



WHAT IS THE PERSPECTIVE OF MILLENNIAL TOURISTS ON THE REVITALIZATION OF TOURISM DEVELOPMENT IN NEW IKN?

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Abstract

The election of East Kalimantan as the new capital city is an optimistic momentum for development stakeholders, especially the tourism industry. The analogy, one of the benchmarks in tourism excellence can be assessed from efforts to change the crisis of tourist confidence into collective certainty. This scientific work aims to detect the factors that influence tourist attractiveness in the new IKN. The core of tourist attraction is built through access to information, tourism facilities, value added tourism, tourism tariffs, and market orientation. The case revolves around six destination clusters based on four IKN tourism buffer zones: Archipelago Zero Point, Mentawir Tourism Village, Bangkirai Hill, Pampang Cultural Village, Tanah Merah Beach, and Balikpapan Botanical Garden. Interview data collection involved 438 millennial tourists from domestic and foreign countries. In principle, the linear regression method is applied to investigate the relationship between variables. As a result, facilities, added value, tariffs, and market orientation have a positive impact on tourist attractiveness. Other statistical outputs clarify that access to information actually has no effect on tourist attractiveness. This paper also providing holistic findings on tourism revitalization for the future agenda.

Keywords: Tourism Industry, Millennial Travelers, Destination Clusters, Regression, Indonesian National Industry Association

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INTRODUCTION

The plan taken by the Indonesian government authorities by relocating the government center from Jakarta to the new Archipelago Capital (IKN) in the East Kalimantan region is seen as a long-term solution (Van de Vuurst & Escobar, 2020). Even though the actualization of the transfer will take effect in 2045, the supporting facilities have been designed since 2022 (Akhmadi & Himawan, 2021). This movement is also an alternative for equitable development which allows a multiplier effect sustainably. Not only economic urgency, social interaction, infrastructure integration, and administrative office transfers, but also cultural transfer. Related to culture, can not be separated from the element of tourism (Alvarez-Sousa, 2018; Noonan, 2022; Shahzalal, 2016; Viken et al., 2021).

In the tourism context, the reputation of tourist destinations in IKN is still less shining than the 10 priority domestic tours, for example: Labuan Bajo–East Nusa Tenggara, Bromo Tengger Semeru–East Java, Borobudur–Central Java, Tanjung Lesung–Banten, Seribu Islands–Jakarta, Morotai Island –North Maluku, Wakatobi–Southeast Sulawesi, Mandalika–West Nusa Tenggara, Tanjung Kelayang–Bangka Belitung, and Lake Toba–North Sumatra (Lee & Syah, 2018; Wulung et al., 2021). According to Antara & Sumarniasih (2017), Endi & Prasetyo (2020), and Widanta (2021), all destinations from Bali are world-recognized, well-known objects and have international tourist status.

The less popular IKN tourism title is triggered by the lack of access to information, the facilities that are not optimal, the added value of tourism is not fully prominent, the tariffs are seen as expensive, the market orientation is not aggressive, and the mobility of tourist attractions. Ideally, the essence of tourism is to introduce civilization, share insights, channel local wisdom, and recruit potential human resources to be empowered, so that the degree of tourism in an area can grow competently (Heksarini et al., 2020).

Talking about the millennial generation in making travel decisions is certainly different from other ages. In outline, they are very selective in considering whether a tourist destination is worth visiting or not. The level of knowledge of the millennial generation of tourism conditions is also more complex (Sofronov, 2018). The options for selecting tourist areas are determined by many indicators. One of them is the absolute benefit after traveling (Chen & Petrick, 2016).

The importance of the tourism sector to development is a symbol of the progress of the center of the country. This is because the role of tourism can create much integration of vital sectors, including financial services, transportation services, hotel accommodation and trade. If the tourism cluster is not covered optimally, it can isolate the enthusiasm of the visitors. Based on the combination of the external and internal pillars described above, it will affect the existence of

IKN tourism. The objectivity in this scientific work is to identify factors related to tourist attraction in the new IKN.

LITERATURE REVIEW

Tourist Attraction

Balkaran (2013) applying destination attractiveness in the "competitive advantage" literature, where the components that visitors often respond to in the tourism system are competitiveness and the quality of the attractions displayed. In the "tourist preference theory", the most striking primary attributes come from safety, service and information, cost of living, and nominal price (Chang & Chang, 2015).

Specifically, tourist attraction is also constructed by the diversity of festival atmospheres, creativity and characteristics, facilities, service management standards, security guarantees, tourist expectations, and social values embodied in the destination landscape (Li & Yu, 2023). Overall, tourism activity depends on the attractiveness of visitors who react to their ambitions and behavior with the size of the time or duration of the tour (e.g. Botti et al., 2008; Richards, 2002). Moreover, even if an area does not have impressive tourism performance, it can be starting from gradual and revolutionary consistency to produce integrated tourism (Ilmi et al., 2022).

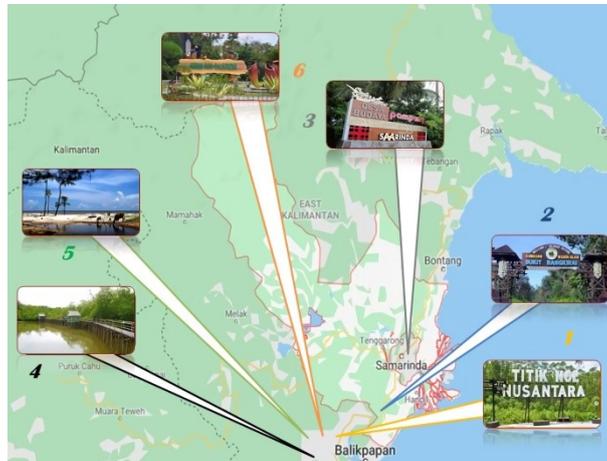


Figure 1: Map of 6 Destinations around IKN

Source: Own

In its development, six tourism points around the IKN area located in East Kalimantan which were highlighted by the government including: Archipelago Zero Point/Titik Nol Nusantara and Mentawir Tourism Village in Sepaku (Penajam Paser Utara), Bangkirai Hill–Samboja (Kutai Kartanegara),

Pampang Cultural Village–North Samarinda (Samarinda), Tanah Merah Beach–Tanjung Harapan (Kutai Kartanegara), and Balikpapan Botanical Gardens–North Balikpapan (Balikpapan). With spatial distances and travel times that are close to each other, it makes it easier for tourists to expose, find sensations, and explore these destinations. The six tourist objects have varied types. Archipelago Zero Point is classified as artificial tourism, Mentawir Tourism Village is categorized as historical civilization tourism, and Pampang Cultural Village is categorized as cultural tourism. Meanwhile, Tanah Merah Beach, Bangkirai Hill, and the Balikpapan Botanical Garden are classified as natural tourist habitats.

Information Access

Access to information in the success of tourism as an inherent key. Its function cannot be separated from one another. Eichhorn et al. (2008), Majeed et al. (2020), and Yen et al. (2021) believes that by activating access to information, it can drive a better tourism scheme. Search for information that is communicative, actual, sophisticated, precise, and meets the requirements, fully enabling access to destinations. Tourist attraction that is poured from the happiness of tourists, generally based on administrative organization and widespread accessibility. That way, the flow of tourism can work efficiently. It is logical to set up the first hypothesis as follows: *Hypothesis 1–Access to information has a positive impact on tourist attractiveness.*

Tourism Facilities

The effectiveness of synergistic facilities automatically increases tourist attractiveness. Ardianto (2019) and Wiweka & Arcana (2019) focusing on the relationship between facility management and tourist hegemony. In practice, this can reduce the tourism acceptance gap, attract interest, and stimulate the majority of visitors to come to the destination. In substance, geographical elements become obstacles if they are not driven by strategic facilities.

The pattern of travel that adopts the distribution and supply of facilities will determine the experience of tourists from where they come from to the destination or vice versa. Tourism service facilities that are concentrated on the involvement and control of architecture, building reconstruction techniques, and atmosphere, are the triggers for tourist arrivals (Lohmann & Netto, 2016; Wang et al., 2023). It makes sense to write the second hypothesis as follows: *Hypothesis 2–Facilities have a positive impact on tourist attractiveness.*

Value Added Tourism

Operationally, Kachniewska (2014) define value added to tourism. In the realization of tourism value creation, the process demonstrates and offers a set of marketing tools.

As an illustration, a destination that is fragmented into a competitive industry has the opportunity to change and open up visitor attractions (Tahar et al., 2018). This opportunity is very flexible with the product characteristics provided by tourist attractions. At the same time, profit and revenue are often the ultimate mission of the tourism business (Boz, 2011). Ultimately, personalization travelers like perceived usability preferences best (Nysveen et al., 2003). Furthermore, the foundation in the third hypothesis is in the following form: *Hypothesis 3–Value added has a positive impact on tourist attractiveness.*

Tourism Tariffs

Issues related to the determination of entrance fees to destinations are often discussed from various papers. Its relevance concerns the value chain and tourism production (Sharpley & Telfer, 2008). For countries that target income based on the tourism structure, of course they depend on the routine benefits of tourists (Eugster et al., 2022). On the contrary, Shimizu & Hisayuki (2022) argues that if the national tourism regulations apply a strict tariff setting pattern, the welfare and wage ratio will actually decline. However, reforms to tourism costs can reduce environmental degradation.

Beladi et al. (2015), Kim et al. (2006), and Mousavi et al. (2021) explained that in economic development, tourism expansion and aspects of tourism tariffs reinforce each other. Tourism tariffs in developing markets, on a small and open scale, will elaborate on consumption, taxes and exchange rates in the contemporary term. Government intervention through the provision of appropriate tariffs can control hotel price monopolies, balance price elasticity, and control the tourism mechanism. The corridor in the fourth hypothesis is presented in the following scenario: *Hypothesis 4–Tariffs have a positive impact on tourist attractiveness.*

Market Orientation

Tourism business orientation can work when it is based on services. Entities in the tourism market are characterized by transitions in the balance of supply and demand that are realized by satisfying the needs of tourists. Within the scope of tourism, services operating in the tourism market must be packaged and diversified in an inclusive manner. Tourism actors must understand all the consequences and reciprocal effects between marketing methods and market implementation. In the topic of tourist satisfaction and behavioral intention, these two situations are either opposite or compatible. Often, the orientation of the tourism market is irrational, where travel agents do not directly mediate the wishes of visitors. Universally, companies convert market orientation into value perceived by tourists (Anabila et al., 2021; Bigné et al., 2005; Jaensson, 2015; Panasiuk, 2021; Polo Peña et al., 2013; Tsiotsou & Vlachopoulou, 2011). Referring to the complications of the concept above, the following hypothesis is

formulated: *Hypothesis 5–Market orientation has a positive impact on tourist attractiveness.*

RESEARCH METHODOLOGY

Data and Sampling

The primary data set is collected from surveys. The interview phase was carried out offline by directly inviting resource persons. The interview equipment consisted of: a questionnaire containing a list of questions, a smartphone to record all conversations and documentation, as well as a notebook to record complementary evidence.

The specified sample is the cluster population. The instrument in the cluster sample is set based on the millennial generation version of foreign and national tourists. From a demographic point of view, this group is aged between 29–42 years or those born in 1981–1994. Other criteria of informants include: being willing to be interviewed, filling out questionnaires without coercion, being verified as having visited all IKN tours, and conducting professional assessments.

Table 1: Estimates on the Sample

Destinations	Sample	Percentage
Archipelago Zero Point	57	13%
Mentawir Tourism Village	30	6.8%
Bangkirai Hill	69	15.8%
Pampang Cultural Village	111	25.3%
Tanah Merah Beach	77	17.6%
Balikpapan Botanical Gardens	94	21.5%
Total (n)	438	100%

Source: compilation of government publications

The sample volume is 438 units. The proportion of the sample is described in Table 1. Observations follow the trend of the highest level of visits based on official government documents. Concretely, the intensity of tourist visits is most dominant during the holiday season: December 2022 to January 2023.

Parameter

Quantitative approaches are used in the capacity of empirical testing. The variable model is divided into two phases: independent and dependent. Each variable has an articulation that is modified according to the direction of the relationship. The definitions on the variables are summarized in Table 2.

Table 2: Variable Content

Item	Dimensions	Author(s)
<i>Dependent variable</i>		
Tourist attraction	Ancillary services, amenities, accessibilities, and beauty	Balkaran (2013), Botti et al. (2008), Chang & Chang (2015), Ilmi et al. (2022), Li & Yu (2023), Richards (2002)
<i>Independent variable</i>		
Information access	Maintenance of information channels, communicative, complaints skills, protecting tourist identity, and problem-solving	Eichhorn et al. (2008), Majeed et al. (2020), Yen et al. (2021)
Tourism facilities	Travel agent services, tour operators, transportation, hotels, restaurants and bars, clean water installations, places of worship, sports halls, spa, souvenir shops, and health facilities	Ardianto (2019), Lohmann & Netto (2016), Yen et al. (2021), Wiweka & Arcana (2019), Wang et al. (2023)
Value added tourism	Innovation, adaptability, tourism community training, destination certification, return visits, and art festivals	Boz (2011), Kachniewska (2014), Nysveen et al. (2003), Tahar et al. (2018)
Tourism tariffs	Ticket prices, parking fees, pricing, and tariff compliance with the product	Beladi et al. (2015), Eugster et al. (2022), Kim et al. (2006), Mousavi et al. (2021), Sharpley & Telfer (2008), Shimizu & Hisayuki (2022)
Market orientation	Coordination between functions, competitor orientation, promotion, tourist orientation, and promotion commitment	Anabila et al. (2021), Bigné et al. (2005), Jaensson (2015), Panasiuk (2021), Polo Peña et al. (2013), Tsiotsou & Vlachopoulou (2011)

Implicitly, the dependent variable is indicated by the independent variable. The independent variable is transformed and predicts the dependent variable. Each variable is represented by a mutually synchronized relationship.

Analysis Method

After the questionnaire was obtained, the data was extracted via a Likert scale. The psychological perception of the respondents was confirmed into ten points, where 10: "very adequate" to 0: "inadequate". Then, the survey data was extracted using statistical software. Linear regression analysis calculates quantitative findings. In regression interpretation, statistical assumptions are tabulated in 3 steps. First, construct test (reliability), sample comparative test (mean), and test the accuracy or validity (product moment correlation). The second is the model

fit test (determination) and the third is the partial test (T-statistics and path coefficient).

ANALYSIS AND DISCUSSION

Table 3 reports the characteristics of informants based on nationality, gender, age, experience of visiting IKN destinations, and work background. In detail, the majority of tourists come from domestic (42.5 percent) and from outside Indonesia or are still within the scope of Asia (23.3 percent). Among them, only a few tourists came from Africa (0.9 percent) and Europe (2.1 percent). This survey is aimed at tourists from seven continents. In fact, tourists at the IKN are dominated by men (55.5 percent) rather than women (44.5 percent).

Table 3: Resource Person Profiles

	Frequency (F)	Percentage
<i>Citizenship:</i>	438	100%
• Domestic	186	42.5%
• Europe	9	2.1%
• Asia (outside Indonesia)	102	23.3%
• South America	29	6.6%
• North America	33	7.5%
• Africa	4	0.9%
• Australia	75	17.1%
<i>Gender:</i>	438	100%
• Female	195	44.5%
• Male	243	55.5%
<i>Age:</i>	438	100%
• 29 years	80	18.3%
• 30 years–33 years	41	9.4%
• 34 years–37 years	157	35.8%
• 38 years–41 years	119	27.2%
• 42 years	41	9.4%
<i>Visiting experience:</i>	438	100%
• < 3x	100	22.8%
• > 3x	338	77.2%
<i>Professional background:</i>	438	100%
• Employee	195	44.5%
• Entrepreneurship	166	37.9%
• Student	77	17.6%

Source: Own

So far, the most prominent respondents are 34–37 years (35.8 percent), 38–41 years (27.2 percent), and 29 years (18.3 percent). The rest, only 9.4 percent, are aged 30–33 or 42 years. Uniquely, since the destination area has reopened after the lock-down policy which before closed and restricted tourists

from January 2021 to December 2022, now the majority of destinations in IKN are favorites. This is evident from the surge in tourists, where 77.2 percent admitted that they had visited more than 3 times. Meanwhile, 22.8 percent of tourists visited the tourist spot less than 3 times. Table 3 also claims that 44.5 percent of the interviewees have careers as employees, 37.9 percent are entrepreneurs, and 17.6 percent are still school and campus students.

Table 4 corrects the eligibility of the questionnaire referring to the millennial tourist experience. The first evaluation is reliability–mean–validity. The reliability test measures the reliability and consistency of the questionnaire, where the premise is ≥ 0.7 . Generally, the two variables exceed the specified reliability limits or tourist attractiveness ($\alpha = 0.739$) and market orientation ($\alpha = 0.775$), so that "reliability is sufficient". Interestingly, the other four variables have an alpha score > 0.8 . This suggests that tests on access to information ($\alpha = 0.850$), tourism facilities ($\alpha = 0.896$), value added tourism ($\alpha = 0.812$) and tourism tariffs ($\alpha = 0.867$) consistently present "strong reliability". In the mean test, visualized ordinal data based on the Likert scale. Tourist attraction is only slightly different from other variables. As a result, the average mean on tourist attraction is 4.96 or "moderate" and it is concluded that it is close to "inadequate". Based on per dimension in tourist attraction, the highest beauty ($\bar{x} = 5.94$) and the smallest is accessibility ($\bar{x} = 4.13$). On the other hand, five variables: access to information ($\bar{x} = 6.55$), tourism facilities ($\bar{x} = 6.28$), value added tourism ($\bar{x} = 6.57$), tourism tariffs ($\bar{x} = 5.99$), and market orientation ($\bar{x} = 6.28$) has a mean score that is close to "very adequate". The peak, from the highest to the lowest dimension based on the five is very varied. For access to information: problem-solving ($\bar{x} = 6.71$) and complaint skills ($\bar{x} = 6.38$), tourism facilities: hospitality ($\bar{x} = 8.50$) and transportation ($\bar{x} = 4.76$), value added tourism destination certification ($\bar{x} = 8.38$) and tourism community training ($\bar{x} = 4.77$), tourism tariffs: pricing ($\bar{x} = 6.70$) and ticket prices ($\bar{x} = 5.23$), and market orientation: competitor orientation ($\bar{x} = 7.92$) and discount ($\bar{x} = 4.89$).

Table 4: Matrix of Questionnaire Eligibility

Item/Dimensions	Reliability (α)	Mean (\bar{x})	Validity (r_{xy})
<i>Tourist attraction:</i>	.739	4.96	
• Ancillary services		4.31	.888
• Amenities		5.44	.814
• Accessibilities		4.13	.774
• Beauty		5.94	.906
<i>Information access:</i>	.850	6.55	
• Maintenance of information channels		6.40	.747
		6.65	.725
• Communicative		6.38	.855
• Complaints skills		6.59	.756
• Protecting tourist identity		6.71	.824
• Problem-solving			

<i>Tourism facilities:</i>	.896	6.28	
• Travel agent services		6.02	.854
• Tour operators		5.43	.837
• Transportation		4.76	.915
• Hotels		8.50	.904
• Restaurants and bars		7.62	.810
• Clean water installations		5.86	.883
• Places of worship		6.53	.922
• Sports halls		7.14	.756
• Spa		5.55	.931
• Souvenir shops		6.44	.763
• Health facilities		5.25	.814
<i>Value added tourism:</i>	.812	6.57	
• Innovation		7.64	.879
• Adaptability		6.60	.920
• Tourism community training		4.77	.722
• Destination certification		8.38	.552
• Return visits		4.53	.641
• Art festivals		7.51	.707
<i>Tourism tariffs:</i>	.867	5.99	
• Ticket prices		5.23	.608
• Parking fees		6.38	.735
• Pricing		6.70	.641
• Tariff compliance with the product		5.66	.706
<i>Market orientation:</i>	.775	6.28	
• Coordination between functions		5.47	.743
• Competitor orientation		7.92	.838
• Discount		4.89	.794
• Tourist orientation		6.01	.609
• Promotion commitment		7.11	.710

Source: Own

The validity test is to assess the quality of the questionnaire, where the validity must be above the *r-table* ($r\text{-value} > 0.119$). Table 4 shows that of the 35 dimensions in the six variables above, it was found that the highest *r-value* score was spa ($r_{xy} = 0.931$), while the smallest *r-value* was destination certification ($r_{xy} = 0.552$). Even though the points on all dimensions exceeded the threshold, "spa" symbolizes the accuracy of a measuring instrument at the level of mastery in certain materials that is in line with the understanding of tourists. In other words, this dimension is so dominant than the other 34 dimensions.

Figure 2 reflects the causality relationship. The determination test is to calculate the proportion of variation in the dependent variable simultaneously, while the partial test is to determine the individual strength of each independent variable against the dependent. Based on the 5 percent probability level ($\rho < 0.05$), confirms that the empirical findings follow the proposed hypotheses 2, 3,

4, and 5, but eliminates hypothesis 1. Referring to the standard t -table = 1.789, there is a positive influence between tourism facilities (t -value = 2.016), value added tourism (t -value = 4.431), tourism tariffs (t -value = 3.185) and market orientation (t -value = 2.088) on tourist attractions. The strongest linkage is the influence of tourist tariffs on tourist attractiveness, where $\rho = 0.000$. Access to information has no impact on tourist attractiveness because t -value = 1.259 or smaller than the provisions. The coefficient of determination (R^2) of 0.937 concludes that the strength of tourist attraction is determined by all variables. The error value outside the discussed model is 0.063.

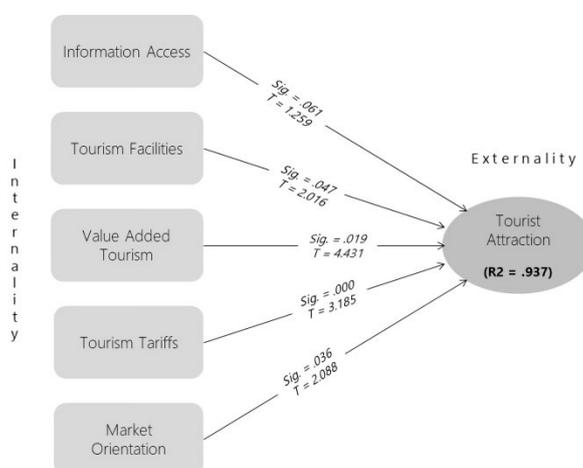


Figure 2: Projection from Regression
 Source: Own

Amid the nuances of tourism, Biswas et al. (2020), Genç & Genç (2017), Joseph et al. (2022), Kirom et al. (2018), Panasiuk (2021), Pandža Bajš (2015), Putri et al. (2021), Raimkulov et al. (2021), Vengesayi et al. (2009), and Yen et al. (2021) examines tourist attraction driven by access to information, tourism facilities, value added tourism, tourism tariffs, and market orientation. Simultaneously, openness management influences a large part of the attractiveness of destinations across countries. At Hazrat Shahjalal–Bangladesh International Airport, the gap in tourist satisfaction can be reduced with relevant informational advertising. For the case of backwater tourism in Kerala–India, facility maintenance is able to maintain tourist interest and awareness. The core determinant of the attractiveness of holidaymakers to Zimbabwe, is generally supported by equal and complementary facilities. For example, Croatian tourists' loyalty to destinations in Dubrovnik is fueled by the destination's display of added value. The actions and satisfaction of tourists when visiting Malang–Indonesia are always synonymous with the capital and resources channeled by the tourism

ecosystem. The image of the destination and the attractiveness of the price revived the participation of American tourists who repeatedly visited the Silk Road–Uzbekistan tour. One of the motivations for tourists to be interested in visiting the Patuha Mountains–West Java (Indonesia) is dominated by flash packers based on the visiting fee package.

In a tourism market that is oriented towards a global environment, market segmentation is not only focused on innovation, promotion or profit, but on overcoming and maintaining market position. In Poland, for example, tourism services offered and accompanied by appropriate marketing orientation to tourists are the most fundamental things in the liberalization of tour operators.

CONCLUSION

This work investigates the causality between tourism internalities (access to information, facilities, added value, tariffs, and market orientation) to external tourism which implies tourist attraction. Comprehensively, the more tourism facilities, value added tourism, tourism tariffs, and market orientation are leveled, the more positive impact with a significant direction on tourist attractiveness for the long-term. Yet, although access to information has a significant effect, it does not affect tourist attractiveness.

Theoretical implications provide critical input for IKN tourism to upgrade access to information skillfully. Further implications lead to tourism stakeholders who must be sensitive in taking and determining extra policies in handling destinations. Therefore, future research proposes contributions from academics to consider internal risks beyond the discussion highlighted in the sustainability of tourist attractions. In addition to variable dimensions, sample determination also considers and is distributed across tourists.

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