is lower and vice versa for tourists whose residence is adjacent to the recreation, then the demand for the recreation place will be higher. According to Fauzi (2004), the travel cost method is mostly used to analyze the demand for outdoor recreation such as fishing, hunting, hiking, and so forth. In principle, this method examines the costs incurred by individuals to visit recreational areas. This method can be used to measure the benefits and costs due to, Changes in access fees (entrance fee) for a recreation place. Penambahan new recreation place. Change of environmental quality of recreation place and closing of existing recreation place. According to Djajadiningrat, the 2001 travel expense method is useful for discovering the value of natural areas that provide a variety of recreational pleasures, as well as areas that are often visited by people for excursions. The basic revelation is that environmental value is manifested in the value of recreational services provided. According to Suparmoko (2000). Travel cost approach is widely used in estimating the value of a tourist place by using various variables. First collected data on the number of visitors, travel expenses incurred, as well as other factors such as income level, education level, and possibly religion and culture as well as ethnic groups and so on. The data or information is obtained by interviewing the visitors of the sights to obtain the necessary data. According to Fauzi (2004). One benchmark that is relatively easy and can be used as a shared perception of various disciplines is to provide price tags (prices) on goods and services produced by natural resources and the environment, thus, using so-called value natural resource economy. Based on the Department of Culture and Tourism Pekanbaru City Year 2016. Ada artificial tourist attraction, Alam Mayang, artificial lake Bandar Kayangan Lembah Sari, Pekanbaru Mosque and the tomb of the founder of Pekanbaru city. The goal to be achieved in this research is :

- 1) To know the factors that affect the demand for tourist attraction in Pekanbaru City.
- 2) To know the economic value of tourist attraction in Kota Pekanbaru with Travel Cost Method.

## 2 RESEARCH METHODOLOGY

In conducting this research, using primary data with samples amount 100 respondents from 224896 people who become the population of visitors attractions. The size of the sample in this study determined by using the formula slovin. To know the economic value of tourist attraction in Pekanbaru with the method of travel costs used the following steps (Sahlan in Gultom, 2012):

1. Determining the average travel expenses of respondents/visits

$$X_1 = \frac{\sum BPT}{n}$$

Information:

$$X_1 = \text{Average travel cost of respondents / visits}$$

$$\sum BPT = \text{Total cost of travel total respondents}$$

$$n = \text{Number of respondents}$$

Determining the economic value of tourist attraction Pekanbaru City

## 3 RESEARCH RESULT AND DISCUSSION

Factors affecting demand for tourist attraction in Pekanbaru City there are three, consisting of:

1. Respondents' income Visitors Tourism Objects. Revenue of respondents in this study is the total income received by respondents for one month. Revenue is an important factor in determining choice in meeting primary, secondary and tertiary needs. Visiting attractions including tertiary needs, generally depends on income, it's just a tourist attraction in the city of Pekanbaru, affordable for high income and low income. For more details of the income of respondents who visited the tourist attraction in the city of Pekanbaru can be seen in the table below.

**Table 1** Revenue of Respondents Visitors Tourism Object in Pekanbaru.

No	Revenue (Rp)	Number of Respondents (People)	Percentage (%)
1	300.000 4.012.499	76	76
2	4.012.500 7.725.999	19	19
3	7.725.000 11.437.499	1	1
4	11.437.500 15.150.999	3	3
5	15.150.000 18.862.499	0	0
6	18.862.500 22.575.999	1	1
7	22.575.000 26.287.499	0	0
8	26.287.500 30.000.000	1	1
amount		100	100

Source. Processed Primary Data 2016.

In the table above can be seen that, the level of income of respondents per month ranging from income Rp 300,000, - up to Rp 30/000.000, -. Of 100 respondents in carefully, income Rp 300,000 - Rp 4,012,499 as 76 respondents or 76 percent. Revenue of Rp.300.000, - is the respondent who came to the tourist object is as a student who is given spending money by his parents per month. Tourist visitor revenue, on average above the regional minimum wage.

- 1) The Cost of Respondent Visitor Attraction In Pekanbaru City. To go to a tourist attraction required cost. Costs incurred by the respondent consists of transportation costs including the purchase of fuel oil for those carrying private vehicles. The cost of entry to places of tourist attractions such as the Lake made by the skyline of Lembah Sari and Alam Mayang. For religious tourism objects, visiting the Great Mosque of Pekanbaru and Grand Mosque Annur issued vehicle parking fees only and if anyone intends to issue alms to the mosque.

The cost of the respondents in the attraction of Alam Mayang attractions and the artificial lake of Bandar Kayangan Lembah Sari in the form of consumption fees and other game costs such as water duck games, photos, fishing basically available facilities at each attraction. The cost which is issued during the trip to the tourist attraction in Pekanbaru City can be seen in the table below.

**Table.2** Average Cost of Respondents Visitor Attraction Object In Pekanbaru City.

No	Average Cost (Rp)	Number of Respondents (People)	Percentage (%)
1	10.000 208.000	73	73
2	209.000 417.000	15	15
3	418.000 627.000	5	5
4	628.000 836.000	3	3
5	837.000 1.045.000	1	1
6	1.046.000 1.255.000	1	1
7	1.256.000 1.464.000	1	1
8	1.465.000 1.685.000	1	1
Jumlah		100	100

Source: Prepare for Primary Data 2016

In the table above can be seen that, the average cost of travel the respondent to the tourist attraction in the city of Pekanbaru, ranging from Rp 10,000, - to Rp.1.685.000, - The highest cost between Rp 1.465.000 to Rp 1.685. 000, - as much as one respondent or one percent, while the lowest cost of respondents between Rp 10,000, - up to Rp.208.000, -as much 73 respondents or 73 percent.

#### 1. Distance of Residential Visitors Residential Tourist Attraction In Pekanbaru City.

The distance traveled by the respondents from the area of origin to the tourist attraction in Pekanbaru City is important to know because the mileage affects the demand for tourist attraction. Theoretically, the distance of the tourism object with the respondent's residence, the demand for the tourism object is lower, and vice versa, the closer the distance of the object with the respondent's residence, the demand for the higher tourism object with other conditions is considered fixed. To know the distance of respondent's residence of tourist object in Pekanbaru City can be seen in following table.

**Table 3** Distance of Respondents Visitor Visitor Object In Pekanbaru City.

No	Distance of Residence (Km)	Number of Respondents (People)	Percentage (%)
1	2 – 73	83	83
2	74 – 145	5	5
3	146 – 217	6	6
4	218 – 289	4	4
5	290 – 361	0	0

6	362 – 433	0	0
7	434 – 505	0	0
8	506 – 578	2	2
Amount		100	100

Source: Prepare for Primary Data 2016

In the table above can be seen that, the distance where the respondent resident tourist attraction in the city of Pekanbaru the closest 2 km and 578km most distantly. The most visitor respondent is the distance between 2 km to 73 km. There are two respondents with a distance of 506 km to 578 km. Analysis of Economic Value of Tourism Object in Kota Pekanbaru.

**Table 4** Average travel cost of respondents per visit

Number of respondents (n)	Total cost of travel total respondents (ΣBPT)	Average travel cost of respondents per visit (X1)	Number of visitors average per year
100	Rp 18.977.500	Rp189.775	224.896

Source: Prepared Primary Data (2016)

From the above table it can be seen that the average travel cost of respondents to the tourist attraction in Pekanbaru City amounted to Rp189.775, 00. Then to calculate the economic value of the environment used the formula:

$$\begin{aligned} \text{Environmental economic value} &= X1 \times \text{Average visitor number} \\ &/ \text{year} \\ &= \text{Rp}189.775 \times 224.896 \\ &= \text{Rp} 42.679.638.400 \end{aligned}$$

So the economic value of tourist environment in Pekanbaru City is seen from the travel cost of Rp 42.679.638.400,00 per year.

## 4 CONCLUSIONS AND SUGGESTION

### CONCLUSIONS

The results of this study conclude that: Factors influencing the demand of tourism object in Pekanbaru city are, income, cost and distance where, monthly income level of respondent start from income Rp 300.000, - up to Rp 30/000.000, -, Average cost of travel of respondent to place object tourism in the city of Pekanbaru, ranging from Rp 10,000, - up to Rp.1.685.000.dan, distance of respondent's residence of tourist attraction in Pekanbaru city closest 2 km and 578km far. The economic value of tourist attraction in Pekanbaru City from travel cost of RP42.679.638.400 per year. This means that the price given by a person to something at a certain place and time, with the size of the price specified by time, goods or money that will be sacrificed by someone to own or use goods and services in want.

### SUGGESTION

Natural attractions in Pekanbaru need to be added. Management of tourism objects by the government should be professional in order to generate income at local government. Access to facilities and infrastructure of tourist objects that are managed by local governments need to be improved. Fashions of entertainment venues need to be multiplied. For access roads need a general transportation that passes

through the path to the tourist attraction. Need to enter the brochures of tourist objects to the existing hotels in Pekanbaru and outside Pekanbaru City. Every activity is a seminar or a visit in Pekanbaru, the city government should promote the tourist objects.

#### **ACKNOWLEDGMENT**

The authors wish to thank to Faculty of Economics and Business Riau University Pekanbaru, Indonesia.

#### **REFERENCES**

- [1] Ahmad, Moctar. 2009. Development Policy of Culture and Tourism Realizing the Vision of 2020 and Year of Visit 2012 At the Coordination Meeting of Culture and Tourism Office of Riau Province.
- [2] Barton, D. N. 1994. Economic Factors and Valuation of Tropical Coastal Resources. SMR-report 14/94. Center for Studies of Environment and Resources, University of Bergen. Norway.
- [3] Dixon, J. A. and M. M. Hufschmidt. 1991. Environmental Economic Assessment Technique. A Case Study Workbook. Gadjah Mada University Press. Yogyakarta.
- [4] Djajadiningrat, Surya T. 2001. Pengantar Ekonomi Lingkungan. Pustaka LP3S Indonesia. Jakarta.
- [5] Fauzi, A. 2006. Natural Resource Economics and Environment Theories and applications. Gramedia Pustaka Utama, Jakarta.
- [6] Gromang Frans, 2003. Tourism Management. Prady Paramitra, Jakarta.
- [7] Kadariah, 1998 Project Evaluation: Economic Analysis Jakarta: LPFE, 1988.
- [8] Mohd. Nazir. 2003. Research Methodology. Ghalia Indonesia, Jakarta.
- [9] Ridwan, 2012. Tourism Planning and Development, Jakarta. PT. Sof Media.