

Analysis of Determinant Factors Recovery of Tourist Visits to Black Water Kereng Bangkirei Tourism Object, Palangka Raya City

Kevin Chandida Irawan¹, Wiwin Zakiah², Benius³

¹Masters Program in Economics, Faculty of Economics and Business, University of Palangka Raya

²Faculty of Economics and Business, University of Palangka Raya

³Faculty of Economics and Business, University of Palangka Raya

Corresponding Author: Kevin Chandida Irawan

DOI: <https://doi.org/10.52403/ijrr.20240859>

ABSTRACT

The impact caused by the COVID-19 pandemic is multi-sectoral, including the tourism sector through a decrease in the level of tourist visits to various tourist objects. The aim of study is to analyze the determinant factors recovery of tourist visits due to the COVID-19 pandemic. The research method is explanation using primary data collected from 150 respondents. The results showed that variations in tourist attraction ticket prices and high standard security (application of security standards) directly and significantly affected the recovery of tourist visits, and high standard sanitation (application of health standards) and niche tourism (maximum number of people in the group) did not have a significant influence on the restoration of tourist arrivals.

Keywords: Recovery Strategy, Visit Tourist, Determinant Factors, Covid-19 Pandemic.

INTRODUCTION

Tourism is a travel activity carried out temporarily by an individual or group that aims to get happiness, balance, and harmony with the environment he visits (Spilane, 1987). The performance of the tourism sector in the economy of a country or region is shown by tourist visits to various tourist

objects. Sammeng (2001) said that the size of the influence of the tourism sector on the economy from one region to another is different. The difference in the impact of the tourism sector is due to the different number of tourists visiting tourism objects. Based on data on the number of foreign tourist arrivals to Indonesia from 2019 as many as 664,645 people decreased to 9,952 people in 2021 or there was a 65% decrease in foreign tourist arrivals during the COVID-19 pandemic (BPS RI, 2022). The impact of covid 19 on the tourism sector in Batu Malang City has caused a decrease in foreign tourist visits and domestic tourists, which is marked by a decrease in the occupancy rate of star and non-star hotels, (Adam, 2022). Hodijah et al (2021), stated that the COVID-19 pandemic had an impact on the tourism sector, especially on natural tourism objects which indicated a decline in tourist visits of 80% per week or an average of 60% per week. This shows that there is a strong link between the COVID-19 pandemic and the tourism sector and its supporting sectors.

During the Covid-19 pandemic, the number of foreign tourist visits to Indonesia contracted by 65% (BPS RI, 2022), the impact was the decline in the contribution of the tourism sector to Gross Domestic Product (GDP). The impact on labour absorption in the tourism sector also

experienced a contraction of 6.67% or around 13.67 million workers (Ben, 2021). In line with that, Purba et al (2021), stated that the COVID-19 pandemic had a negative impact on the tourism sector which had implications for the decline in Gross Domestic Product. The decline in tourism sector income due to the COVID-19 pandemic due to the declining purchasing power of the people which has an impact on decreasing tourist visits (Arif, 2022).

The problems experienced by the tourism sector in Indonesia during the COVID-19 pandemic are quite serious and have not shown a better direction to recover as usual. Foreign tourist visits to various tourist attractions in Central Kalimantan showed a fairly deep contraction, which was 32.72%, where in 2019 before covid 19 the number of foreign visits of 61,420 people decreased to 1,825 people in 2020 (BPS Central Kalimantan, 2021). The continued impact of the decline in tourist arrivals was on the economy of Central Kalimantan, where the second quarter of 2020 recorded an aggregate decline of 3.15% (y o y), lower than the first quarter of 2020 which grew by 2.95% (y o y). Yudha (2021), stated that the culinary business in Kupang City experienced an average income decline of 70% during the covid 19 pandemic. Furthermore, Tariq (2021), concluded that the COVID-19 pandemic had a negative impact on the tourism industry in the form of loss of income, layoffs and closing of business operations. So it can be concluded that there is a disruption in the economic aspect of the tourism sector caused by the Covid-19 pandemic.

The decline in the contribution of the tourism sector to the economy of Central Kalimantan during the COVID-19 pandemic because almost all tourism objects were temporarily closed, including the Kereng Bangkirei black water tourism object, Palangka Raya City. Along with the government's commitment and efforts to deal with the COVID-19 pandemic with various policies leading to national economic recovery through budget policies

and policies to loosen regulations on economic activities, including the tourism sector. The policy in question is to increase economic activity by opening and activating various tourism objects with fairly strict regulations to ensure that the presence of tourists in tourist areas is guaranteed in terms of prokes and security. Juhanda et al (2022), recommends that to achieve recovery in the tourism business sector, it is done through improving hygiene and health standards, intensifying promotions and controlling operational costs. This strategy is part of an effort to ensure that the tourism business sector provides a guarantee of comfort to visitors.

Furthermore, to increase and optimize tourist visits to tourism objects, Erna and Amelia (2021) suggest the need to do: (1) rehabilitation and maintenance of infrastructure, (2) revitalization of tourist objects and attractions, (3) increasing tourism promotion. These three strategies are a stimulus to increase the creative economy business and tourism sector. In another part, Alifia R and Lufthi A (2022), Suryani, Sagiyanto, Leliana, (2022) state that the tourism sector recovery strategy is carried out through communication and coordination with tourism industry players to formulate policy instruments in the form of participation, collaboration and synergy. Furthermore, related to the technical development of the tourism sector, it can be done through various general stimuli: (1) MSME stimulus through the arrangement of accommodation, transportation and access packages, (2) tax stimulus through technical guidance and strengthening tourism diversification and (3) stimulus to strengthen demand and supply. tourism sites (Pambudi, 2020).

One of the problems faced by the tourism business during the COVID-19 pandemic is the implementation of social distancing, limited community mobilization and the lack of capital owned by entrepreneurs so that business recovery is experiencing obstacles. Government policies in the concept of national economic recovery such

as economic support (financing and relaxation of obligations in the form of loan interest payments, tax payments), support for health aspects such as vaccination programs. In the end, the national economic recovery policy, which is supported by health economic and social policies, allows tourism sector entrepreneurs to reorganize the pattern and system of business financing and ensure tourist comfort (prokes aspect) in each tourism object. In line with the results of the study, Shih-Shuo Yeh (2021) stated that to achieve success in overcoming the COVID-19 pandemic in order to increase the existence of the tourism industry, it was carried out through financial support.

LITERATURE REVIEW

Issues About Tourism

The development of tourism is quite rapidly to become one of the industry sectors (Naisbit,1994) have estimated that starting in 2000 the tourism sector will be the world's largest industry and accounts for the global economy. In line with the Naisbit (1994) statement, the World Tourism Organisation (WTO) in 2010 reported that the number of global travelers will increase to 1.018 million people with foreign exchange earnings of US\$ 3.4 trillion, investment amounted to 10.7% of the world tourism capital of the world, and employment opportunities as many as 204 million people (Yoety, 2008). The amount of the contribution of the tourism sector to the global economy as a result of high levels of and travel the world. And travel the world has experienced a shift, such as the report on the world conference on the environment (Globe'90) in Vancouver Canada, mentions that the traveler behavior patterns experienced a shift from mass tourism (mass tourism) to special interest tours (special tourism). Shifting traveler behavior according Suradnya (2005) is an evolution that leads to a paradigm shift about the destination of choice, in the context of sustainable tourism where the main goal is how to optimize readiness unique destination and experience through

the development of ecotourism. Sustainable tourism is synonymous with ecotourism is possible to develop optimally or will not encounter any significant obstacles, for their support of natural resource potential is enormous.

As a multi-dimensional phenomenon, tourism has been cultivating the image of adventure, romantic and exotic places, and when viewed from the context of an activity. Bagyono (2005) says that tourism is part of the elements of the business, health, social, political, religious and other interests, curiosity, adding to the experience or learning). Meanwhile Smith and Gun (1994), considers that the historical nature of tourism studies, and evolving towards descriptive geographic studies and thereafter until the study of travel from the aspects of history and ideology. Furthermore, John (1983) and Murphy (1985) states that tourism can be approached through the concept of economic growth, so that tourism can be considered as an industry. Likewise, John (1983) and Murphy (1985) in his study has incorporated elements of the economy through the production of goods and services that can be extracted from the development of tourism.

The results of the study tour as economic growth, certainly in the course of time will involve and encourage the development of other sectors so that in turn drives the national economy (Yoety, 1996 and Wahab, 2003). For countries that have natural resources like Indonesia, in recent years has developed, even relying on the tourism sector as one sector foreign exchange earner. Sekartjakrajini (2004) also says that there are key factors that influence the development of ecotourism, among others: the objects and attractions, infrastructure, institutional, transportation or accessibility, accommodation, facilities and services as well as the implications for the environment and the economy. Gufran (2008) concluded that the main factor for the development of ecotourism is to include: (a) the safety factor, (b) a conservation factor, uniqueness factor objects and factors of tourist

attraction, in addition there is a supplementary factor which is also important to note is the management (institutional), accessibility and minimum impact factor.

Tourist Attraction with Quality of Tourism Services

The development of the tourism sector requires serious handling of matters relating to aspects that give rise to tourism demand (demand side). The Kereng Bangkirei black water tourism object in Palangka Raya City is classified as a natural tourism object (ecotourism) which offers various marine-based tourist attractions. According to Middleton (2009), it is stated that from the supply side of tourism, especially tourism products, it is a determining factor for tourist visits to a tourist attraction. These factors include: the attractiveness of the destination and the environment, the destination facilities and services, accessibility at the destination, the image of the destination, the price for consumers. Middleton (2009) emphasizes that the components of the tourism supply aspect are the basis for every consumer to decide on every need for goods and services, including tourism. In line with that, Raju (2000) also stated the same thing related to the quality of tourism product services such as attractions, transportation, accommodation, support and supporting services, physical and communication infrastructure.

Associated with tourist satisfaction in consuming tourist attractions, such as attractiveness and accessibility according to Eusebio and Vieira (2011) that destination attributes (tourist attraction, access, service) have an impact on customer satisfaction (tourists). Destination attributes in this study consist of attractiveness, accessibility, and service. Degreeeh Aboali et al. (2015), also stated that the attributes of tourism products have a close relationship with customer (tourist) satisfaction. Tourist satisfaction in enjoying various tourism products will lead to image and loyalty to these tourism products (Mohammad et al, 2011). The

image and loyalty of customers (tourists) towards tourism products according to Al-Ababneh (2013) and Suthathip (2014) as a manifestation of the level of satisfaction and customer loyalty for the consumption of various tourism products. So the factors that influence tourist satisfaction are tourism costs, friendliness, accessibility, and tourism infrastructure.

Socio-Economic Policy on Tourist Visits

In an effort to revive the role of the tourism sector in a country's economy, it is necessary to

have pro-tourism policies in line with the sloping Covid-19 pandemic outbreak. Health sector policies in a planned and coordinated manner are carried out through mass vaccination activities to ensure that every citizen has the guarantee to be free to move and have activities, in order to encourage the tourism sector to stretch. Policy in the field of Health is basically to encourage economic activity, through adjustment and adaptation of economic activities that still pay attention to the health aspect. The results of the study by Kim et al., (2016) stated that the sector has a significant correlation between the adaptation of a country's economic policies and the tourism sector in that country. Adaptation of economic policy can be done through a comprehensive review of economic development planning while still paying attention to the aspect of conformity with current conditions in order to create policy flexibility that is progressive and pro-economic (Lew, 2014). In the end, flexible and adaptive policies will encourage the tourism sector to grow by increasing tourist visits to various tourism objects.

MATERIALS & METHODS

This type of research is descriptive quantitative, based on data that can be calculated to produce a solid quantitative assessment (Husein, 2014). The implementation of the research is a field survey approach (explanation) using a questionnaire as an instrument for collecting

field data. The aim is to compile a systematic, factual and accurate description, picture, or painting of the facts, characteristics and relationships between the phenomena studied. The field survey approach (explanation) as part of the primary data collection technique is intended to see first hand the existing condition of tourist objects and the condition of tourists visiting black water Kereng Bangkirai Tourism Object, Palangka Raya City. The number of samples is 100 respondents, which includes tourism managers and visitors.

According to Malhotra (2005) in Sani (2010) a questionnaire, whether it is called a form or schedule, interview form or measurement instrument, is a series of questions that are informed to obtain confirmation from the complete respondent. The questionnaire or questionnaire used is an attitude scale test that refers to the Likert scale parameter. The answer choices are categorized as an attitude statement with the following categories:

SS (Strongly Agree) with a score of 5

S (Agree) with a score of 4

N (Neutral) with a score of 3

TS (Disagree) with a score of 2

STS (Strongly Disagree) with a score of 1

Primary data collected from the results of the questionnaire, then processed using linear regression analysis to analyze the magnitude of the relationship and the influence of the independent variables which are more than two in number (Suharyadi and Purwanto, 2004). According to Suharyadi and Purwanto (2011) the equations of the multiple regression model are as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Information:

a = Constant

b₁, b₂, b₃, b₄ = Coefficient of regression line e = error/ nuisance variable

Y = Restoration of tourist visits

X₁ = Variation of Tourist Attraction Ticket Prices
X₂ = High Standard Sanitation

X₃ = High Standard Security

X₄ = Niche Tourism.

Taking into account the problems and objectives of this research, the following hypothesis is formulated:

H₁ = Variations in Ticket Prices for Tourist Attractions have a positive and significant impact on the Recovery of Tourist Visits to the Kereng Bangkirei black water tourism object, Palangka Raya City.

H₂ = Variable High Standard Sanitation (Application of Health Standards) has a positive and significant effect on the Recovery of Tourist Visits to the Kereng Bangkirei black water tourism object, Palangka Raya City.

H₃ = Variation of High Standard Security (Application of Security Standards) has a positive and significant effect on the Recovery of Tourist Visits to the Kereng Bangkirei black water tourism object, Palangka Raya City.

H₄ = Variation of Niche Tourism (Maximum Number of People in Group) has a positive and significant effect on the Recovery of Tourist Visits to the Kereng Bangkirei black water tourism object, Palangka Raya City.

Hypothesis testing was carried out using the associative hypothesis to see the relationship between the variable price variations of tourist attraction tickets, high standard sanitation, high standard security, and niche tourism on the recovery of tourist visits to the Kereng Bangkirai black water tourism object in Palangka Raya City. Hypothesis testing is done through:

1. T- test

According to Ghozali (2013), the t-test is used to "partially test the hypothesis in order to show the influence of each independent variable individually on the dependent variable. The t test is a test of the regression coefficient of each independent variable on the dependent variable to find out how much influence the independent variable has on the dependent variable. The t-test (t-test) tests the regression coefficients partially, this test is conducted to determine the

partial significance of the role between the independent variables on the dependent variable by assuming that other independent variables are considered constant. According to Sugiyono (2011), (t-test) the results of this calculation are then compared with the t table using an error rate of 0.05. The formula used is as follows:

- Ho is accepted if the value of t count t table or sig value >
- Ho is rejected if the value of t count t table or sig value <

If there is acceptance of Ho, it can be concluded that there is no significant effect, whereas if Ho is rejected, it means that there is a significant effect.

2. Coefficient of Determination Test (R2)

According to Ghozali (2005) that the coefficient of determination essentially measures how far the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination is between 0 to 1, if it is close to 1 then the relationship is getting closer but if it is close to 0 then the relationship is getting weaker. The small value of the coefficient of determination means that the ability of the independent variables in explaining the variation of the dependent variable is very limited. To determine the

value of the coefficient of determination expressed by the value of Adjusted R Square. The formula for the coefficient of determination is:

$$Kd = R2 \times 100\%$$

Information:

Kd: Large or the number of coefficients determination R2: Correlation coefficient value

The criteria for the analysis of the coefficient determination are as follows:

1. If Kd is close to zero (0), it means that the influence of the independent variable on the dependent variable is weak, and
2. If Kd is close to one (1), it means that the influence of the independent variable on the dependent variable is strong.

RESULT

Multiple Linear Regression Analysis

Multiple linear analysis is a linear regression to analyze the magnitude of the relationship and the influence of the independent variables whose number is more than two (Suharyadi and Purwanto, 2004). The following are the results of multiple regression analysis of the relationship between the independent variable and the dependent variable.

Table 4.1. The Result of Multiple Linear Regression Analysis Test Coefficients^a

Unstandardized Coefficients			Standardized Coefficients		T	Sig.
Model	B	Std. Error	Beta			
1	(Constant)	1.577	2.632		.599	.550
	Variasi Harga Tiket Atraksi Wisata	.414	.105	.371	3.929	.000
	High Standard Sanitation	.061	.136	.046	.448	.655
	High Standard Security	.272	.111	.232	2.446	.016
	Niche Tourism	.164	.099	.175	1.659	.100

**a. Dependent Variable: Recovery of Tourist Visits
Source: Primary Data processed with SPSS 25**

The results of multiple regression as described in table 4.1 above, then described through theregression equation as follows:

$$Y = 1,577 + 0,414 + 0,061 + 0,272 + 0,164 + e$$

Based on the multiple linear regression

equation above, it can be explained as follows:

1. The constant value in the above equation is 1.577 (positive). This means that if the ticket prices vary for tourist attractions, high standard sanitation

- (implementation of health standards), high standard security (application of security standards) and niche tourism (maximum people in the group), the restoration of tourist visits at the black water Kereng Bangkirai tourist attraction will experience an increase in visits. by 1.577%.
- The regression coefficient value for the variation of tourist attraction ticket prices in the above equation is 0.414 (positive). This means that if the other independent variables are fixed and the variation in ticket prices for tourist attractions has increased by 1%, the recovery of tourist visits has increased by 0.414%.
 - The regression coefficient value of high standard sanitation (*application of health standards*) in the above equation is 0.061 (positive). This means that if the other independent variables are fixed and high standard sanitation (application of health standards) has increased by 1%, the recovery of tourist visits has increased by 0.061%.
 - The regression coefficient value of high standard security (application of security standards) in the above equation is 0.272 (positive). This means that if the other independent variables are fixed and high standard security (*application of security standards*) has increased by 1%, the recovery of tourist visits has increased by 0.272%.

- The value of the niche tourism regression coefficient (maximum number of people in the group) in the above equation is 0.164 (positive). This means that if the other independent variables are fixed and niche tourism (maximum number of people in the group) has increased by 1%, the recovery of tourist visits has increased by 0.164%.

Hypothesis testing

The hypothesis test in this study uses the associative hypothesis, which aims to see the relationship between the variable price variations of tourist attraction tickets, high standard sanitation, high standard security, and niche tourism on the restoration of tourist visits to the black water Kereng Bangkirai tourist attraction in Palangka Raya City, which is described as following:

T- test

According to Ghozali (2013), the t-test is used to "partially test the hypothesis in order to show the influence of each independent variable individually on the dependent variable. If the result is Ho is accepted, it can be concluded that there is no significant effect, and if the result is

Ho is rejected, it means that there is a significant effect. Descriptions and explanations are presented in the following table:

Coefficients^a

Unstandardized Coefficients				Standardized Coefficients	T	Sig.
Model	B	Std. Error	Beta			
1	(Constant)	1.577	2.632		.599	.550
	Variasi Harga Tiket Atraksi Wisata	.414	.105	.371	3.929	.000
	High Standard Sanitation	.061	.136	.046	.448	.655
	High Standard Security	.272	.111	.232	2.446	.016
	Niche Tourism	.164	.099	.175	1.659	.100

b. Independent Variable: Recovery of Tourist Visits
Source: Primary Data processed with SPSS 25

Explanation of T-test results:

- Variable Variation of Tourist Attraction Ticket Prices, the t-count value is 3.929 > 1.984, and the significance value is

0.000 < 0.05. This shows that the Variation of Tourist Attraction Ticket Prices has a positive and significant effect on the Recovery of Tourist Visits.

Thus, the first hypothesis (H1) which states that the variation of tourist attraction ticket prices has a positive and significant impact on the recovery of tourist visits.

2. Variable High Standard Sanitation (Application of Health Standards), the t value is $0.448 < 1.984$, and the significance value is $0.655 > 0.05$. This shows that the variable High Standard Sanitation (Application of Health Standards) has no positive and insignificant effect on the Recovery of Tourist Visits. Thus the second hypothesis (H2) which states that High Standard Sanitation (Application of Health Standards) has a positive and significant impact on the Recovery of Tourist Visits.
3. Variable High Standard Security (Application of Security Standards), the t value is $2.466 > 1.984$, and the significance value is $0.016 < 0.05$. This shows that the High Standard Security variable has a positive and significant effect on the Recovery of Tourist Visits. Thus, the third hypothesis (H3) which

states that the High Standard Security variable has a positive and significant effect on the Recovery of Tourist Visits is accepted.

4. Variable Niche Tourism (Maximum Number of People in Group), the t-count value is $1.659 < 1.984$, and the significance value is $0.100 > 0.05$. This shows that the Niche Tourism variable (Maximum Number of People in the Group) has no positive and insignificant effect on the Recovery of Tourist Visits. Thus the fourth hypothesis (H4) which states that Niche Tourism (Maximum Number of People in the Group) is positive and significant to the Recovery of Tourist Visits is rejected.

Coefficient of Determination Test (R^2)

Ghozali (2005) states that the coefficient of determination essentially measures how far the model's ability to explain variations in the dependent variable is. Table 4.3 describes the results of the Coefficient of Determination Test (R^2) the independent variable.

Table 4.3. Coefficient of Determination Test Results (R^2)

Model	R	R Square	Adjusted RSquare	Std. Error ofthe Estimate
1	.873 ^a	.762	.750	1.52036

a. Predictors: (Constant), X4, X3, X1, X2

b. Dependent Variable: Y

Source: Primary Data processed with SPSS 25

The results of the t test, show the value of R Square or the coefficient of determination is 0.762. This figure means that 76.2% of tourist visit recovery strategies are influenced by Variations in Tourist Attraction Ticket Prices, High Standard Sanitation (*Application of Health Standards*), High Standard Security (*Application of Security Standards*), Niche Tourism (*Maximum Number of People in Group*). While the remaining 23.8% is influenced by other variables that are not included in this research model.

DISCUSSION

The Influence of Variations in Tourist Attraction Ticket Prices on the Recovery of Tourist Visits

The results of the analysis show that the Variation in Ticket Prices for Tourist Attractions has a positive and significant effect on the recovery of tourist visits at black water Hitam Kereng Bangkirai, Palangka Raya City. This means that the more variations in ticket prices for tourist attractions offered by the manager of the black water Kereng Bangkirai tourism object, the more tourist visits will increase because it can provide many choices to and also reach a wider market. The ticket price

for each tourist attraction is not a determining factor for tourists to visit black water Kereng Bangkirai tourism object, but because of the taste factor (high demand factor), and the availability of supporting facilities for tourism objects such as gazebos, spots for selfies that can be enjoyed by visitors.

The results of this study are in line with the theory of Mankiw (2003) which states that changes in tastes can be manifested in market behavior. Changes in consumer tastes can be indicated by changes in the shape or position of the indifference map, without any changes in the price of goods or income, the demand for an item can change due to changes in taste. The increase in tourist visits to the black water Kereng Bangkirai tourist attraction is not significantly influenced by the variation of ticket prices for tourist attractions but is influenced by taste. Taste factors that influence visits to tourist objects are the findings of Ryan (1991) and Kim et al (2003) in Irawan (2015) which state that tourists visiting an object are due to push factors and pull factors. , where the pull factors are tourist attractions, the presence of water and marine resources, the beauty of the mountains, and local culture. Factors that encourage tourists to visit are self-motivation which include; let go of routine activities, find inner satisfaction, and go on adventures.

The Influence of High Standard Sanitation (Application of Health Standards) on the Recovery of Tourist Visits

High Standard Sanitation (Implementation of Health Standards) has a positive and insignificant effect on the recovery of tourist visits to the Air Hitam Kereng Bangkirai tourism object, Palangka Raya City. The high standard of sanitation does not increase the number of tourist visits because the tourism object managers have not fully implemented the principles of high standard sanitation, and there is still a lack of public awareness about the importance of

implementing health standards for themselves and others, especially during the covid pandemic -19. In terms of the policy of easing people's travel in the new life after the Covid-19 pandemic on tourism businesses in Palangka Raya City, such as the no longer required antigen and PCR tests for domestic travellers, it is also a factor that does not affect the application of health standards to community activities. The public has begun to ignore the implementation of health standards, which can be seen from the data on the number of tourist visits to the Air Hitam Kereng Bangkirei tourism object, especially since there was an allowance, every day the number of visitors is around 100 people. This data is evidence that strengthens the results of this study that the application of health standards does not have a significant effect on the recovery of tourist visits in the city of Palangka Raya.

This is different from the results of the study by Bagus et al (2020) which stated that this High Standard Sanitation (Implementation of Health Standards) can guarantee the attractiveness of a tourist area, where tourism actors will create sanitation standards that must be owned by a tourist attraction such as toilet cleanliness, hand washing facilities. , availability of masks, measuring body temperature, checking health certificates and vaccination status. On the other hand, Ahmad et al (2020) stated that efforts to increase the number of visits by implementing health protocols in a tourist attraction

The Influence of High Standard Security (Application of Security Standards) on the Recovery of Tourist Visits

The application of High Standard Security has a positive and significant impact on the recovery of tourist visits to the black water Kereng Bangkirai tourism object, Palangka Raya City, meaning that the higher the High Standard Security (Application of Security Standards) set by the tourism object manager, the more will increase the number of tourist visits to the black water Kereng

Bangkirai tourist attraction. Bagus et al (2020) stated that High Standard Security is an important thing that must be considered. Increasing safety standards in this tourist attraction area because of the convenience of tourists will have an impact on increasing tourist visits. Furthermore, Ahmad et al (2020) stated that in order to increase the number of visits, tourist objects can apply established protocols such as maintaining distance, and tightening security around tourist objects. The implication is that the government is expected to be able to maintain and continue to improve security standards in tourist attractions so that during their visit to tourist attractions, people who visit feel safe and comfortable both during the pandemic and in the future by placing security guards at each tourist attraction.

The Influence of Niche Tourism (Maximum Number of People in Group) on the Recovery of Tourist Visits

The results of the analysis show that Niche Tourism (Maximum Number of People in a Group) has a positive and insignificant effect on the recovery of tourist visits at Air Hitam Kereng Bangkirei, Palangka Raya City. This means that the more Niche Tourism (Maximum Number of People in a Group) is set by the tourism object manager, the more tourist visits to the Air Hitam Kereng Bangkirei tourism object will decrease. The high Niche Tourism (Maximum Number of People in a Group) does not cause an increase in the number of tourist visits due to restrictions through large groups to small groups of tourists (small group tourism). Regulations limiting the number of tourist groups for each visit resulted in a decrease in the number of visits during the COVID-19 pandemic. As a result, tourists who want to travel reduce their interest in visiting the Air Hitam Kereng Bangkirei tourist attraction because large groups of tourists are not justified. The results of this study are not in line with research conducted by Bagus et al (2020) which states that Niche Tourism (Maximum Number of People in a Group) where very

large changes will be seen from groups of tourists in traveling. If in the past they were in a large group because it would save the budget, but given the high standards of safety and comfort then Niche Tourism becomes very important because they will be in a small group. Ahmad et al (2020) stated that in order to increase the number of visits, tourist objects can apply established protocols such as maintaining distance. Betty (2020) stated that the Covid-19 pandemic that occurred had an impact on decreasing the number of visits. The existence of restrictions through small groups of tourists (small group tourism) for each visit resulted in an increase in the number of visits during the COVID-19 pandemic. The increasing number of tourist visits because people feel safe and comfortable when traveling in small groups. The implication is that the government can tighten the rules on the number of people in one group, including the tourist attractions enjoyed by tourists, to arrange for people to avoid large groups for each tour group that does not violate the prokes.

CONCLUSION

Variations in Ticket Prices for Tourist Attractions have a positive influence and High Standard Security (Application of Security Standards) has a significant influence on the Recovery of Tourist Visits to black water Kereng Bangkirei Tourism Objects, Palangka Raya City. Meanwhile, High Standard Sanitation (Application of Health Standards) and Niche Tourism (Maximum Number of People in a Group) have a positive and insignificant influence on the Recovery of Tourist Visits to black water Kereng Bangkirei Tourism Object, Palangka Raya City.

Declaration by Authors

Acknowledgement: None

Source of Funding: None

Conflict of Interest: The authors declare no conflict of interest.

REFERENCES

1. Al-ababneh, M. 2013. Service Quality and Its Impact on Tourist Satisfaction. *Journal of Contemporary Research in Business*, 4 (12): 164-177, Available at: <https://journal-archives31.webs.com/164-177.pdf>
2. Aboali, G, et al. 2015. The Importance and Performance of The Destinations Attributes of Senior Tourists Satisfaction. *International Journal of Asian Sciences*, 5 (6): 355-368.
3. Ahmad Rizkon, Ajeng Swastikasari, M.Abul Karim, Lukman Dwi Prasetyanto, Sri Mularsih dan Henri Ananta (2020). "Analisis Dampak Covid-19 Terhadap Sektor Pariwisata Sikembang Park Kecamatan Blado Kabupaten Batang".
4. Alifia Rahmawati, Lutfi Alhazami. (2022). Strategi Pemulihan Ekonomi Pada Bidang Pariwisata di Era New Normal DKI Jakarta. *Jurnal Bisnisan : Riset Bisnis dan Manajemen* Pebruari-Mei, Vol 4 No 1, 2022
5. Andi Setyo Pambudi. (2020). Strategi Pemulihan Ekonomi Sektor Pariwisata Pasca Covid-19. *Majalah Media Perencana Perkumpulan Perencana Pembangunan Indonesia*. Vol 1 No 1, Oktober 2020.
6. Arief Syaifudin, Hendarmawan, Evi Novianti, (2022). Impact Of Covid-19 On The Global Tourism Economy. *Journal Of Tourism Education (JoTE)*. Vol 2 No 1, Juni 2022, pp 1-9.
7. Bagyono (2005). *Pariwisata dan Perhotelan*. Bandung: Alfabeta.
8. Ben Perkasa Drajat, (2021) "Pariwisata Indonesia Pasca Pandemi, Pemulihan Pasar, dan Kerja Sama dengan Kawasan Amerika: Perlunya Konsolidasi Nasional", Hasil Kemitraan antara Badan Strategi Kebijakan Luar Negeri Kemlu RI dengan Sekolah Kajian Strategik dan Global Universitas Indonesia)
9. CEIC.(2020). *Indonesia Premium Database*. Diunduh 15 September 2020 dari website <https://insights.ceicdata.com/node/Indonesia>
10. Cucu Hodijah, Rika Solihah, Rizky Ferrari Oktavian. (2021). Analysis Of The Impact Of Covid-19 On The Tourism Sector. *Almana : Jurnal Manajemen dan Bisnis*. Vol 5 No 3, Desember 2021, p.416- 424
11. Erna Susantil, Deni Amelia. (2021). Tourism Recovery Strategy After Covid-19 Pandemic. *Economica: Journal Of Economic Education*. Vol 10 issue 1, Oktober 2021, pp 85-91.
12. Eusebio, C., and Vieira, A.L. 2011. Destination attributes, evaluation, satisfaction, and behavioural intentions: A structural modelling approach. *International Journal of Tourism Research*. DOI: <https://doi.org/10.1002/jtr.877>
13. Ghozali, Imam. 2005. *Aplikasi Analisis Multivariate dengan SPSS*. Semarang: Badan Penerbit UNDIP Ghozali, Imam. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS*
14. *Regresi*. Semarang: Badan Penerbit Universitas Diponegoro.
15. Gunn, Clare A. (1994). *Tourism Planning: Basic, Concepts and Cases*. Taylor&Francis: Persada: Jakarta.
16. H. Oka Yoety (2008). *Ekonomi Pariwisata ; Introduksi, Informasi dan Aplikasi :* Kompas.
17. Ida bagus Gede Paramita, I Gede Gita Purnama Arsa Putra (2020). *New Normal Pariwisata Bali di Masa Pandemi Covid-19*. *Jurnal*
18. Irawan (2015). "Pengembangan Ekowisata Berkelanjutan di Taman Nasional Tanjung Puting Kalimantan Tengah Melalui Pendekatan Suply dan Demand". *PROSIDING Seminar Nasional Pangan, Energi, dan Lingkungan 2015 "Kotribusi Bidang Pangan, Energi, dan Lingkungan di Indonesia dalam Menghadapi MEA (Masyarakat Ekonomi ASEAN)*, 237-246.
19. Juhanda, Fulka Ralinas, Faozen, Hadi Jatmiko. (2022). Recovery Strategies Of Tourism Bussiness In Covid-19 Pandemic In Indonesia. *Jurnal Kepariwisataan: Destinasi, Hospitalitas dan Perjalanan*. Vol 6 No 1, 2022: 44-52.
20. Kim, J., Lee, C.-K., & Mjelde, J. W. (2016). Impact of Economic Policy on International Tourism Demand: The Case of Abenomics. *Current Issues in Tourism*, 118. doi:10.1080/13683500.2016.1198307
21. Lew, A. A. (2014). Scale, Change and Resilience in Community Tourism Planning. *Tourism Geographies*, 16(1), 14–22. <https://doi.org/10.1080/14616688.2013.864325>
22. Naresh Malhotra, (1993). *Riset Pemasaran, Manajemen Pemasaran Riset*, Jakarta, Indeks Kelompok Gramedia.
23. Mahadzirah, M. 2011. A structural model of destination image, tourist's satisfaction, and destination loyalty. *International Journal of*

- Business and Management Studies, 3 (2): 167-177
24. Mankiw, Gregory N. 2003. Teori Makro Ekonomi Terjemahan. Jakarta: PT. Gramedia Pustaka Utama.
 25. Md. Tariqul Islam, (2021). Impact Of Covid-19 On Tourism Industry In Bangladesh : Narrative Review on The Period March 2020 To March 2021. The Indonesian Journal Of Social Studies. Vol 1 No 1, 2021. pp 53-66.
 26. Michael A Miller, Naisbit (1994). A Technique Employed by a Pied Currawong 'Strepera graculina' to capture a Spotted Turtle-dove 'Streptopelia chinensis. Journal: Australian Bird Watcher. Vol 15 No 7, 1994. Pp 320-321.
 27. Middleton, et al. 2009. Marketing, travel, and tourism. Routledge, ISBN: 0750686936, 9780750686938 502 p.
 28. Murphy, P.E. 1985. Tourism: A community Approach. New York and London: Routledge.
 29. Rizki Adam (2022). Dampak Pandemi Covid 19 Terhadap Sekto Pariwisata di Kota Batu. Jurnal Ilmu Ekonomi (JIE) Volume 6 No. 3, Agustus 2022, pp.503-512.
 30. Sammeng, A.M., (2001). Cakrawala Pariwisata. Jakarta: Balai Pustaka.
 31. Samuelson, Paul A. & William D. Nordhaus. (2004). Edisi Tujuh Belas. Ilmu Makro-ekonomi. Edisi Tujuh Belas. Jakarta: Penerbit Erlangga.
 32. Shih-Shuo Yeh. (2021). Tourism Recovery Strategy Against Covid-19 Pandemic. Tourism Recreation Research 2021, Vol 6 No 2, pp 188-194.
 33. Spillane, James J., (1987). Pariwisata Indonesia. Sejarah dan Prospeknya. Yogyakarta: Kanisius. Sugiyono. 2011. Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta Suharyadi & Purwanto. (2004). Metodologi Penelitian. Jakarta: Gramedia Pustaka Utama.
 34. Suanmali, S. 2014. Factors affecting tourist satisfaction: An empirical study in the northern part of Thailand. SHS Web of Conferences Volume 12, 01027, 4th International Conference on Tourism Research SHS Web of Conferences, 9 p. Available at: https://www.researchgate.net/publication/307710162_Factors_Affecting_Tourist_Satisfaction_An_Empirical_Study_in_the_Northern_Part_of_Thailand.

How to cite this article: Kevin Chandida Irawan, Wiwin Zakiah, Benius. Analysis of determinant factors recovery of tourist visits to Black Water Kereng Bangkirei tourism object, Palangka Raya City. *International Journal of Research and Review*. 2024; 11(8): 556-567. DOI: <https://doi.org/10.52403/ijrr.20240859>
