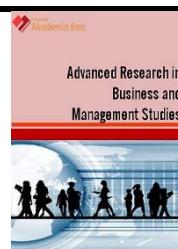




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Spinoff Effect of Tourism Attraction to Local Business Performance at Tugu Kebulatan Proklamasi, Rengasdengklok

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ABSTRACT

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Historical tourism is a branch of tourism oriented that focus on attracting tourists. As for the locals, this experience gives them an opportunity to get benefits from the attractions. This research focus on the benefits gained by the local community who run businesses near the Tugu Kebulatan Proklamasi in Rengasdengklok, Kabupaten Karawang to improve their standard of living as small traders. This study was carried out using qualitative method and data were collected through documentation, observation and interviews with visitors, non-government organisation, and local governments, especially the Tourism and Culture Ministry. Tourism development of Tugu Kebulatan Proklamasi is important to create job opportunities and for the local community. Regulation becomes most important in handling such situations and must be taken as priority for sustainable business and tourism, as well as strengthening the position of small traders among the local residents. The development of Tugu Kebulatan Proklamasi can also be supported by private entities should the government requires a partner to carry out the initiatives.

Keywords:

Historical place, visits, benefit, local community, local business opportunities, small traders, standards of living, tourism development, economic income, job creation, regulation, job creation, sustainably, private, government

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1. Introduction

Rengasdengklok, Kabupaten Karawang is one of the tourist destinations as it the most historic place relating to the independence of Indonesia. On August 16, 1945, the Indonesian flag was first raised there followed by the proclamation on August 17, 1945 in Jakarta. PETA (Pasukan Pembela Tanah Air- Home Guard) built the monument five years after the independence to commemorate the determination of the fighters to free Indonesia from colonialism. The monument was built on the former land of the PETA home [1]. The monument is known as Monumen Kebulatan Tekad

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(Monument of Determination), Tugu Kebulatan Tekad Proklamasi or Tugu Kebulatan Proklamasi (TKP).

As a destination, TKP has a good impact on local residents for the purpose of creating businesses in providing income for a better living. Other than that, many people visit the historical place to commemorate the incidents that happened in the past. For instance, students from the local area as well as the public visit the place to get information about the history of the struggle and document it for their own use.

Local residents take the opportunity to trade in a small-scale through offers to visitors. They offer local food, local drinks or some of them offer ordinary items that visitors can buy at low prices. As observed in the first study, local residents have low standard of living in which most of them have no job, and no sustainable income for the family members. They become a becak peddle (Pedi cab driver) who provide service to visitors or people who need transportation, farm workers, construction workers on a daily or weekly payment and run small workshops for motorcycle. The nature of business is highly based on what the local community needs. However, this condition affects their lives, as their income from their work or services becomes dependent on people's needs. Thus, they need to find alternatives to be able to improve long-term living standards by taking up business opportunities continuously to sustain their lifestyles.

On August 4, 2018, Cellica Nurrachadiana, a Bupati (regent) Karawang in closing time of Community Service Program (KKN-Kuliah Kerja Nyata) Universitas Buana Perjuangan (UBP) Karawang, in the regional government (PEMDA-Pemerintah Daerah) building, Kabupaten Karawang mentioned that, the tourism sector can greatly accelerate to develop economic, both the public/local and government. This shows that tourism can improve original regional revenue (PAD-Pendapatan Asli Daerah) for the local government, as well as from the regulation or tourism management taxes.

Based on Law No. 10 of 2009 in Article 2, tourism is organised based on the principle of: kepariwisataan diselenggarakan berdasarkan asas: manfaat; kekeluargaan, adil dan merata, keseimbangan, kemandirian; kelestarian; partisipatif; berkelanjutan; demokratis; kesetaraan; dan kesatuan (benefits; family, fair and equitable, balance, independence; sustainability; participatory; sustainable; democratic; equality; and unity) [2].

A number of studies have the same results which show that tourism can recover the country's economy [3,4], can alleviate poverty of local residents [5], and can contribute to the Gross Domestic Product (GDP), employment growth and job creation [6].

For instance, Bali (as author knew from several sources of information) as a destination for visitors from all over the world, has created many job opportunities for the locals. Besides being the must-go place, Bali has many commodities to offer, like traditional statues, accessories, cloths, shoes, traditional/ culture dance, place for international meeting, restaurants, and many others including export commodities. The locals have better living due to the great improvement from tourism. According to Pearce [7], five sectors of tourist's destinations are attraction, transportation, accommodation, supporting facilities' and infrastructure. Sim added that places like Bali offer the experience and include local foods as part of the offers to tourism which can play an important role in sustainability [8].

TKP was not at a great offer. The offer is still in opportunity as small traders beside visits. In Indonesia, small traders are known as "Pedagang Kaki Lima", which is a definition from the Ministry of Home Affairs regulation, Year 2012 No. 41 [9]. It is not part of micro business or small business as mentioned in the Constitution Republic of Indonesia, Year 2008, No. 20 [10].

From the preliminary research, it was found that being small traders allowed the local residents to generate an average income at IDR 5,800,000.00, slightly exceeding the minimum wage in

Kabupaten Karawang. This information indicates that TKP improves the income for the locals as a tourism destination apart from being a place to learn history.

For instance, the average local income is slightly higher from minimum wage in the city (UMK-Ubah Minimum Kota/ Kabupaten) which was IDR 3,605,272.00 in 2017 [11] as applied on 1st January, 2017. Based on the government regulations, Year 2015, article 44, paragraph 2, the wage policy was due to the achievement of decent income as intended as the amount of income or income of workers / labourers from the results of their work. This was to meet the living needs of workers / families and their families and the sound of the article is "Penghasilan yang layak sebagaimana dimaksud diberikan dalam bentuk: a. upah; dan b. pendapatan non upah," ("the income as intended is given in kind: a. wages; and b. non-wage income") [12]. This means that, the average income from the traders in the tourism area helps to cover the locals' family income and exceed the minimum income of workers at Kabupaten Karawang.

However, it is necessary for the local residents and surrounding community to have wider, more regular and continuous impact to increase of utilisation of TKP, as well as to create an impact to the local government.

Other than that, the preliminary research also found that it is important for the government to be involved in community/ local residents towards better economy and create a government protection. This research functions as an observation by providing input from the local residents who take the opportunity on TKP through interviews.

Tourism benefits as stipulated in the Tourism Law Article 31 paragraph (4) No. 10 of 2009 concerning tourism are, pariwisata bertujuan untuk meningkatkan pertumbuhan ekonomi dan kesejahteraan rakyat (tourism aims to improve economic growth and people's welfare) [13]. The results of various studies and preliminary observations based on a framework of the study in the form of concepts that researchers understand, are mapped in Figure 1 below.

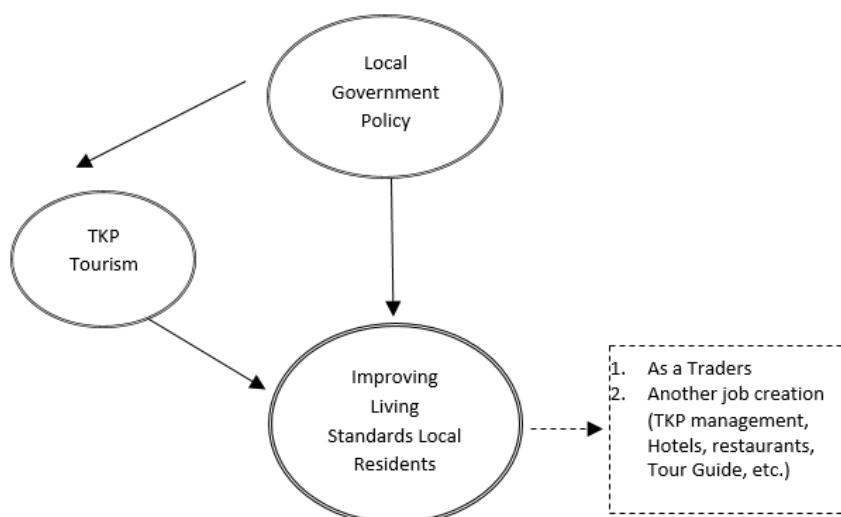


Fig. 1. Concept Framework of Study

The conceptual framework in Figure 1 explains that the TKP tourism will improve the living standards of the local population and can take any opportunity (as a trader or another job creation) if the local government makes a policy for governing the tourism area.

Based on the study's concept framework, tourism can be utilised by people who do not have permanent jobs or unemployed and allow them to take the opportunity to increase their income.

This condition must be supported by relevant officials in order to carry out the marketing function before it becomes a business opportunity.

The concept framework and previous research inspire advanced research and in-depth interviews not only on local residents who take the opportunity at TKP as small traders, but also the Kabupaten Karawang Tourism and Culture Department, Non-Government Organisations and visitors besides observation and documentation.

2. Methodology

This research was carried out using qualitative method and developed by the time of observation, interviews and documentation (triangulation collecting data techniques). Data were obtained in accordance to what happened in the field, experienced, and felt by participants/ data sources. The prevailing social situation that relates to the place, actors and activities are carried out. According to Sugiyono, data collection technique is a non-probability sampling with sampling purposive and snowball [14].

This method is qualitative by using case studies and is strengthened by an analysis of previous research on different types of tourism to find out the possibility of weaknesses or to support the tour of the TKP. The literature review is very limited due to the theory. Research background with naturalistic approach (as it is) data were narrative, descriptive, field notes, according to in-depth interviews to local traders, students as local visitors, tourism and culture department, non-government organisation, and documentation done by capturing the TKP area, the surrounding of TKP, and the traders at TKP. The interviews were not structured, but the data analysis was inductive and the procedures carried out in the study were not standardised (Lexy J. Moleong) [15].

Research in practice requires more organized procedures and steps. The model that facilitates research conducted in accordance with the workflow / procedure is presented in Figure 2.

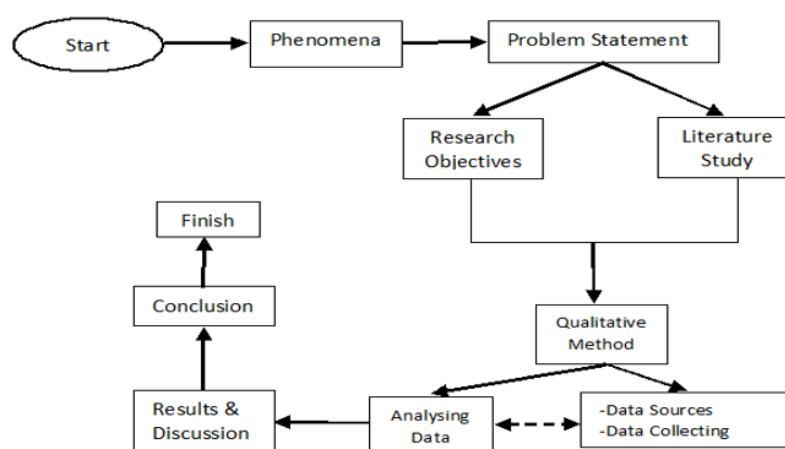


Fig. 2. Research Procedure

3. Results

In Rengasdengklok, there are two monuments built, namely Tugu Kebulatan Proklamasi (TKP) and Tugu Bojong (TB). The historical monument is that TKP is a place for the tourism sector, while TB has a bigger area just for certain activities. Traders operate their businesses around TB and in front of

TKP on two sides (left and right). TB is on the right side and the local residents' houses on the left side.

Initial observations in February and March 2018 conducted for this research showed that the number of small traders grew surrounding TKP. For instance, they occupied half on the side of Tugu Bojong (TB) precisely, signifying that many people can use the opportunities to dabble in small businesses. The condition was very different when researchers conducted a similar research at the same place in mid-2017.



Fig. 3. Tugu Kebulatan Proklamasi (TKP)



Fig. 4. Small Traders

Based on the information from the caretaker (juru kunci) of TKP, the traders are indigenous people who live around TKP and do not have permanent jobs. Usually, holidays or at certain times, there will be a small crowd of traders around the area. There is no community that abbles in other businesses other than trading and there were only janitors who were paid by the local government for jobs like sweeping the streets, cutting grass, and repainting the colours of the wall or rebuilding fences around TB and TKP.

When observations were made in prior research, foreign tourists from Japan and several other foreigners learned about archaeologies. However this time, there were no return visits, and based on the available information, the most important constraint was the absence of information providers who could explain in international language (English). This concern was shared by the caretaker who was unable to communicate and provide information due to language constraints.

This weakness can be overcome for the development of the tourism sector such as other places that have prepared translators or guides.

From the results of observations obtained by the current and previous researches, the traders do not use a proper place and tend to use carts and booths or wooden seating which is considered quite improper.

The traders usually crowd at the scene which is in the outer ring of TB. There are also traders who use their homes as coffee shops, and sellers / traders who do their businesses in front of other people's houses and store ownership, as well as rent a booth around TB.

Further observation in July 2018 showed that the first thing that was seen was the different conditions of TB which had been tidied up. Based on the source of the caretaker's wife and the caretaker himself painting and tidying the fence was for the sake of remembering the independence of the Indonesian Republic in August. In February until March, the place was still in unkempt condition. The traders in front of the TB fence also decreased from about 11-12 traders to 6 traders because according to sources from traders, they had to move from their place of trade due to the enforcement by the regional government to make way for parks and sewers / culverts. When asked about other traders who no longer sell at that place anymore, traders who remained there said some of the former had died and a few are trading their businesses at other places and the rest just went completely out of radar.

Traders who are still trading are just waiting for the decision of the regional government, as they are prohibited from returning to trade in that place. They hope that they would still be allowed to trade in the area even though they have to use a cart, because they do not have other jobs besides trading.

According to them (traders), trading in the TKP area is very promising for businesses because most visitors stop by their stalls to eat or drink.

When researchers asked about the possibility of relocation or repairing of business premises by the government and using a place rental system, all respondents who are traders said that as long as the rent offered is appropriate and agreed upon they would pay. In fact, they hope everything would be managed by the regional government.

They hope that the local government will pay attention to the condition and environment of the TKP area. Moreover, the security enforcement around Rengasdengklok must be maintained under the local government. This includes parking space, because should there be visitors who use large vehicles such as buses or other vehicles that require a parking space, they will need to do so next to the TB area which is about 15-10 metres from the TKP and considered unsafe. There are theft cases reported around the area.

One of the traders gave an input about parking, and suggested that if it was managed by the local government, the traders could be offered a tender for the private sector interested in working together, so that the local government would not work alone in handling and managing the TKP tourism.

From the results of formal interviews with students as respondents who had visited the TKP, they said that TKP could be used by the surrounding community to carry out economic activities, such as trading and parking activities.

The existence of the TKP, would help many visitors such as students to visit the nation's history place for learning purposes.

Economic aspects can be intensified with the preparation of vacant land or managed parking lots, meeting the needs of visitors for consumption in the form of food [16], drinks, and local specialties that can be used as souvenirs.

The surrounding community has realised the opportunity with the scene, namely by trading around the TKP and TB which is adjacent to the TKP. There is no collaboration with the local government to regulate trading locations, but traders are still allowed to trade, especially seasonal traders who trade at certain times.

The role of the government at the TKP is still in the stage of managing the place with the assignment of workers / janitors. According to them (students), an active role to provide education in services and economic activities on TKP has not been attempted.

The constraint factor for the community is the existence of illegal levies on the economic process of the community, visitor parking / thuggery, and location where people do not really know the exact location of the place due to lack of information. The community's business management has not been run in a proper manner and the need for capital to grow the business must be pursued.

Business places that are located alongside the road or those around TB are not properly organised, thus reducing the aesthetics of the tourism.

According to the information from a former member of the Regional Representative Council (DPRD-Dewan Perwakilan Rakyat Daerah) Kabupaten Karawang in D commission, 2009-2014 Periods as a Non-Government Organization (NGO) in recent time, that the government, especially the Office of Tourism and Culture has not been so active in tourism development, even though the number of businesses developed around Kabupaten Karawang such as hotels, restaurants and, department stores are actually supporting local tourism activities. As for tourism management in Kabupaten Karawang in general it still has many obstacles, such as access to tourist attractions where roads are not accessible, unreliable transportation system, lack of information and lack of good human resources because they do not understand the tasks and activities which are their responsibility.

The NGO, also highlighted the existing land ownership in Kabupaten Karawang, which indeed consists of three ownership, namely the regional government, Forestry department, and the private, that makes tourism activities cannot be forced to enter the state treasury or become original regional revenue (PAD-Pendapatan Asli Daerah), because the ownership is private and Forestry.

Other than that, the government and private departments can jointly solve the problem. It is suggested for them to come up with a solution by understanding the importance of regional and national tourism whose impact is on the general public then can eliminate the ego sectoral attitude and build Kabupaten Karawang together. This must continue in order to obtain mutually beneficial outcomes for landowners, as they have a positive impact on society in general.

The Head of the Tourism and Culture Marketing Division of Kabupaten Karawang admitted that the regional government still had to synergise mutual interests, but basically the business development or business of the local community was a multiplier effect that would be developed after the development permit was implemented. The marketing model for introducing TKP has been carried out, web of information, pamphlets, and participating in tourism expo activities, as well as supporting activities related to tracking the struggle. For example, on August 17, 2018, the anniversary of the Indonesian Republic is commemorated with the proclamation Carnival which activities were introduced and reminded of the Proclamation Manuscript, the Garuda State Symbol (Bhinneka Tunggal Ika), the State of Pancasila, the National Hero, the Indonesian President who had served, and the most important is Karawang as the Base of Struggle. This carnival starts from Rengasdengklok, Karawang and ends at the garden tombs of heroes. This activity was attended by hospitality entrepreneurs, students, campus community members and the public community and to shows the existence of TKP tourism to the wider community.

However, the development of the TKP cannot be done recently because it is still waiting for the central government's permission to develop the tourism. Although in 2017 there was a submission of Detailed Engineering Design (DED) made by the marketing department with the help of consultants

to financing, all of which still require time because it involves all aspects that must be learned. Socio-cultural, financing, management, and other aspects related to the interests of the centre and regions must be taken into account. The legal foundation refers to the 1945 Constitution, articles 27, 30, 33, 35 and 36, and refers to the Republic of Indonesia Law No.11, 2010 concerning reserves, No.26 concerning structuring, No.10, 2009 concerning Tourism , No.23, 2004 concerning Development Planning, No. 38, 2004 concerning Distribution of Affairs of Central, Provincial, and District / City Government.

The purpose of this activity was to develop the Rengasdengklok TKP area as a development area and the development of National historical tourism destinations as well as a reference as the basis for planning and development.

The core objectives of this activity include developing the region, providing an overview of events, providing motivation to the younger generation, giving an overview of the important role of youth, community economy and developing tourism business in Kabupaten Karawang.

The making and or completing of regulations, Regional Tourism Development Master Plan (RIPPDA-Rencana Induk Pengembangan Pariwisata Daerah), Strategic Plan (Renstra-Rencana strategis), Planning, and development implementation process are the stages carried out by the Department of Tourism and Culture, which is to strengthen the development and development policy of the TKP.

The Department of Tourism and Culture, especially the Marketing Division, hopes that the crime scene will become a National tourism such as the National Monument (Monas-Monumen Nasional), and the surrounding community can take business opportunities within the monument area with a better layout and inside the monument in the form of stalls or outlets, as well as parking areas that are more secure. With this development plan, it is expected that the arrangement of business activities by trading will be better and provide a positive and sustainable impact, so that the community becomes comfortable and orderly. Another multiplying effect that is obtained is the breadth of employment needed by people who need jobs with different abilities or competencies.

Discussion from the research result, management occurs when at least one party in an exchange of potential thinks about ways to achieve the desired response of the other party [17], which if researchers are concerned from the results of observation and interviews, ownership of Karawang will be one of the Kabupaten that can develop with tourism, there is no harm if the party who feels responsible for the initial management of the land is wise to follow the thinking patterns of others as an effort to realise regional progress, this applies to the regional government, the forestry department and the private, so the management over land can be done together with mutually beneficial policies. When the policy has been achieved, the tourism marketing function becomes easier and more integrated.

The positive impact on management becomes faster, more efficient and effective, can bring the community (especially local people) into a more secure presence in managing their income.

In accordance with the framework of thinking mapped in the concept (fig. 1.2), TKP tourism depends on policies developed by the regional government so as to have an impact on improving the standard of living of the surrounding community by opening jobs such as trade and other employment, namely the management of monuments, janitors, tour guides, restaurant and hotel employees, Tour & Travel management, as well as other employment opportunities. With the improvement of people's living standards, poverty [5] can be eliminated. Moreover, competence or expertise can be developed such as crafts [18] native to the region, also reducing work for others (self-employed) then they are not afraid of work termination (PHK-Pemutusan Hubungan Kerja) because of employment opportunities that can increase income [19] for themselves according to their ability and development of personal competence.

A wider positive impact, in addition to employment [20,6], it is true that the policies built by the government in management are required so that the emergence of tourism regulations and taxes will help regional income become Regional Original Revenue according to the expectations of the Bupati of Kabupaten Karawang.

Cohen [19] said, the policy for strategic management will reduce the negative impacts arising from the development of this tourism sector, namely by understanding and analyse periodically the indicators that trigger these obstacles, as well as the impact on ownership and control [19].

4. Conclusions

Development of TKP is important for the local resident/ surrounding community, to have better income for standard of living, as well as to increase the opportunity as traders and other job creations. Regulation becomes most important recently to handle the situations, especially for strengthen the position of small traders of local residents and for existences TKP sustainably. Development of TKP can support by private if government need partner to do so.

Visitors who were interviewed said that the management of these small traders must be endeavoured in a proper manner, trained by providing sufficient understanding, knowledge and expertise, to make various offers and have better selling value by involving the regional government and / or the private with skills in the field and able to work together and coordinate with the regional government.

In order to provide more benefits, the local government makes regulations, the Regional Tourism Development Master Plan (RIPPDA-Rencana Induk Pengembangan Pariwisata Daerah), Strategic Plan, Planning, and development implementation process. This is a necessity for regional government agencies to coordinate community welfare at TKP in particular so that it is better and more sustainable, because this will also affect the original regional revenue (PAD-Pendapatan Asli Daerah), including taxation of tourists and can help in management and improvement of tourism facilities and infrastructure.

The decision of the local government, especially the Department of Tourism and Culture of the Kabupaten Karawang, will develop the tourism sector in Rengasdengklok into a representative area and become a very popular tourist destination by making and completing regulations, Regional Tourism Development Master Plan, Strategic Planning, Planning and development processes so gives a multiplier effect, one of which is relocating traders to the place prepared and has been set up to increase income which will improve the living standards of local people / society to be continuously good. Increased cooperation with the private sector or other business activities such as tours and travel sours in addition to hotels, restaurants and entertainment venues, need to be done, so that information and access to tourism are easier to visit.

The limitations of the research carried out were lack of attention to the comparative aspects of information from business people who already exist in Karawang regency as a private sector where input or hope of cooperation would provide strategic development for tourism in Karawang, especially TKP and will be suggested for the future research.

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