

## THE EFFECT OF THE CULTURE AND TOURISM OFFICE BUDGET ON TOURIST ARRIVALS TO THE BOGOR DISTRICT

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**Abstract:** Bogor District has naturally attractive and high tourism potential. The branding budget of Bogor District as The City of Sport and Tourism is quite sizeable and the number continues to rise every year. The study aimed to analyze the impact of the Bogor Regency Culture and Tourism Office budget and its effect on increasing the number of tourists by referring to several tourist attractions in Bogor Regency. This study used primary and secondary data from 2015 to 2019, with descriptive analysis method using tabulations and graphics and panel regression model. The result showed that the budget of tourism sector in 2019 rose by 38.73% compared to its growth in 2015, but the number of tourist arrivals in the same period decreased by 0.018%. The factors significantly influencing the number of tourist arrivals are total promotion cost, the number of increasing attractions, the increasing number of new facilities and infrastructure, the size of the tourist areas, and publicity. Managerial implication of this study is the managers of tourist destinations should optimize the function of social media as the promotion media, add attractions, and add good facilities to fulfill the needs of tourists.

**Keywords:** tourism, tourist arrivals, government budget, descriptive analysis, panel regression

**Abstrak:** Kabupaten Bogor memiliki potensi wisata alam yang menarik dan tinggi. Anggaran branding Kabupaten Bogor sebagai Kota Olah Raga dan Pariwisata cukup besar dan jumlahnya terus meningkat setiap tahunnya. Penelitian ini bertujuan menganalisis dampak dari anggaran Dinas Kebudayaan dan Pariwisata Kabupaten Bogor dan pengaruhnya terhadap peningkatan jumlah para wisatawan dengan merujuk pada beberapa tempat wisata yang ada di Kabupaten Bogor. Penelitian ini menggunakan data primer dan data sekunder periode tahun 2015 sampai dengan tahun 2019, dengan metode analisis deskriptif menggunakan model tabulasi dan grafik serta regresi panel. Hasil penelitian menunjukkan bahwa anggaran sektor pariwisata pada tahun 2019 naik sebesar 38.73% dibandingkan pertumbuhannya pada tahun 2015, namun jumlah kunjungan wisatawan mancanegara pada periode yang sama mengalami penurunan sebesar 0.018%. Faktor-faktor yang berpengaruh signifikan terhadap jumlah kunjungan wisatawan adalah total biaya promosi, jumlah atraksi yang bertambah, bertambahnya sarana dan prasarana baru, luas kawasan wisata, dan publisitas. Implikasi manajerial dari penelitian ini adalah pengelola destinasi wisata harus mengoptimalkan fungsi media sosial sebagai media promosi, menambah atraksi, dan menambah fasilitas yang baik untuk memenuhi kebutuhan wisatawan.

**Kata kunci:** pariwisata; kunjungan wisatawan; anggaran pemerintah; analisis deskriptif; regresi panel

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## INTRODUCTION

As the most prominent and fastest-growing socio-economic activity, the tourism sector provides a significant opportunity to achieve comprehensive growth for almost every country around the world. The tourism sector also has an essential role in the diffusion of technical knowledge, stimulation of research and development, and accumulation of human capital. The tourism sector has become an increasingly significant sector, especially for developing countries, as a source of income and employment (Wang & Liu, 2020). The level of the economy of a country or region, the effect of tourism in general, should be analyzed starting from its relationship with primary objectives. Tourism contributes to the diversification of the economic structure to the needs of tourists, the emergence of specialized activities such as agriculture, food industry, construction, transportation, and culture. The development of tourism will always be closely correlated with the level and rhythm of developing other branches of the national economy (Adrian, 2017).

The tourism sector is a sector that is very important and contributes greatly in order to encourage global economic growth, including in Indonesia. Indonesia as an archipelagic country has a strategic position and is blessed with so much tourism potential. The tourism sector has a major contribution to the economy of Indonesia. This sector in 2019 contributed to a share of 4.9% of GDP, with a total foreign exchange of 239.24 trillion rupiah, and provided jobs for 14.96 million Indonesians (Kemenparekraf, 2018).

West Java ranks second after East Java by dominating the number of tourists, reaching 17.37 percent in 2018, the total number of domestic tourist trips in 2017-2019 was an average of 37.3 million (BPS, 2019). This data proves that West Java is an attractive tourism destination for tourists. The contribution of tourism to West Java's GRDP (Gross Regional Domestic Product) in 2018 was 2.69% of the total provincial GRDP, an increase of 0.29% compared to the sector's contribution in 2014 of 2.40%, and is the fourth largest contributor to the growth of provincial GRDP in Indonesia after Bali, East Java, and Riau Islands (BPS, 2019).

Bogor District is one of the districts with the most tourism potential in the West Java province. Its location which is close to the capital is also an important point that has made Bogor District one of the destinations

for domestic and foreign tourists. Based on the number of tourist arrivals at Tourism Objects in West Java Province in 2018, Bogor District ranks second highest after Bandung City (BPS, 2019).

The data from the Culture and Tourism Office of Bogor District showed that since 2012 the tourism sector has become the leading sector in Bogor District. In 2018, Bogor District was introduced as The City of Sport and Tourism, which focuses on sport and tourism activities. In order to achieve this branding goal, the Bogor District Government has budgeted quite a large amount of funds. Figure 1 shows that in 2012 the budget provided was approximately 12.9 billion rupiah, to support the new branding. In 2018, Bogor District spent IDR 24.7 billion, which in 2019 increased to 28.9 billion. The budget is divided into two, 30% is used as a routine budget and the remaining 70% is used for promotions and other programs to increase the number of tourist arrivals; a number large enough for the size of a District/City (Kemenparekraf, 2018).

Although the amount of budget occurring each year tends to increase, the number of tourists fluctuates. The budget data from the Culture and Tourism Office of Bogor District and the number of tourist arrivals in Bogor District from 2012 to 2019 showed fairly large gap between budget increase and tourist arrivals. Looking at these data, the impact of such a large budget expenditure that increases each year has not always been in line with the increase in the number of tourists, so it needs to be studied further; in particular, analyzing the effect of budget on tourist arrivals taken from several tourist attractions in Bogor District with different business scales.

The budget of the Culture and Tourism Office of Bogor District focuses on increasing the number of tourist arrivals, by implementing two main programs. First, the Tourism Marketing Development Program which focuses on promotion. Second, the Assistance and Partnership Program focuses more on guidance and socialization to tourism business actors. Basically, promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products (Sadq et al., 2019).

There is still limited study focusing on factors affecting tourist arrivals. A study by Sukirman (2017) regarding the effect of the level of the Ministry of Tourism's

marketing budget on the increase of the number of tourists showed that the budget for promotion has a significant effect on the number of foreign tourists, but the impact is contrasted when applied to local tourists. Meanwhile, at the national level which showed that a country's GDP per capita, transportation cost, relative price, and security factor have a significant effect on the number of visits to Indonesia, while exchange rate and travel warning have no significant effect (Riska, 2021).

Agency theory talks about the relationship between a principal and the agent, or on a company scale, the principal is represented by the company's owner. In contrast, the agent is described as the manager of the company. Agency theory addresses the problems in firms due to the separation of owners and managers (Jensen & Meckling, 1976). This theory puts forward two propositions. The first proposition explains that if the outcome of the contract is based on incentives, then the agent acts in the principal's interests. Second, if the principal has information about the agent's actions that are not in the principal's interests, the agent's actions will be sanctioned (Panda & Leepsa, 2017). Stewardship theory by Donaldson & Davis (1989) is a normative alternative to agency theory. According to Keay (2017) stewardship theory also focuses on aligning goals between principals and agents. Rahmawati et al. (2018) argue that stewardship theory proves the proper perspective for government-owned companies.

The budget is one of the stages of strategic economic analysis. In addition, it should be borne in mind that the subject area includes the influence of external and internal factors that determine the activities of an organization or company (Bekebayeva et al., 2019). Thus, creating an adequate information base for optimal decision-making is in line with the organization's strategic management, which involves a combination of budgeting with other specialized methods of strategic economic analysis (Prodanova et al., 2019). However, this contradicts the results of Birendra et al. (2021) research that a higher budget allocation for tourism promotion activities does not always increase foreign tourist arrivals.

Based on the research of Khan et al. (2020), namely transportation, security, relative prices of commodities and hotel distances, natural attractions, infrastructure, education, and population trends are factors that significantly affect the tourism sector. The exchange

rate, GDP per capita, the level of terrorism, and natural disasters significantly reduce tourist demand (Buigut et al., 2017). Mahamadu & Salia (2020) show that the elements of tourism supply, including accommodation, communication, cellular networks, restaurants, security, attractions, sanitation, and recreational facilities, have a significant positive effect on attracting tourists from tourist attractions. Personal status factors, culture (as part of tourist attractions), and interpersonal are the main driving factors for tourists to visit tourist objects (Antara & Prameswari, 2018). The lack of tourism service infrastructure and the low level of cleanliness are the main factors that reduce the number of tourists (Haryana, 2020).

Generally, related studies are carried out by looking at the demand side, but this study was carried out by looking at the supply side. This study will complement related topics for Bogor District that has not considered the total cost of promoting tourism objects, the frequency of promotions each year, the number of sales promotion employees, the number of new facilities and infrastructure each year, maintenance cost, the size of tourist attraction, and dummy participation in office programs.

In this study, the author analyzed the impact of the Culture and Tourism Office budget in Bogor District and its effect on increasing the number of tourists by referring to several tourist attractions in Bogor District. The problem statement discussed in this study is the performance development of the Bogor District tourism sector and the factors that influence the increase in the number of tourists in Bogor District.

Based on the description of the problem statement above, this study aimed to analyze the impact of the Bogor Regency Culture and Tourism Office budget and its effect on increasing the number of tourists by referring to several tourist attractions in Bogor Regency. The data used focused on nine tourist attractions representing the upper, middle, and lower groups in several sub-districts in Bogor District with the data recall method from 2015 to 2019. The study was conducted before the Covid-19 pandemic.

## METHODS

The locations used in this study included nine tourist attractions in Bogor District as places to obtain primary

data by conducting interviews with the owners or managers of tourist attractions. This research was carried out for two months, namely from August to September 2019 (before the Covid-19 pandemic in Indonesia). The types of data used in the study were primary and secondary data. Secondary data were obtained from the Ministry of Tourism and Creative Economy, Culture and Tourism Office of Bogor District.

The types of data used in the study were primary and secondary data. Secondary data were obtained from the Ministry of Tourism and Creative Economy, Culture and Tourism Office of Bogor District, several literature studies and previous studies. Primary data were obtained by conducting structured interviews with nine owners or managers of tourist attractions, where the study was carried out from August to September 2019. Questionnaires were used to determine

The sample selection method used is stratified random sampling. Sampling-based on the level of tourist attractions (main, middle, and lower class) that can represent the three groups. The class division of tourist attractions is based on the income of tourist attractions where the income of IDR 0 – 100 million per month is classified as lower class, IDR 101 – 500 million per month is classified as middle class, and more than IDR 501 million is classified as the main class. The main class samples were taken at the Gunung Mas Agro Tourism, Paseban Sunda Cultural Village, Matahari Tourism Park.

The middle class sample took samples at the tourist attractions of Melrimba Garden, Ciseeng Hot Springs, and Curug Cilember. Lower class samples were taken at Telaga Warna Nature Park, Telaga Saat, and Curug Cihurang. Then the data collection was carried out using the recall method regarding the data of the owner or manager of tourism during 2015 to 2019.

To answer the first aim, namely the performance development of the tourism sector of Bogor District, a descriptive analysis with tabulations and graphics was used. Data analysis used panel regression analysis, because the study was conducted on nine tourist attractions and *cross time* (5 years) where the factors that have increased the number of tourists to Bogor District could be seen. The research model adopted from Lv & Xu (2016) is as follows:

$$\ln Y_i = \alpha + \beta_1 \ln x_{1i} + \beta_2 \ln x_{2i} + \beta_3 \ln x_{3i} + \beta_4 \ln x_{4i} + \beta_5 \ln x_{5i} + \beta_6 \ln x_{6i} + \beta_7 \ln x_{7i} + \beta_8 \ln x_{8i} + \beta_9 \ln D_{1i} + \beta_{10} \ln D_{2i} + e_i$$

$Y_i$  (Total tourist arrivals in Bogor District in 2015-2019);  $x_1$  (Culture and Tourism Office budget amount for the tourism sector of Bogor District in 2015-2019 (Billion IDR));  $x_2$  (Advertising/total tourist attraction promotion cost each year, 2015-2019 period (Million IDR));  $x_3$  (Frequency of promotion each year from 2015-2019);  $x_4$  (Total sales promotion/personal selling employees for each tourist attraction in 2015-2019);  $x_5$  (Total additional attractions each year in the period of 2015-2019);  $x_6$  (Addition of new facilities and infrastructure each year in the period of 2015-2019);  $x_7$  (Maintenance cost for each tourist attraction each year in 2015-2019 (Million IDR));  $x_8$  (Tourist attraction size in 2015-2019 (ha));  $D_1$  (Dummy publicity (free promotion) for each tourist attraction from 2015-2019; 1=do publicity, 0=not do publicity);  $D_2$  (Dummy participation in programs organized by the Culture and Tourism Office in 2015 - 2019; 1=participate in program, 0=not participate in program);  $\alpha$  (Intercept);  $\beta_i$  (Variable parameter  $x_i$ );  $e_i$  (Error).

To analyze it, the first thing to do was the selection test of the best model with the LM (Lagrange Multiplier), Chow and Hausman tests, of which the best model was shown by the two selected results from the three models. Furthermore, after obtaining the best model, a model feasibility test (Goodness of fit model) was carried out which can be seen from the  $R^2$  value. Then, the f-test was conducted to see whether all independent variables affected the number of tourists. Next, a t-test was carried out to see the factors affecting the number of tourists. The t-test was conducted to see the significance of each independent variable on the number of tourist arrivals in Bogor District.

Panel data analysis is the most common method applied to data that includes cross-sectional and time-series structures. This analysis can identify differences between cross-sectional information and variance from time series (J. Wang et al., 2017). According to Basuki & Prawoto (2016), the advantages of using panel data are to test, build and study complex behavioral models. In addition, it can measure the impact separately in observations using time series or cross-section data so that it is suitable for use as a study of dynamic adjustment.

## RESULTS

### Tourism Sector Performance in Bogor District

The performance of the tourism sector can be seen from three sub-sectors, namely the number of tourist arrivals, local revenue from the tourism sector, and the tourism satisfaction index. This study analyzed the performance development of the Bogor District Tourism sector focusing on the sub-sector of the number of tourist arrivals. Figure 1 shows that there is an annual budget growth in the tourism sector of Bogor District in 2019, an increase of 38.73% compared to the budget growth in 2015, but the growth in the number of tourist arrivals per year in the same period decreased by 0.018%.

The descriptive results include the mean, standard deviation, minimum and maximum values of all study variables in each tourist attraction. The descriptive results of the study can be seen in Table 1. The results of Table 1 describe the mean data distribution of all variables in nine tourist destinations in Bogor District. The descriptive results show that the average number of tourist arrivals is 345.28 thousand people per year from 2015 to 2019, with the highest number of tourists at Taman Wisata Matahari and the lowest tourist arrivals at Kampung Budaya Sunda Paseban. Furthermore, the total promotion budget for the Culture and Tourism

Office of Bogor District ( $x_1$ ) is an average of 14.55 billion IDR annually, where the amount continues to increase except in 2018, with the lowest budget issued in 2014, and the highest amount in 2019. For the total promotion cost ( $x_2$ ) in nine tourist attractions in a period of five years, the average total promotion cost is 10.83 million IDR, with the highest total promotional cost incurred by Taman Wisata Matahari, while the lowest incurred by Telaga Saat.

Table 1 shows that the frequency of the number of promotions ( $x_3$ ) is an average of 2.4 times each year, the highest number of promotions belongs to Agro Wisata Gunung Mas and Taman Wisata Matahari, while the lowest mean values, which means that for 5 years there has never been a promotion, belong to Telaga Saat. The average number of sales promotion employees ( $x_4$ ) is 3 people in each tourist attraction, the tourist attraction that has the most sales employees is the Agro Wisata Gunung Mas tourist attraction. Meanwhile, Wisata Alam Telaga Warna and Pemandian Air Panas Ciseeng have the fewest sales employees. In addition, for the number of additional attractions each year ( $x_5$ ) the mean value is 3.5, with the highest number of additional attractions found in Melrimba Gardens, Telaga Saat and Curug Cilember. Meanwhile, the lowest mean value belongs to the Kampung Budaya Sunda Paseban tourist attraction.



Figure 1. Budget Growth of the Culture and Tourism Office and Total Tourist Arrivals Each Year in 2015 – 2019 (Tourism Office of Bogor District, 2020)

Table 1 shows that the average addition of facilities and infrastructure ( $x_6$ ) carried out in 9 tourist attractions has a mean value of 2.4, with the highest additions at Kampung Budaya Sunda Paseban, Taman Wisata Alam Telaga Warna, Taman Wisata Matahari, and Pemandian Air Panas Ciseeng. The maintenance cost ( $x_7$ ) in nine tourist attractions amounts to 65.88 million rupiah, with a note that the larger the tourist destinations, the higher the maintenance cost, as evidenced by the highest maintenance cost owned by Agro Wisata Gunung Mas and Taman Wisata Matahari, and the lowest maintenance cost owned by Curug Cilember. The nine tourist attractions studied have an average tourist area ( $x_8$ ) of 9.78 ha, where the largest tourist attraction is owned by Agro Wisata Gunung Mas, while the tourist attractions with the smallest area are Curug Ciharang and Pemandian Air Panas Ciseeng. Furthermore, Table 1 shows that the average publicity ( $D_1$ ) carried out by 9 tourist attractions is 2.78 times, with the highest amount of publicity conducted by Agro Wisata Gunung Mas, Melrimba Gardens, and Taman Wisata Matahari. Averagely, the lowest publicity is conducted by Taman Wisata Alam Telaga Warna. The office program participation ( $D_2$ ) has a mean value of 1.44, of which Agro Wisata Gunung Mas has the highest participation

and Kampung Budaya Sunda Paseban has never participated in the tourism office programs.

### Budget Influencing Factors on Increasing The Number of Tourists in Bogor District

The panel regression model was used to analyze the budget influencing factors on increasing the number of tourists, where the dependent variable used was the number of tourist arrivals in Bogor District from 2015 to 2019. Based on the selection of the best model, the Chow test and Hausman test showed that the Fixed Effect Model (FEM) was chosen as the best model. Then, the goodness of fit model test was carried out by referring to the  $R^2$  value (can be seen in Table 2), namely 0.788. So, it can be concluded that the diversity that can be explained by all independent variables on the number of tourist arrivals is 78.8%, the rest is explained by other variables outside the model. Next, the f test was carried out (to see the effect of all independent variables on the number of tourist arrivals), which is listed in Table 2, showing that all independent variables have a significant effect on the number of tourist arrivals in Bogor District.

Table 1. Descriptive statistics

Variable	Mean	Standard Deviation	Minimum	Maximum
Total tourist arrivals in Bogor District in 2015-2019	345,279	38,419.778	31,0725.33	403920
X1_ Total promotion budget of the Culture and Tourism Office (billion IDR)	14,551.733	3,070.996	9,146.875	17,971.416
X2_ Total tourist attraction promotion cost (million IDR)	10,832.044	1,683.670	8,888.889	12,833.333
X3_ Promotion frequency each year	2.444	0.556	2.111	3.333
X4_ Total sales employees	3.111	1.333	1.667	4.556
X5_ Total additional attractions	3.556	2.556	0.889	6.667
X6_ Addition of facilities and infrastructure	2.444	1.222	1.444	3.778
X7_ Maintenance cost (million IDR)	65,877.685	13,329.367	54,011.41	84,833
X8_ Tourist attraction size (ha)	9.778	0	9.778	9.778
D1_ Dummy publicity	2.778	0.889	1.778	3.889
D2_ Dummy office program	1.444	0.444	0.778	1.667

Table 2. Determinant of tourist arrivals to Bogor District

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	20.74134*	58.54612	0.35411	0.0314
Ln X1_Culture and Tourism Office budget	-0.07712	0.54401	-0.14101	0.8910
Ln X2_Tourist attractions promotional cost	0.56134*	0.17856	3.15221	0.0332
Ln X3_Promotion frequency	0.37622	0.54921	0.68412	0.5111
Ln X4_Total sales employee	-0.04612	0.65433	-0.07023	0.9454
Ln X5_Total addition attractions	0.48745*	0.13923	3.50415	0.0213
Ln X6_Addition of facilities and infrastructure	0.35836*	0.09811	3.65321	0.0192
Ln X7_Maintanance cost	-0.02622	0.13208	-0.19517	0.8501
Ln X8_Tourist attraction size	1.16714*	0.48823	2.39019	0.0410
Ln D1_Dummy publicity	0.84823*	0.15942	5.33341	0.0132
Ln D2_Dummy office program	-0.41132	0.63615	-0.64616	0.5351
<b>Weighted Statistics</b>				
R-squared	0.787993	Mean dependent var	13.78139	
Adjusted R-squared	0.621227	S.D. dependent var	6.250222	
S.E. of regression	0.846376	Sum squared resid	24.35597	
F-statistic	15.91745	Durbin-Watson stat	2.174831	
Prob(F-statistic)	0.000000			
<b>Unweighted Statistics</b>				
R-squared	0.764929	Mean dependent var	11.41867	
Sum squared resid	29.14257	Durbin-Watson stat	0.492295	

Note: \* significant at 5% significance level

A partial test was conducted to see the effect of each independent variable partially. Thus, the variables that have a significant effect on the dependent variable (number of tourist arrivals) are total promotion cost, the number of additional attractions, the addition of new facilities and infrastructure, the size of the tourist area, and dummy publicity. The total promotion cost variable ( $x_2$ ) has a significant positive effect on the number of tourist arrivals. Thus, with the increase in total promotional cost by 1%, it will increase the number of tourists by 0.56%. The increase in the total cost of promoting tourism objects has great implication for the promotion mix carried out by business actors in the tourism sector. The promotional media used are websites, leaflets, billboards, and others including social media. This is in accordance with the study by Nasrullah (2018) and Anggraeni et al. (2021) that stated that promotion cost has a significant effect on the number of tourists. Appropriate promotions and positive stories from word of mouth are important factors in achieving a high number of tourist visits (Paudel et al., 2020).

The number of additional attractions variable ( $x_5$ ) has a significant and positive effect on the number of tourist arrivals. So, with the addition of 1% attractions, it will

increase the number of tourist arrivals by 0.49%, if other variables remain the same. This is in accordance with Mahamadu & Salia (2020) who stated that attraction is a significant component in attracting tourists and is a source of appeal. The addition of facilities and infrastructure variable ( $x_6$ ) has a significant and positive effect. This means that 1% addition of facilities and infrastructure will increase tourists by 0.36%, if other variables remain the same, *ceteris paribus*. This result is supported by several studies by Antara & Prameswari (2018) which showed the impact of the availability of tourism facilities has a significant effect on increasing the number of visits. Tourist infrastructure has huge influence of tourist satisfaction from destination (Blazeska et al., 2018).

For the size of tourist area ( $x_8$ ), this variable has a significant positive effect on the number of tourist arrivals. This shows that an increase in the size of tourist area by 1% will increase tourists to Bogor District by 1.17%, if other variables remain the same. According to Faragall (2018), this puts more pressure on the presence of tourists than the number of tourists. Therefore, the level of existence is more appropriate to be used as an approach for several factors, such as length of stay, tourist characteristics, the concentration

of tourists in specific geographic locations, and the degree of the seasonality of tourist arrivals. But different from the results of research from Aldrianto et al. (2021) that locations that only rely on natural conditions do not have a significant influence on tourist interest in making return visits.

In the dummy publicity ( $D_1$ ), a value of 1 is for tourist attractions that carry out publicity activities, and a value of 0 is for tourist attractions that do not carry out publicity activities, this variable has a significant positive effect. This can be interpreted that the opportunity for tourist attractions that carry out publicity activities to increase the number of tourists will increase by 5.33 times compared to tourist attractions that do not carry out publicity activities, if other variables remain the same. The number of media used by tourism business actors shows the large amount of publicity. This result is supported by several studies conducted by Tavares (2020) that stated that the main purpose of publicity is to inform, influence and persuade and remind target consumers about the company and the marketing mix.

### Managerial Implications

The results of the panel regression model analysis show that the size of tourist attractions, dummy publicity, total promotion cost, total additional attractions, and the addition of new facilities and infrastructure variables have a significant effect on increasing the number of tourists to Bogor District.

### Tourist Attraction Managers

1. The size of tourist attractions has a significant positive effect on the increase in the number of tourists; thus, tourist attraction managers should extend the area size while taking into account the quality of the environment.
2. The total promotion cost has a significant positive effect on the increase in the number of tourists. Based on the primary data obtained, the larger the tourist attraction, the more promotional cost incurred; so, in addition to doing a promotion like what has been done now, namely through print media, it is necessary for managers to also carry out promotional activities through the internet that are more effective and inexpensive, especially through social media, one of which is by endorsement of social media accounts that have many followers.
3. The number of additional attractions has a significant

positive effect on increasing the number of tourists; it is recommended that tourist attraction managers continue to innovate and be creative by adding attractions and some interesting and up-to-date photo spots that are spread at several points so as to make potential tourists interested in coming and showing it through their social media.

4. The addition of facilities and infrastructure has a significant positive effect on increasing the number of tourists. Tourist attraction management should improve facilities and infrastructure by adding toilets, providing large parking lots and places of worship, as well as free Wi-Fi fulfill the needs of tourists.
5. Dummy's participation in the Culture and Tourism Office program does not have a significant effect, tourism managers should be able to actively provide input to Disbudpar about program activities that are appropriate and appropriate to the needs of tourist attractions.

### Culture and Tourism Office of Bogor District

1. The budget for the Culture and Tourism Office of Bogor District has no significant effect on the number of tourist visits, so it is necessary to evaluate the strategies that perform to increase the number of tourist visits. Preferably, Culture and Tourism Office of Bogor District allocates a routine budget to conduct scientific evaluations and studies of frequent activity programs to detect the programs' effectiveness early on.
2. The program organized by the Culture and Tourism Office of Bogor District proved to have no significant effect in increasing the number of tourist visits. Suppose you look at the activities or programs carried out by the Tourism Office. In that case, most of them are Program Activities that do not reach a broad audience, such as the many solo exhibitions in several areas, tourism roadshows that only visit embassies or management of tourist organizations abroad, and festivals. Festivals that are not followed by extensive publications so that there are minimal visitors. This case needs to be studied, because at this time, tourism promotion should accomplish with clear and broad targets. So it is recommended that the Culture and Tourism Office: a) conduct roadshows, exhibitions, and festivals on a small and large scale, should be replaced with promotional and publicity activities that are proven to have a wider reach, such as being included in the My Trip

My Adventure TV program, Variety, being included in Air lanes magazine coverage, b) participating in national and international exhibitions specifically designed to meet seller agents and tour package buyers, such as PATA Travel Fair or ASITA Travel Fair.

3. Publicity has a significant positive effect on increasing the number of tourist visits, the local government should do it by endorsement to a public figure with a large number of followers or inviting tour operators to visit tourist attractions in Bogor Regency through family relations trips.
4. The size of the tourist area has a significant positive effect on increasing the number of tourists, Culture and Tourism Office of Bogor District should support the expansion of tourist attractions by paying attention to spatial regulations and reviewing the feasibility of these tourist attractions.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

Budget growth per year in the tourism sector of Bogor District in 2019 increased by 38.73% compared to the budget growth in 2015, but the growth in the number of tourist arrivals per year in the same period decreased by 0.018%. The growth of the Culture and Tourism Office's budget does not always increase the number of tourist visits to Bogor Regency. The panel regression results showed that five variables affect tourist arrivals in Bogor District, namely total promotion cost, total additional attractions, addition of new facilities and infrastructure, tourist attraction size, and dummy publicity.

### Recommendations

The implementation of this research is the Department of Culture and Tourism of Bogor District as the budget manager or principal and then the tourist site owner as of the program's target party or agent. Both parties need to collaborate in increasing the number of tourist visits by promoting and improving facilities and infrastructure. Appropriate budget planning and program evaluation maximize targets and increase the number of tourist arrivals in Bogor District. The research carried out still has several limitations that can be considered in future studies. First conducted direct interviews with several respondents from tourists were randomly conducted

to strengthen the research results. Further research can be carried out at several regional areas with other destinations. Second, consider conducting further analysis of ARDL (Autoregressive Distributed Lag) to compare the principal and agent perspectives.

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