

FACTORS AFFECTING INCREASE OF VISITS TOURISTS RESULTING IN DEVELOPMENT OF SMEs AND IMPLICATIONS IN THE CREATION OF EMPLOYMENT AND REGIONAL INCOME

Taufiq Rachman

Prima Indonesia University, Indonesia

darwan.na70@gmail.com

Abstract

The research objective was to analyze the relationship among tourism activities (security and macro economics policy, tourism budget policy, development strategy of tourism object destination, development strategy of supporting facilities, programs of stays). Specifically, the research analyzed the degree of either partial or stimulant impacts of tourism activities to domestic and foreign tourism visits, the degree of either partial or stimulant impacts of domestic and foreign tourism visits on the development of micro, small, middle industries, the degree of either partial or stimulant impacts the development of SMEs on creation of employment and regional income of tourism sector especially in DKI Jakarta. The research population was corporations of tourism sector adding up to 350 institution, consisting of 120 travel agencies, 70 hotels and 160 restaurants. Proportionate stratified random sampling was used to indentify 172 corporations (big, middle and small). The research type was of explanatory research through which path analysis was applied to explain the degrees of direct and indirect contribution among variables. The empirical results of this research indicated there was significant relationship among the variables within tourism activities. There was either partial or stimulant impact of the tourism activities on foreign and domestic tourism visits very significantly. There was either partial or stimulant impact of foreign and domestic tourism visits on the development of micro, small, middle industries very significantly. There was a very significant impact the development of SMEs on creation of employment and regional revenue. The results brought about implication that there was a need to create good business climate supported by policy and regulation, tourism information centre, HR quality improvement and development of SMEs capital aid.

Keywords: Tourism, SMEs, Employment, Regional Income, Indonesia

INTRODUCTION

Tourism is an industry multidimensional have a with various other sectors .Of the nature of multidimensional caused every type of product tourism consisting of some product good that can be assessed in quantitative and qualitatively. In law no. 10th 2009 tourism seen as an integral part of the national development done in a systematic planned continuity and responsible for still provide protection against religious values culture living in society sustainability and the quality of environment as well as national interests. Tourism is the whole program which is multidimensional and multidiscipline that appears as a form of everybody needs and the country and interaction between tourists and the local community fellow tourists the administration regions and entrepreneurs.

Factors that affects regional income from the tourism sector good derived from tourists and foreign tourists, will be linked with a budget of a government-issued to fund facilities and infrastructure tourism, of the budget for the promotion of good in the country and abroad, in addition influenced by the number of visits conducted by the tourists including remained, the influence of a charm tourist objects both in terms of the number and excellence products offered (tourism packages), facilities to accomplish the object tourism as transportation (land, the sea, river and air), accommodation at the tourist destinations (hotel, restaurant, places selling souvenirs and others), information given (catalog, the print, electronic media and others), supporting institutions such as travel agents, service passport and others.

The reception area from the tourism sector directly affects the availability of activities and business units of micro small and medium tourism service of process to the vicinity of the place of destination of tourism so that the increase in this activity can develop Micro small and Medium Business (UMKM) and potentially can improve employment. The number of poor population in Indonesia in 2007 (BPS) reaching 37.17 million (16.58%) with unemployment expected to reach 10 million workers and most is unemployment in DKI Jakarta range 200,000 inhabitants with employment opportunities around 15,000 people in 2005. Tourism activities also have a significant influence on the activities of other businesses such as hotels, restaurants and other entertainment means, transport companies, travel agencies, souvenir shops, and other business activities as well as type.

It is estimated that the impact of business activities in addition to increase the acceptance of DKI Jakarta area also increases Micro small and Medium Business (UMKM) and employment that directly impact the improvement of the competitiveness of tourism in specialized areas of the capital Jakarta (DKI).

Problem Identification

Tourist destinations in Jakarta covering tourism conference , shopping tourism , tourism history , cultural tourism and other tourist. Tourism objects in Jakarta gets less attention in terms of information. The limited promotional costs tourist destinations in many areas in Indonesia especially Jakarta cause tourist destinations less familiar and foreign tourists .The conduct of development strategy tourism and development strategy supporting infrastructure facilities tourism in Jakarta especially in terms of increasing remained for foreign tourists and tourists not yet optimal. The lack of facilities and infrastructures, especially regarding the proximity to transport a safe and comfortable, tourism expenditure an interesting and lodging affordable visitors to reach areas in tourism location Jakarta complicate access between tourists to tourism places.

The number of foreign tourist in Indonesia has not shown increase of significant in the last seven years. The average a period of time live foreign tourists Indonesia since 2000 and with 2007 was decreasing, this is also the amount of money spent in each visit. In addition the amount of money spent per day a little increased. The condition of being felt not safe and uncomfortable and the impression that the negative of foreign tourists about political stability and security in Indonesia in general and the Jakarta city in particular thought to be the cause aversion to visit tourist destinations. Still limited public awareness in Jakarta to appreciation the importance of tourism sector, not even rarely into factors a bully to tourists itself, who give inconvenience and problems on security tourists. Many natural disasters such as an earthquake, flood, whirlwind, landslides, volcanic activity, and accident land, sea and air affects the image of for foreign tourists to intend and visited to Indonesia. Jakarta known as prone to flood in the rainy season, traffic jam every day (air pollution level high, densely populated, avian flu virus, dengue fever, slums and high crime areas causing territory that is less comfortable to visit both domestic and foreign tourists.

The efforts made by the government in creating stability security and stability macro economy, increase in the budget for tourism optimal due to the lack of regulations and policies issued by the government on tourism and instability the rupiah foreign exchange especially on the value of the dollar the us also affect tourism industry. The government efforts in the form of assistance and development of tourism sector in Jakarta perceived optimal creating new job opportunities and increased local revenues from tourism sector.

Problem Scope

Research is bounded to factors variable security stability and macro policy economic, the policy and budgeting of tourism, development strategy tourist attractions, development strategy

supporting facilities and infrastructures, improvement program remained to tourists visit, SMEs tourism sector, job creation tourism, and that the regional revenue from the tourism sector. Whereas the object the study is done in Jakarta, which includes north Jakarta, west Jakarta, central Jakarta, east Jakarta, south Jakarta and Kepulauan Seribu.

Problem Statement

1. What is the relationship among the stability and security policy and macro economy, the policy and budgeting of tourism, tourism development strategy, development strategy supporting facilities and infrastructures, Enhancement Program Length of Stay.
2. The Influence in a partial and simultaneous of the stability and security policy and macro economy , the policy and budgeting of tourism, tourism development strategy, development strategy supporting facilities and infrastructures, Enhancement Program Length of Stay against foreign tourists visit in Jakarta.
3. The Influence in partial and simultaneous of variable security stability and macro policy economic, the policy and budgeting of tourism , development strategy tourist attractions , development strategy supporting facilities and infrastructures , Enhancement Program Length of Stay to visit tourists in Jakarta
4. The Influence in partial and simultaneous of variable foreign tourists visit and variable visits tourists on the business development of SMEs the tourism in Jakarta.
5. The Influence of business development SMEs tourism sector of the creation employment opportunities the tourism in Jakarta
6. The Influence of business development SMEs tourism sector to increase local income the tourism in Jakarta.

Research Purpose

- 1 .To know and to analyze of closeness of variable security stability and macro policy economic, the policy and budgeting of tourism, development strategy tourist attractions, development strategy supporting facilities and infrastructures, enhancement program length of stay.
- 2 .To know and to analyze the influence in partial and simultaneous of variable security stability and macro policy economic, the policy and budgeting of tourism , development strategy tourist attractions, development strategy supporting facilities and infrastructures, enhancement program length of stay against foreign tourists visit in Jakarta.
- 3 .To know the influence and analyze partial evaluation and simultaneous of a variable security stability and policies of the macro-economic indicators , the policy and budgeting of tourism,

development strategy tourist attractions, development strategy supporting facilities and infrastructures, a program to improve tarried against tourist visits nusantara in Jakarta.

4 .To know the influence and analyze partial evaluation and simultaneous of a variable foreign tourists visit and variable tourists visit on the business development of SMEs the tourism sector in Jakarta.

5 .To know the influence and analyze business development SMEs tourism sector of the creation employment opportunities the tourism in Jakarta.

6 .To know the influence and analyze business development SMEs tourism sector to regional income the tourism in Jakarta.

LITERATUR REVIEW

The previous research related to this paper could be shown in Table 1 below.

Table 1. Previous Research

Title and Research Result	Researcher, Year
<i>Cultural Heritage Tourism. The Villagers's Prespective : A Case Study from Ngada, Flores</i> explained that the community ngada not homogeneous and tradition the past no apparent now , but the formation of the community or the formation of repeated can help various parties .	Stroma Cole (1997)
The potential economic social culture in the development of tourism industry potentials explain who supported the development of tourism in tourist destinations kutai (tanjung isuy) and lombok the west (narmada) the potential for socioeconomic culture in the development of tourism industry potentials explain who supported the development of tourism in tourist destinations kutai (tanjung isuy) and lombok the west (narmada)	Tim Peneliti PMB LIPI (1998)
The influence of components tourism products lake against the number of visits, remained and the size of the expenditure tourists and its impact on local revenue in the province of west sumatra .Be seen that in together the number of visits and remained significant to their expense tourism.	Fazril (2005)
Potential for development tourism cirebon as heritage tourism destination explained that cirebon is the capital of the guardian means made value and tradition ke-wali-an who appeared on culture cirebon is central theme urban development including tourism.	Myrza Rahmanita (2001)
Tourism and Local Economic Development in the Era of Indonesia's Decentralization shows the existence of the transformation of national development goals be the role of the local regional government .Tourism and local the economic development in the era of Indonesia's decentralization shows the existence of the transformation of national development goals be the role of the local regional government .	Christopher Silver (2002)

Table 1...

Creating Experiences for Our Visitor: Tourist Guide Licensing and Training in Singapore explained that method the provision of license in Singapore was very supervised in tight and as an element significant for the training tour guide.	Joan Handerson (2002)
Ecotourism in Indonesia: A Strategy for Regional Tourism Development Describing on a case study in west papua , Indonesia .Ecology tourism in development strategy , benefit gained covering labor , welfare , and environmental conservation , including protection the fauna and flora a rare , the creation of an industry that sustainable in the long run .	Bruce Prideaux dan Malcolm Cooper (2002)
The Impact of Tourism on the Development of Ubud Art Painting show that the development of art in ubud , especially the art of painting show rapid expansion is .In the long run history proved art is not only formed by aspects anything associated with aesthetic , but also deals with political , economic and social factors to determine the shape of the art .	Salmon Priaji Martana (2002)

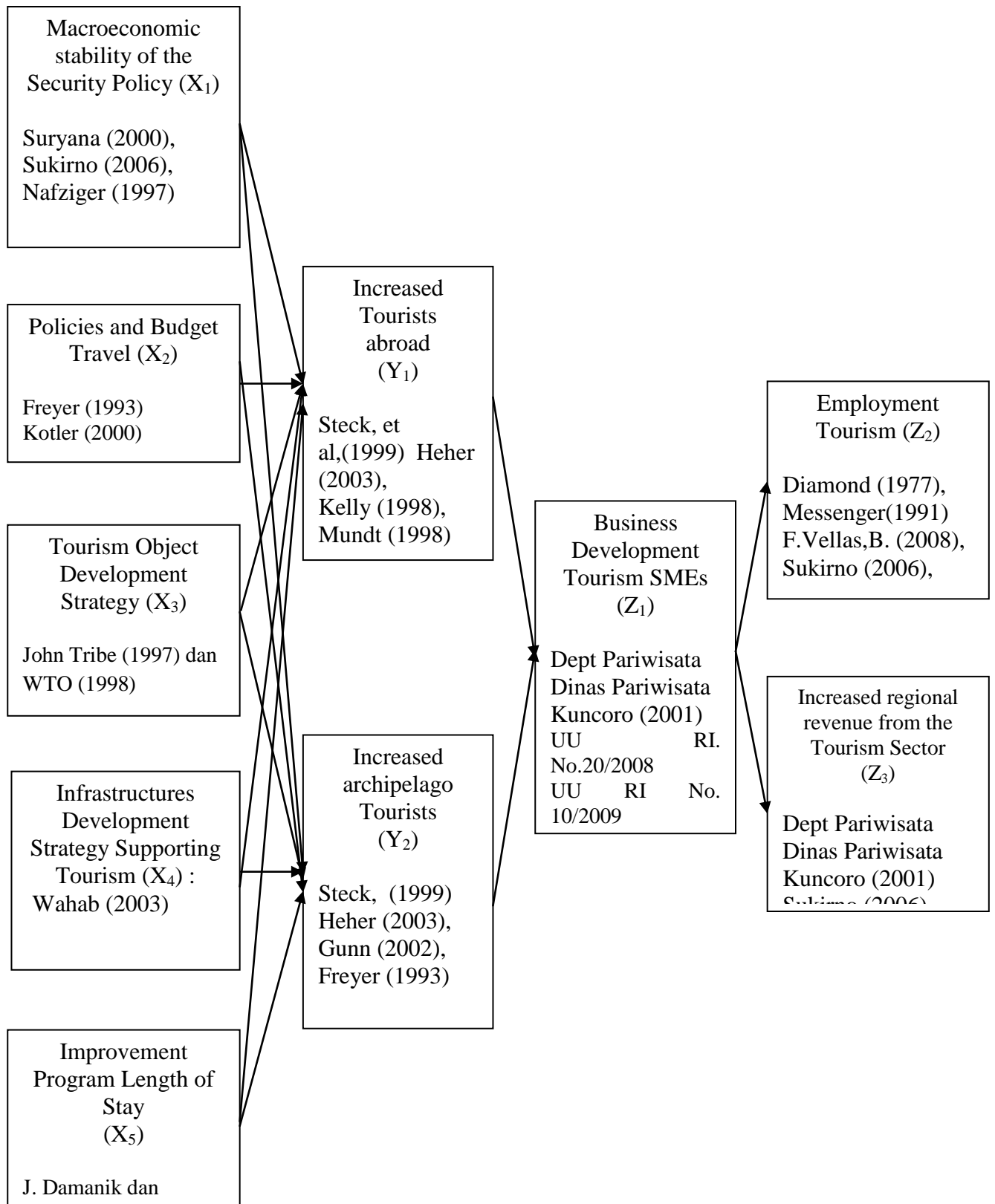
Hypotheses

1. There are relations which it implies of variable security stability and macro policy economic, the policy and budgeting of tourism, development strategy tourist attractions, development strategy supporting facilities and infrastructures tourism, enhancement program length of stay.
- 2 . There is partial effect and simultaneous significant of variable security stability and macro policy economic , the policy and budgeting of tourism , development strategy tourist attractions, `development strategy supporting facilities and infrastructures , enhancement program length of stay against foreign tourists visit .
- 3 .There is partial effect and simultaneous significant of variable security stability and macro policy economic , the policy and budgeting of tourism , development strategy tourist attractions, development strategy supporting facilities and infrastructures , enhancement program length of stay to visit tourists.
- 4 .There is partial effect and simultaneous significant of variable increase of visits tourists and foreign tourists visit on the business development of SMEs tourism sector.
5. There is significant of variable business development SMEs tourism sector to employment opportunities tourism.
6. There is the significant of variable business development SMEs tourism sector to local revenue from the tourism sector.

Research Framework

The research framework explained relation of all research variable in this paper could be shown in Figure 1 below.

Figure 1. Proposed Research Framework



RESEARCH METHODOLOGY

Research Design

The research design uses comparative analysis descriptive that is both quantitative and the analysis used to test the contribution shown by the coefficients lines running on any diagram the track of a causal relation between variables. Correlation analysis is the method of calculating the coefficients lane .The statistics trials that will be used in this research include the value of test parametric test F and the value of test parametric test t.

Objects and Places

The object research that is the tourism business and SMEs which are conducting work the tourism in Jakarta .A subject in this research is leaders/manager, and entrepreneurs of SMEs and other parties that related .

Population and Sample

The collection of primary data obtained from the spread of the questionnaire to respondents obtained from the Jakarta dept. of tourism, association tour & amp; travel Indonesia (ASITA), business association hotels and restaurants association (APHRI).Sampling techniques used is proportionate stratified random sampling. Many respondents set in research as many as 175 respondents representing big companies, the company was, and small companies. But the data were collected were only 172 respondents (3 respondents the data collected are not qualified/ defect / are damaged). Secondary data used to descriptive analysis collected successive complete (time series) ranging from 1988 - 2007 obtained from the Jakarta dept. of tourism, association tour & amp; travel Indonesia (ASITA), business association hotels and restaurants association (APHRI), the central bureau of statistics (BPS) Jakarta, Kadin Jakarta and Department of labor Jakarta. The number of questionnaires distributed 175 questionnaires, but nevertheless decent for further analysis only as much as 172 questionnaires.

Research Instruments

The primary data was obtained through the distribution of the questionnaire , secondary data obtained from the study of literature , the Jakarta Dept. of Tourism, Jakarta BPS, ASITA, APHRI, Kadin and Department of Labor Jakarta , website: www.bps.go.id; www.asita.co.id; www.aphri.co.id; www.kadin.co.id; www.depnakerdki.go.id; www.aseanjournal.com; www.frescoverde.com .In addition and visit field observation (observation) at the site a tourist attraction, SMEs businesses .

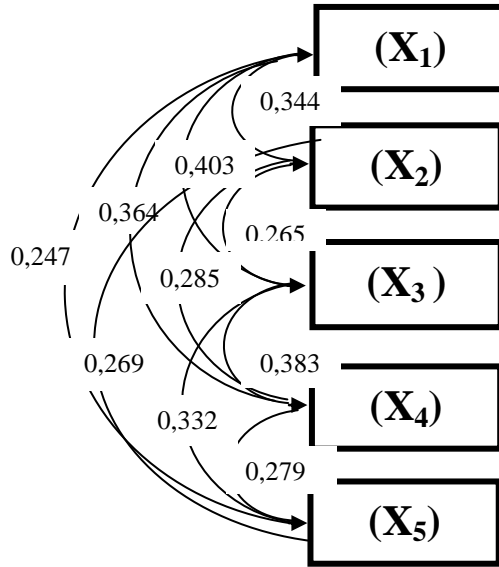
ANALYSIS

Descriptive analysis

- Most respondents in this study is the sex male - male as many as 139 respondents (81.00%), while the rest of the female gender 33 respondents (19.00%).
- The majority of the Association's main business partners engaged in the tourism sector and companies engaged in the private tourism sector, is part of the government. Therefore, good cooperation, will add to the confidence of the various parties, including the trust of the users of services and the parties relating to the development agency, supervision and development of the tourism sector.
- Given Jakarta as the center of government, business and educational center, the Jakarta have had a better quality of human resources from other provinces, as well as having a high accessibility and the ability to obtain employment in various fields.
- The growth of tourism business activity in Jakarta is getting no hope and progress very rapidly, it is in the show by a number of companies that are members of the Association of tourism and the increasing number of tourist arrivals and the archipelago.
- Cultivated fields undertaken by SMEs tourism sector more and more specific, so that the quality of human resources demands a more educated and more skilled in producing tourist products and improving service quality to consumers.
- Limited availability of infrastructure and maintenance of infrastructure services is a necessity, so demand is increasing and the increase in the amount of APBN / APBD in infrastructure that increase is high.
- The efforts of central and local government to develop the tourism sector by way of additional budget funds. However, with the increased budget providing opportunities for SMEs to obtain additional capital, additional guidance and development, improvement of monitoring and additional promotional programs for domestic and foreign.
- In the current conditions, where the global financial crisis impact on the deterioration of Indonesia's economy now and in the future. SMEs need to be more creative as an effort to lift and encourage opportunities for him in dealing with the level of competition.
- Economic globalization and the development of SMEs in the tourism sector DKI Jakarta contributed greatly to the creation of the labor force, either working directly in the tourism sector, as well as those working in the sector support.
- Increasing acceptance for employees implications for the increase in state revenue through taxes and fees, while the increase and acceptance of the company to contribute to state revenues from taxes, fees and foreign exchange.

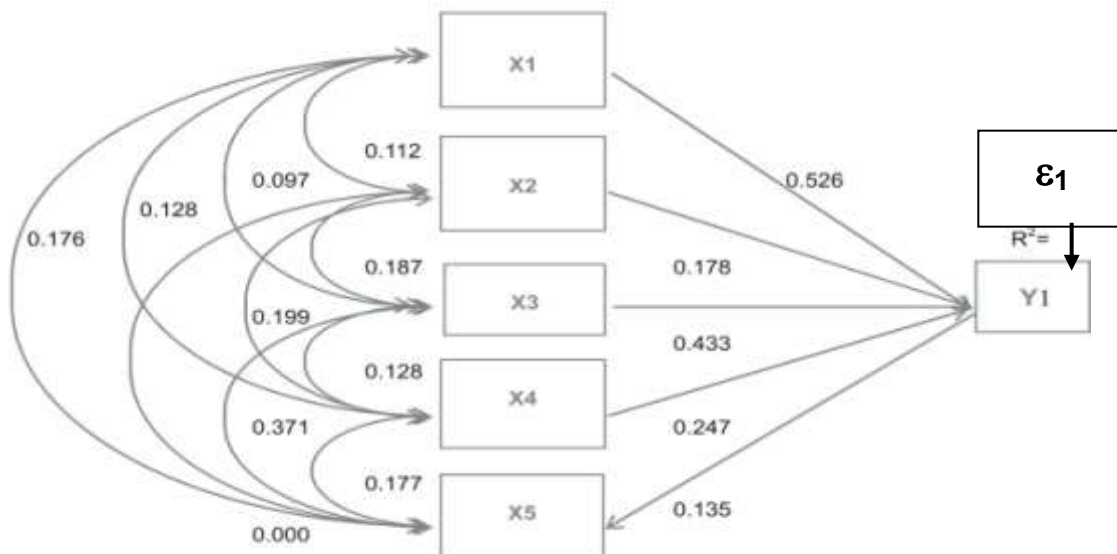
Inductive analysis of the data results of the questionnaire
The relationship between the factors X1, X2, X3, X4 and X5

Figure 2. Relationship between Factors: Security and Stability Macroeconomic policies, Policy and Budget Travel, Tourism Object Development Strategy, Strategy Development Infrastructure Support, Program Improvement Length of Stay



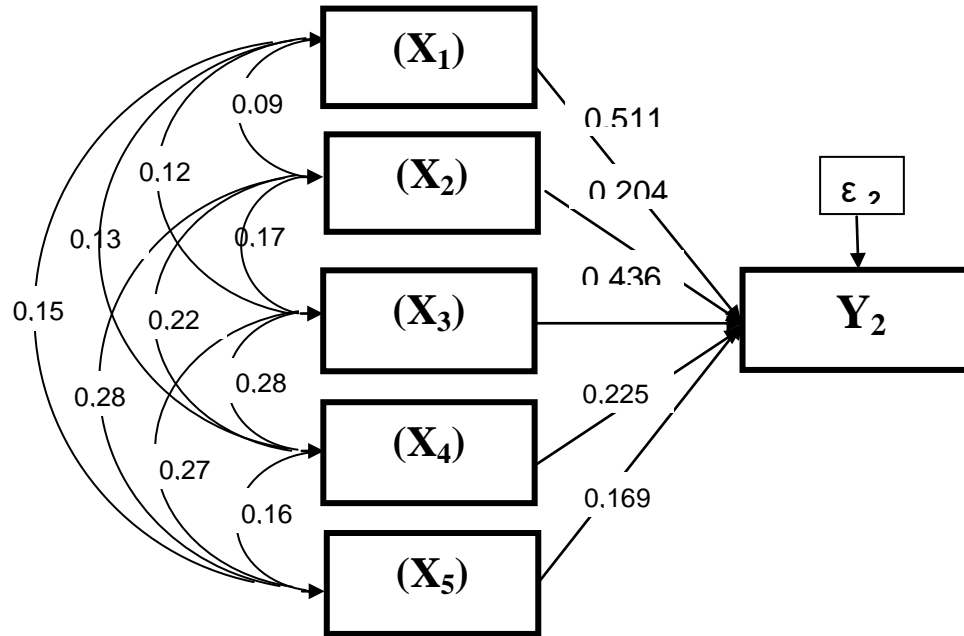
Analysis of the influence of the independent variables with the dependent variable
 Simultaneously influence and Partial Variable X1, X2, X3, X4 and X5 → Y₁

Figure 3. Security and stability variables influence Macroeconomic policy, Policies and Budget Travel, Tourism Object Development Strategy spirit, Supporting Infrastructure Development Strategy, Program Improvement Length of Stay for tourists visiting Abroad



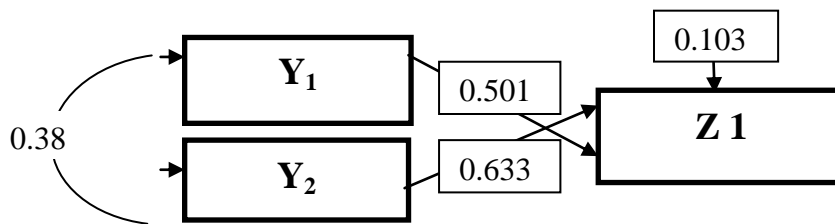
Simultaneously influence and Partial Variables X_1, X_2, X_3, X_4 dan $X_5 \rightarrow Y_2$.

Figure 4. Security and stability variables influence Macroeconomic policy, Policies and Budget Travel, Tourism Object Development Strategy spirit, Supporting Infrastructure Development Strategy, Program Improvement Length of Stay for tourists visiting the archipelago



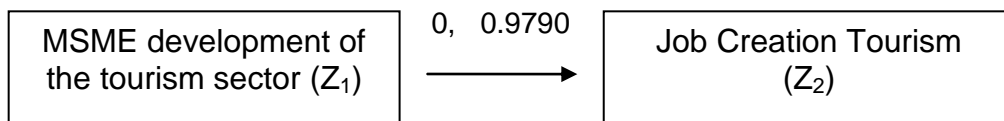
Simultaneously and partially influence of variables Y_1 dan $Y_2 \rightarrow Z_1$

Figure 5. Increase in tourist arrivals and domestic tourists visit for Improved Development of the tourism sector SMEs



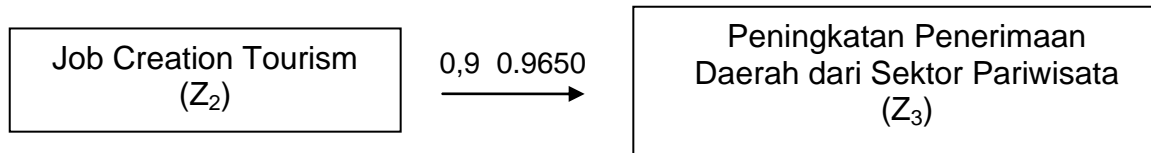
Effect of Variable Z_1 to Z_2

Figure 6. SMEs Development variable path analysis tourism sector to Job Creation variable Tourism



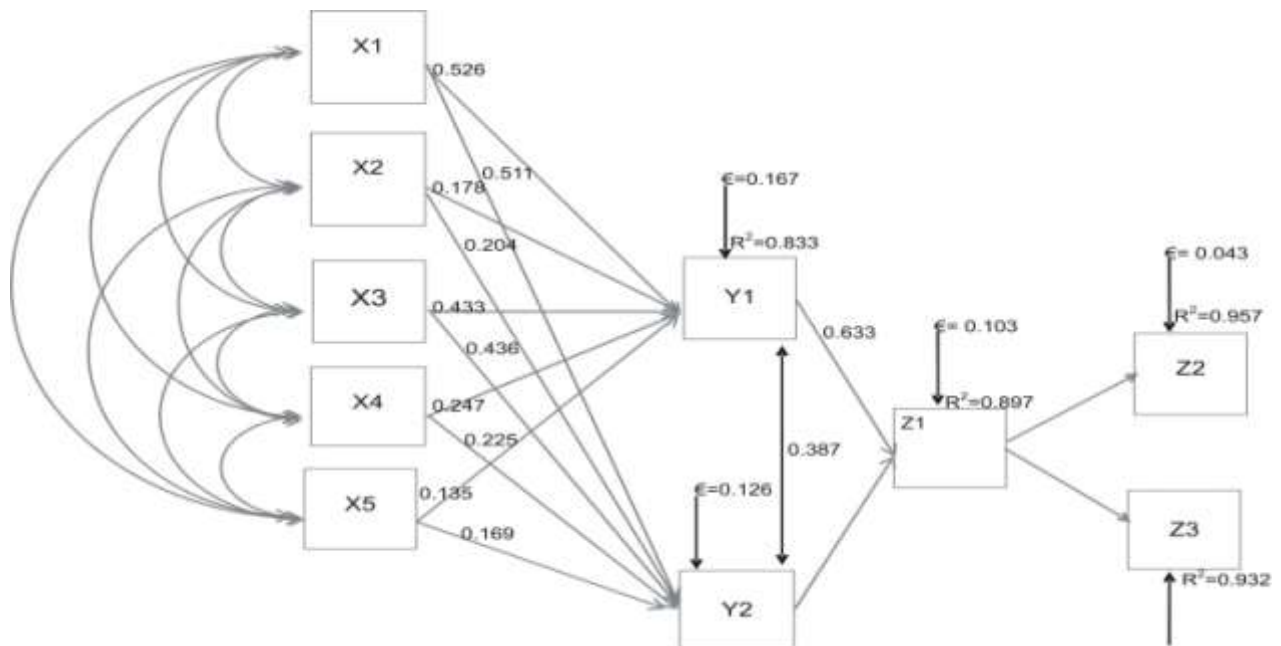
Effect Variable Z_2 to Z_3

Figure 7. Variable path analysis Job Creation Tourism to variable Daerahdari Revenue Increased Tourism Sector



The combined models as follows:

Figure 8. Path Analysis Combined Model



Testing Statistical Hypotheses Partial and Simultaneously

Testing the effect of partially and simultaneously variables $X_1, X_2, X_3, X_4, X_5 \rightarrow Y_1$

1. Effect of Partial Variable X1 to Y1 indicates the value $t = 7.139$ and $t_{table} = 1.98$. This means that the security and stability of macroeconomic policies affect the increased tourist arrivals significantly.

2. Effect of Partial Variable Y1 X2 to demonstrate the value of $t = 2.614$ and $t_{table} = 1.98$. This means that tourism development strategy significantly affect the increase in tourist arrivals.

1. Effect of Partial Variable X3 to Y1 indicates the value $t = 5.880$ and $t_{table} = 1.98$. This means that tourism development strategy significantly affect the increase in tourist arrivals.

2. Effect of Partial Variable Y1 X4 to demonstrate the value of $t = 3.905$. and $t_{table} = 1.98$. This means that the development strategy of tourism facilities and supporting infrastructure significantly affect the increase in tourist arrivals.
3. Effect of Partial Variable X5 to Y1 indicates the value $t = 2.132$, and the $t_{table} = 1.98$. This means that the increase in long-stay programs significantly affect the increase in tourist arrivals.
4. Effect simultaneously variables X1, X2, X3, X4, X5 to Y1 indicates $F = 122\ 616$ and $F_{table} = 2.70$. So, $F > F_{table}$ ($122.616 > 2.70$). It can be concluded that there are significant security variables and macro-economic policies, policies and travel budgets, the spirit of tourism development strategy, supporting infrastructure development strategy, a program to increase the length of stay and the number of foreign tourists shopping

Testing the effect of partially and simultaneously variables $X_1, X_2, X_3, X_4, X_5 \rightarrow Y_2$

1. Effect of Partial Variable X1 to Y2 indicates the value $t = 6.692$ and $t_{table} = 1.98$. This means that the security and stability of macroeconomic policies affect the increase in tourists visiting the archipelago significantly.
2. Effect of Partial Variable X2 to Y2 indicates the value $t = 3.233$, and the $t_{table} = 1.98$. This means that policies and budgets significantly influence the increase in tourists visiting the archipelago.
3. Effect of Partial Variable X3 to Y2 indicates the value $t = 5.462$. and $t_{table} = 1.98$. This means that tourism development strategy significantly affect the increase in tourists visiting the archipelago.
4. Effect of Partial Variables X4 to Y2 indicates the value $t = 3.754$, and the $t_{table} = 1.98$. This means that the development strategy of supporting facilities significantly to the increase in tourists visiting the archipelago.
5. Effect of Partial Variable X5 to Y2 indicates the value $t = 2.840$. and $t_{table} = 1.98$. This means long-stay program to improve significantly affect the increase in tourists visiting the archipelago.
6. Effect simultaneously variables X1, X2, X3, X4, X5 to Y2 indicates $F = 122\ 616$ and $F_{table} = 2.70$. So, $F > F_{table}$ ($122.616 > 2.70$). It can be concluded that there are significant security variables and macro-economic policies, policies and travel budgets, the spirit of tourism development strategy, supporting infrastructure development strategy, a program increase of length of stay for tourists visiting the archipelago

Testing the effect of partial and simultaneously Variables Y_1 dan $Y_2 \rightarrow Z_1$

1. Effect of partial variables Y1 to Z1 shows the value $t = 7.393$ and $t_{table} = 1.98$. Foreign tourist arrivals meaning of the SMEs Development of the tourism sector significantly.

2. Effect of partial variables Y2 to Z1 to demonstrate the value of $t = 6.248$ and $t_{table} = 1.98$. This means that tourists visiting the archipelago significant influence on the development of SMEs Increased tourism sector.

3. Effect of variable Y1 and Y2 simultaneously against Z1 shows $F = 38.279$ and F_{table} at 2.70. So, $F > F_{table}$ ($38.279 > 2.70$). This means that tourist arrivals and tourists visiting the archipelago has a significant influence on the development of the tourism sector SMEs.

Testing the effect of variable $Z_1 \rightarrow Z_2$

The results show the value of $t = 8.201$ and $t_{table} = 1.98$. This means that the development of the tourism sector SMEs significantly affect job creation tourism.

Testing the effect of variable $Z_2 \rightarrow Z_3$

The calculations show t value is 5.339. and t_{table} is 1,98. This means that job creation tourism significantly influence the increase in local revenues from tourism.

DISCUSSION OF RESULTS

Discussion of the model structure path analysis in research

a. Structure model 1

Models linking inter-relationship and influence between the independent variables (X1, X2, X3, X4, X5) to variable Y1 with the amount of the influence of other variables outside the model of ϵ 1.

b. Structure model 2

Models linking inter-relationship and influence between the independent variables (X1, X2, X3, X4, X5) to variable Y2 with the amount of the influence of other variables outside the model of ϵ 2.

c. Structure model 3

Models linking inter-relationship and influence between the independent variables (Y1 and Y2) to variable Z1 with the amount of the influence of other variables outside the model of ϵ 3.

d. Structure model 4

Models linking inter-relationship and influence between free variable to variable Z1 Z2 with the amount of the influence of other variables outside the model of ϵ 4.

e. Structure model 5

Models linking inter-relationship and influence between free variable to variable Z2 Z3 with the amount of the influence of other variables outside the model of ϵ 5.

Analysis of the relationship between independent variables

a. For Structure Structure Model 1 and Model 2

Due to the independent variables of the model structure 1 together with the structure of the model 2, then based on the results of the correlation analysis path analysis among the five independent variables are positive relationship. It can be concluded that all the independent variables have a relationship with each other, with the relationship a low of 0.097 (X1 to X3), while the relationship of the highest of 0.371 (X2 to X5).

b. For Model Structure 3

Based on the results of path analysis correlation analysis between the two independent variables for Structural Model 3, there is a positive relationship, thus it can be concluded that the independent variables have a relationship with each other, with the relationship of 0387.

c. For Model Structure 4 and Structure Model 5

In both the structure of the model 4 and model 5 there is correlational relationship, given the structure of the model consists of only one variable.

Effect Analysis between independent variables with the dependent

Analysis of the variables in the model structure 1

1) Effect of Partial

Based on the calculation analysts track and hypothesis testing results in partial contribution of the order of magnitude of the influence of independent variables on the dependent variable, can be seen in the following table below:

Table 3. Direct and indirect influence of variable X to Y1

Variable	Direct Effect	Total of Indirect Effect	Total of Effect	Rating of Effect
X1	0.277	0.062	0.338	1 st
X2	0.032	0.036	0.068	4 th
X3	0.187	0.072	0.259	2 nd
X4	0.061	0.045	0.106	3 rd
X5	0.018	0.043	0.061	5 th

2) The effect of simultaneous

Based on the results analysts track and hypothesis testing results to influence together it can be concluded that the five independent variables have an effect that is high enough / strong enough to influence the amount of 83.30%.

Analysis of the variables in the model structure 2

1) Effect of Partial

Based on the calculation analysts track and hypothesis testing results in partial contribution of the order of magnitude of the influence of independent variables on the dependent variable, can be seen in the following table:

Table 4. Direct and indirect influence of variable X to Y2

Variable	Direct Effect	Total of Indirect Effect	Total of Effect	Rating of Effect
X1	0.277	0.067	0.328	1 st
X2	0.032	0.040	0.082	4 th
X3	0.187	0.092	0.282	2 nd
X4	0.061	0.059	0.110	3 rd
X5	0.018	0.044	0.072	5 th

2) The effect of simultaneousness

Based on the results analysts track and hypothesis testing results to influence together it can be concluded that the five independent variables that influence high enough / strong enough to influence the amount of 87.40%..

Analysis of the variables in the model structure 2

1) Effect of Partial

Based on the calculation analysts track and hypothesis testing results in partial contribution of the order of magnitude of the influence of independent variables on the dependent variable, can be seen in the following table:

Table 5. Direct and indirect influence of variable Y to Z1

Variable	Direct Effect	Total of Indirect Effect	Total of Effect	Rating of Effect
Y1	0.400	0.123	0.523	1 st
Y2	0.251	0.123	0.374	4 th

2) The effect of simultaneousan

Based on the results analysts track and hypothesis testing results to influence together it can be concluded that both the independent variables influence a high enough / strong enough to influence the amount of 89.70%.

Analysis of the variables in the model structure 4

Based on the calculation analysts track and hypothesis testing results independent variables have a significant influence, with the magnitude of the effect of 95.70%, it can be concluded that the independent variables influence a high enough / strong enough.

Analysis of the variables in the model structure 5

Based on the calculation analysts track and hypothesis testing results independent variables have a significant influence, with the magnitude of the effect of 93.20%, it can be concluded that the independent variables have an effect that is high enough.

CONCLUSION

There are some conclusions through this research which are following:

1. There is a significant relationship between these variables Security Stability and Macroeconomic Policy, Policy and Budget Travel, Tourism Object Development Strategy, Strategy Development Support Infrastructures Tourism, Enhancement Program Length of Stay. The relationship which is the lowest variable Security Stability and Macroeconomic Policy with variable Tourism Object Development Strategy, while the highest is the relationship variables Macro Economic Security and Policy, Policy with variable Improvement Program Length of Stay.
2. There is the influence of either partially, or simultaneously of variables Security Stability and Macroeconomic Policy, Policy and Budget Travel, Tourism Object Development Strategy, Strategy Development Support Infrastructures, Enhancement Program Length of Stay for Increasing Number and tourists Shopping Abroad in Jakarta is very significant. The biggest influence is the Security and Stability Macroeconomic policy was the smallest impact Improvement Program Length of Stay
3. There is the influence of either partially, or simultaneously of variables Security Stability and Macroeconomic Policy, Policy and Budget Travel, Tourism Object Development Strategy, Strategy Development Support Infrastructures, Enhancement Program Length of Stay for Increasing Number and domestic tourist spending in Jakarta is very significant. The biggest influence is the Security and Stability Macroeconomic policy was the smallest impact Improvement Program Length of Stay.
4. There is the influence of either partially, or simultaneously of variables and Expenditures Increased Number of Foreign Tourists and Enhanced Variable Number and Shopping Travelers archipelago towards SMEs Business Development Tourism sector in Jakarta is very significant. The greatest effect is Increasing Number and domestic tourists Shopping is a variable that gives the greatest influence on the development of the tourism sector SMEs.

5. There is the influence of the MSME sector Business Development Job Creation Tourism to the Tourism sector in Jakarta is very significant. Thus, if the variable SMEs Business Development Tourism sector increases, the Employment Creation of the tourism sector will be increased, whether working directly in the tourism sector, as well as those working in the tourism sector can support increased optimally.

6. There is the influence of Job Creation Tourism sector of the Local Revenue Enhancement Tourism Sector in Jakarta is very significant. Thus, if the variable Job Creation Tourism sector increases, Enhanced regional revenue from tourism sector, both direct receipts from taxes and levies from the tourism sector, as well as receipts that are not directly or taxes and levies of supporting tourism sector can be improved optimally.

REFERENCES

Cole, Stroma. 1997. Cultural Heritage Tourism. The Villagers's Prespective : A Case Srudy from Ngada, Flores. In Nuryanti (ed). Tourism and Heritage Management. Gadjah Mada University Press. Yogyakarta.

Damanik, Janianton dan Weber, Helmut F. 2006. Perencanaan Ekowisata. Dari Teori ke Aplikasi. Pusat Studi Pariwisata (Puspar) UGM dan Penerbit Andi, Yogyakarta.

Dong-Sung Cho dan Hwy-Chang Moon, 2003. From Adam Smith to Michael Porter. Evolusi Teori Daya Saing. Penerjemah : Erly Suandy. Penerbit Salemba Empat, Jakarta.

Fazril, 2005. Pengaruh Komponen Produk Wisata Danau terhadap Jumlah Kunjungan, Lama Tinggal dan Besarnya Pengeluaran Wisatawan serta Dampaknya pada Pendapatan Asli Daerah di Provinsi Sumatera Barat. Jurnal Ekonomi Universitas Borobudur Volume 17 Februari 2005. Fakultas Ekonomi Universitas Borobudur, Jakarta.

Henderson, Joan. 2002. Creating Experiences for Our Visitor : Tourist Guide Licensing and Training in Singapore. Volume 1, Number 2, July 2002. ASEAN Journal and Hospitality and Tourism and Nanyang Technological University, Singapore.

Martana, Salmon Priaji. 2002. The Impact of Tourism on the Development of Ubud Painting Art. Volume 1, Number 2, July 2002. ASEAN Journal on Hispitality and Tourism and Centre for Tourism Research, Institut Teknologi Bandung.

Nafziger, E.W. 1997. The Economics of Developing Countries.Third Edition. Upper Saddle River, New Jersey.

Pendit, Nyoman S. 2006. Ilmu Pariwisata. Pradnya Paramita. Jakarta.

Prawirokusumo, S. 2001. Ekonomi Rakyat. (Konsep, Kebijakan dan Strategi). Edisi Pertama. BPFE, Yogyakarta.

Prodeaux, Bruce and Malcolm Cooper.2002.Ecotourism in Indonesia : A Strategy for Regional Tourism Development. Volume 1, Number 2, July 2002. ASEAN Journal on Hispitality and Tourism and The University of Queensland, Australia.

Rahmanita, Myrza. 2001.Potensi Pengembangan Kepariwisataaan Cirebon sebagai Heritage Tourism Destination. Bournemouth University, England. (unpublished).

Silver, Christopher. 2002. Tourism and Local Economic Development in the Era of Indonesia's Decentralization. Volume 1, Number 2, July 2002. ASEAN Journal on Hispitality and Tourism and University of Illionis at Urbana-Champaign, USA.

Tim Peneliti PMB-LIPI. 1998. Potensi Sosial Ekonomi Budaya Dalam Pengembangan Industri Pariwisata. Makalah untuk Seminar Evaluasi Proyek Pengkajian Masalah-Masalah Strategis di Bidang Politik dan Sosial Budaya, Lembaga Ilmu Pengetahuan Indonesia, 24 Maret-26 Maret 1998.

Todaro, M.P. 2000. Pembangunan Ekonomi di Dunia Ketiga. Alih Bahasa : Haris Munandar. Penerbit Erlangga. Jakarta.