

Analysis of the Implementation of Tourism Events on Regional Income of Bangka District



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ABSTRACT: The purpose of this study was to determine the effect of bangka expo events and sport tourism events on local revenue as seen from hotel taxes, restaurant taxes, and entertainment taxes. The data used are Realization of Local Revenue, event data and data on the contribution of tourism revenue to Local Revenue. This research is a qualitative research using methods namely data reduction, data presentation, and conclusion drawing. The results of the study indicate that the development of the number of tourist visits to Bangka Regency both before and after the implementation of the event shows a significant increase every year. Bangka Expo 2022 event activities have an influence on Bangka Regency's Original Revenue with a tourism sector contribution of 0.26 percent. Meanwhile, the contribution of the tourism sector to local revenue from the 2023 Bangka Expo event activity is 0.34 percent. From sports tourism events, the implementation of the Duathlon event has an influence on Bangka Regency's Original Revenue, which is 0.37 percent. While from the Triathlon event, the tourism sector succeeded in contributing contributions from hotel taxes, restaurant taxes, and entertainment taxes to Regional Original Revenue, which amounted to 0.35 percent.

KEYWORDS: Bangka Expo Event, Sport Tourism Event, Local Revenue

I. INTRODUCTION

Along with following the times, the tourism sector has also developed and become one of the supporting factors for the regional economy. One way to increase regional economic revenue is to develop tourist areas. The development is one of the strategies owned by the government to be able to increase the original income of the region. This strategy is generally applied by every region that has natural resources that can be used as a tourist attraction in order to become an attractive tourist destination for visiting tourists (Resnawaty, 2016). Bangka Regency has the potential to optimize its economic growth through good event management. Bangka Regency is known as one of the sports tourism areas (Dinparbud, 2022). With the development of the tourism sector through sport event tourism, it can attract tourist visits which indirectly have an impact on regional income.

In recent years, the organization of various events has become the center of attention because of its potential to have a significant impact on regional income, especially in the tourism sector. However, during the Covid-19 pandemic, tourism sector revenues experienced fluctuations. This caused the Tourism and Culture Office to hardly do any activities, so that the enthusiasm of tourists to visit tourist attractions also decreased dramatically. The real evidence is the experience of Sungailiat Triathlon, which catapulted the name of Bangka Regency into a leading tourist destination apart from other districts in Bangka Belitung Province (Sulindo, 2017). With these positive impacts, the potential of sports tourism in Bangka Regency in particular, and Bangka Belitung needs to be optimized and empowered. This is because the area has tremendous potential to combine the concept of tourism and sports that can produce many positive impacts on the socio-economic welfare of the community (Adam, 2017). The relationship between sports and tourism cannot be separated because both provide benefits to each other (Sudiana, 2018).

This research is supported by research conducted (Angin & Balafif, 2017) entitled "The Role of Jember Fashion Carnaval (JFC) in Increasing Regional Original Revenue (PAD) of Jember Regency (Tourism Sector 2011-2015)" with the results of research showing that the existence of Jember Fashion Carnaval (JFC) is able to contribute in the form of increasing Regional Original Revenue for Jember Regency, one of which is as a source of financing for regional development and also has a great influence both directly and indirectly on the local community in the form of increasing business income and being able to encourage growth

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in the tourism sector in Jember Regency. Research with the title "Development of Sports Tourism in the Bukit Mandeh Tourism Area" researched by (Komaini, 2018) also supports this research, with results showing that the tourism potential of Bukit Mandeh if well-developed can improve the economy and reduce community poverty. Therefore, the South Coastal District government continues to strive to develop the tourism sector. Because, with the development of the tourism sector, it will automatically move the wheels of businesses related to it so as to create an economic double effect.

Based on the phenomenon of receiving tourism sector revenue from the implementation of events that have been organized as one of the sources of Bangka Regency Local of Bangka Regency's Original Revenue, this study aims to determine whether the Bangka Expo event activities, sports tourism events namely Duathlon & Triathlon events that have been held are able to increase local revenue of Bangka Regency in terms of Local Original Revenue (PAD) in the tourism sector through hotel tax, restaurant tax, and entertainment tax. Therefore, to discuss further, the author is interested in raising the title of this thesis is "Analysis of the Implementation of Tourism Events on Bangka Regency Regional Revenue".

II. LITERATURE REVIEW

A. Multiplier effect

The multiplier effect is a widespread influence caused by one activity that will eventually affect other activities. In multiplier theory, it is explained that if there is an increase in spending, it will create additional public income, and national income will increase. The increase will be equal to the increase in community income that occurs (Sukirno, 2016). Based on this theory, tourist spending and community income will increase along with the increase in tourist visits, so this will have an impact on the economic growth of Bangka Regency. In this situation, the tourism industry not only has an impact on economic sectors directly related to the tourism industry, but also industries that are not directly related to the tourism industry. Analysis of the economic impact of tourism activities related to the elements of income, sales and labor in the tourist area that occur due to tourism activities (Shadrina, 2018).

B. Local Revenue

According to (Badrudin, 2012), the revenue generated by the region comes from the results of local taxes, local levies, the results of the management of separated local assets, and other legitimate local revenue known as local revenue. The purpose of regional own source revenue is to provide the ability to the regions in exploring funding to implement regional autonomy as the basis for decentralization. There are three points will be discussed in literature review, the basic theory, previous study and hypothesis from previous study. Regional Original Revenue is revenue sourced and collected by the local government itself. Sources of Regional Original Revenue consist of local taxes, local levies, profits from Regional Owned Enterprises (BUMD), and other legitimate local revenues (Wulandari & Iryanie, 2018).

C. Tourism revenue

Tourism revenue is part of the Regional Original Revenue (PAD) sourced from tourism activity activities, such as entertainment tax, hotel tax, and restaurant tax with rupiah units in one year (Sulistiyowati, 2017). According to (Hewson, 2017) explains that for local governments in managing tourism in order to increase Regional Original Revenue (PAD), they can focus on several things, such as tourist attractions, owned infrastructure and supporting facilities.

III. METHODOLOGY

The approach used in this research is a qualitative approach, with a descriptive type. This approach is carried out with the aim of understanding and revealing how the impact of event implementation on the economy in Bangka Regency. The data sources used in this research are primary data and secondary data. Primary data used comes from the Head of the Bangka Regency Tourism Destination Development Division as an informant in the research. Meanwhile, the secondary data used are data on the Realization of Bangka Regency's Original Revenue obtained from the Bangka Regency Revenue, Financial Management and Regional Assets Agency (BPPKAD), as well as event data and data on the contribution of tourism revenue to Regional Original Revenue obtained from the Tourism and Culture Office of Bangka Regency in 2022-2023. In this study, nonprobability sampling technique was used with purposive sampling method. The data collection technique used is through field research, such as surveys or observations, interviews, and documentation. The data analysis technique used in this research is by using the Miles and Huberman method, namely, by the process of data reduction, data presentation, and conclusion drawing (Sugiyono, 2019).

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IV. RESULT AND DISCUSSION

A. Number of Tourist Visits in Bangka Regency

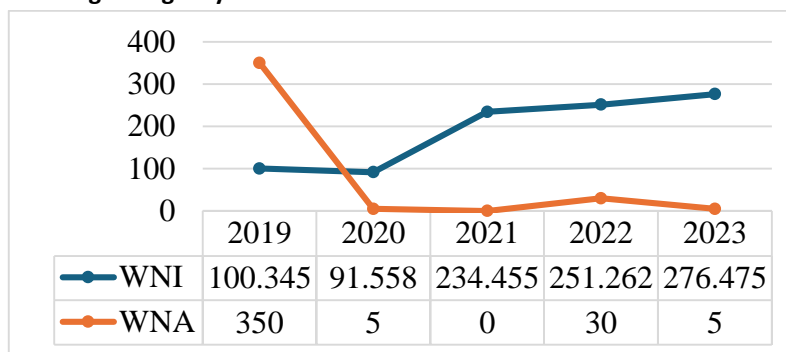


Figure 4.1 Number of Tourist Visits in Bangka Regency

Source: Tourism and Culture Office of Bangka Regency, data processed, 2024

The figure above shows that during the last 5 years, the number of tourist visits, both domestic and foreign tourists, has increased significantly. This shows that the higher the number of tourist visits, the more regional income received will increase, and vice versa. According to (Austriana, 2005), the longer tourists stay in a tourist destination, the more tourists spend in the area, so that it will increase local revenue through revenue sourced from hotel taxes, restaurant taxes, and entertainment taxes. For foreign tourists who come from abroad, their arrival will bring foreign exchange in the country. The more tourists visit, it will have a positive impact on the Tourism Destination Area (DTW), especially as a source of regional income (Qadarrochman, 2010). However, in 2020 the level of tourist visits has decreased, both from domestic tourists and foreign tourists. The decline was due to the trigger for the covid-19 pandemic which was still endemic and the central government at that time was also still running a program to impose restrictions on community activities (PPKM), so that domestic and foreign tourists could not take a tour.

B. The Effect of Bangka Expo 2022 & 2023 Events on Bangka Regency Regional Revenue

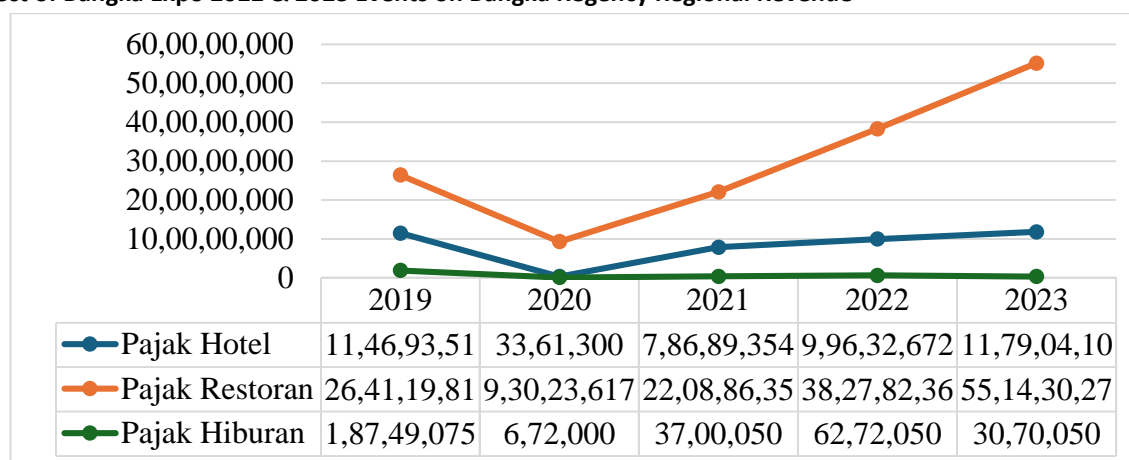


Figure 4.2 Tourism Revenue in Bangka Expo 2022 Activities

Source: Bangka Regency Revenue, Financial Management and Regional Assets Agency

The Bangka Expo event is an annual activity included in the Bangka Regency tourism event calendar, which aims to improve the regional economy and provide opportunities for creative business actors in Bangka Regency. This activity was attended by 117 participants, consisting of 61 villages, 20 Regional Apparatus Organization (OPD) stands, 5 from Bank Indonesia (BI), 11 private and State-Owned Enterprises (BUMN), and 20 culinary stands. Based on a statement from the Bangka Regency Tourism and Culture Office that, during the four days of the event, visitors who came to the event were estimated to be approximately 3,000 visitors, with an average daily visit of around 500 to 700 people.

From the figure above, overall it can be seen that hotel tax has increased significantly every year, although in 2020 hotel tax revenue decreased by Rp 3,361,300. The increase is not only from bangka expo activities, but also from other activities such as tourists who want to enjoy vacation time. However, the opportunity from the implementation of these activities affects the increase in hotel occupancy in Bangka Regency. Apart from hotel tax, restaurant tax in July also experienced a significant increase every year. Every tourist who comes and stays in Bangka Regency will also visit restaurants that provide regional specialties or

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even food in general. From the data presented above, that during the implementation of the Bangka Expo event is able to attract tourists to come and enjoy the exhibition or entertainment organized by the local government of Bangka Regency through the Tourism and Culture Office, so that it can increase local revenue through tourism sector revenue, namely from hotel, restaurant and entertainment taxes.

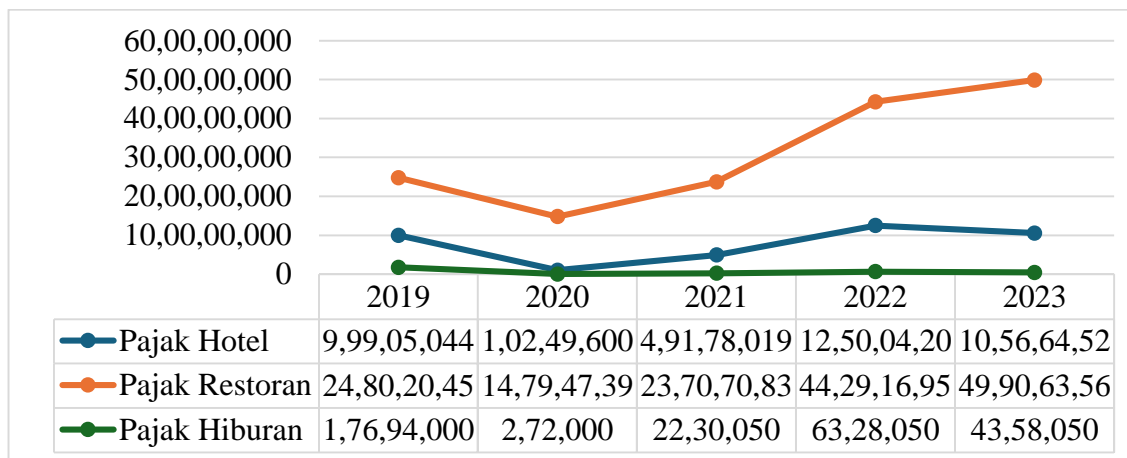


Figure 4.3 Tourism Revenue in Bangka Expo 2023 Activities

Source: Bangka Regency Revenue, Financial Management and Regional Assets Agency

The Bangka Expo event is able to improve the economy of the Bangka Regency community by introducing processed household products and selling various types of agricultural products. Bangka Expo 2023 was attended by 278 participants consisting of 58 participants from villages, 29 participants from agencies and Regional Apparatus Organizations (OPD), 29 vertical agencies, 6 private company stands, 6 community organization stands, and 150 SME and IKM stands in Bangka Regency. Based on a statement from the Tourism and Culture Office that during the event, it is estimated that more than 3,000 visitors will come, with an estimated average visit of 500 to 1,000 people per day, and it is estimated that more than 2,000 visitors will come on the closing night of Bangka Expo 2023. The daily turnover is estimated to reach more than Rp 2 billion, starting from the opening to the closing night which comes from the Micro, Small and Medium Enterprises bazaar of 150 stands.

From Figure 4.3, it can be seen that in August 2023 hotel tax and entertainment tax deposits decreased from the previous year. In 2022, hotel tax increased by 154.19 percent from 2021, while in 2023 deposits from hotel tax decreased by -15.47 percent. Likewise with entertainment tax, which in 2023 experienced a decrease of -45.20 percent. This decline can occur due to several activities that have been planned but are constrained due to limited budget availability. In contrast to hotel tax and entertainment tax, restaurant tax in August experienced a significant increase every year. The year 2023 was the year of the Bangka Expo event which was held for five consecutive days, so it can be seen that there was an increase in restaurant tax deposits of Rp 499,063,568 in August. In addition to visiting the Bangka Expo, visitors or tourists will also explore the culinary that exists outside the Bangka Expo activities. This means that the opportunity from the implementation of the 2023 Bangka Expo event activities has an influence on restaurants or restaurants around Bangka Regency.

C. The Effect of Sport Tourism Events on Bangka Regency Regional Revenue

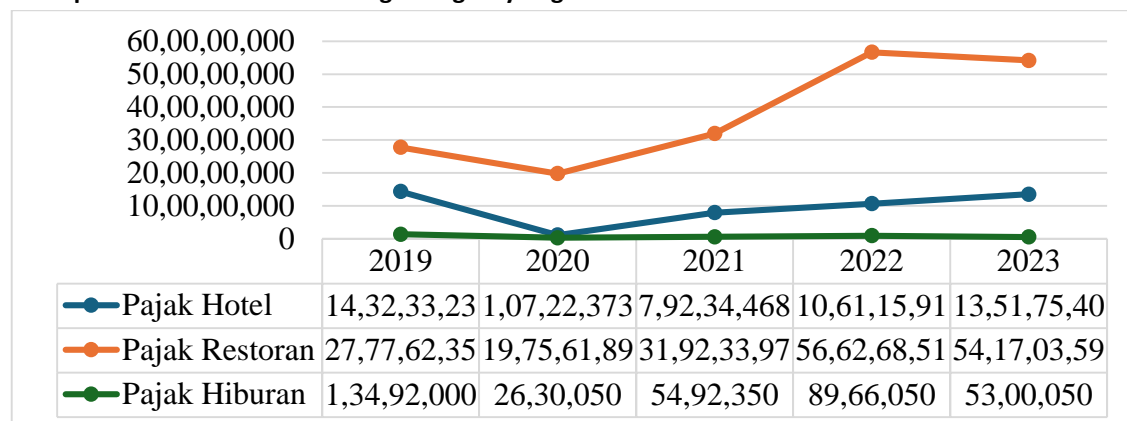


Figure 4.4 Tourism Revenue in Duathlon Activities 2022

Source: Bangka Regency Revenue, Financial Management and Regional Assets Agency

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Duathlon is a sports competition that combines only two sports, namely running and cycling. The 2022 Duathlon activity was able to contribute its revenue of IDR 681,350,478 obtained from hotel tax, restaurant tax, and entertainment tax. From Figure 4.9, it can be seen that the five-year period of hotel tax deposits has increased from previous years, while for restaurant taxes and entertainment taxes it has fluctuated. From the data presented above, it can be concluded that both before and after the implementation of the duathlon event, hotel tax has increased every year. This means that the implementation of the duathlon event is able to have a major influence on hotels in Bangka Regency, because the event is not only attended by local participants, but also by participants from outside the region such as from Pontianak, Surabaya, Jakarta, and Palembang, so that it can increase the level of hotel visits.

Triathlon is a sport tourism event by combining three sports competitions, namely cycling, swimming and running. Triathlon events are often held around tourist destinations, so that it becomes one of the sports tourism that is favored by tourists who have sports hobbies. Based on the data, Sungailiat Triathlon 2023 participants were followed by 229 participants with details of 120 local participants, 107 participants outside the region, 2 foreign participants, namely 1 participant from Australia and 1 participant from Singapore.

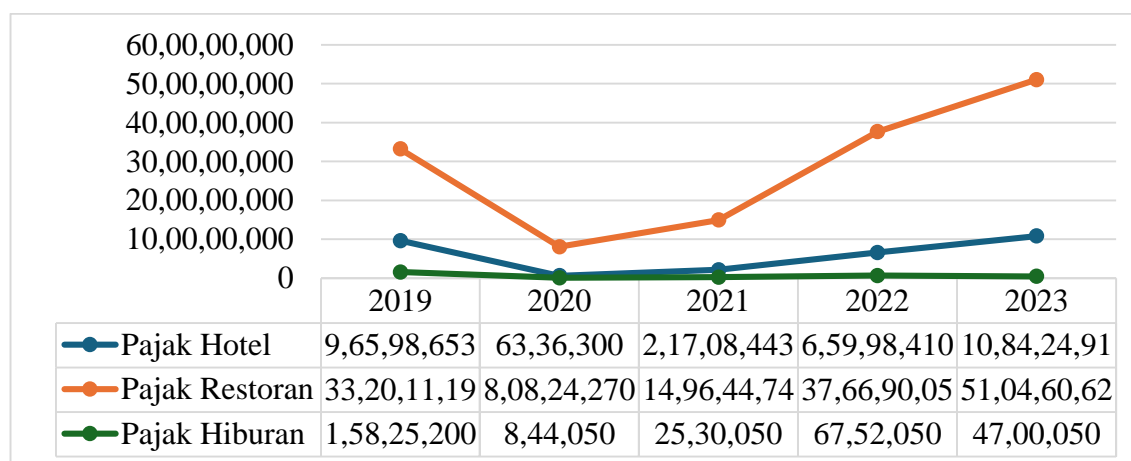


Figure 4.5 Tourism Revenue in Triathlon Activities 2023

Source: Bangka Regency Revenue, Financial Management and Regional Assets Agency

In the 2023 Triathlon activity, seen from the month of implementation, it was able to contribute revenue of Rp 623,585,580 obtained from hotel tax, restaurant tax, and entertainment tax. The year 2023 is the year of the triathlon event, it can be seen that there is an increase in deposits from hotel tax, which is Rp 108,424,910 or an increase of around 64.28 percent. This increase could have occurred because the triathlon event succeeded in attracting participants from abroad, which would directly increase the level of hotel visits and have a good impact on local revenue. And at the time of the Triathlon event in May 2023, the increase was also felt by restaurants in Bangka Regency with an increase of 35.51 percent or Rp 510,460,620. In contrast to hotel and restaurant taxes, in the last five years the entertainment tax has experienced fluctuations. Entertainment tax in 2023 experienced a decrease of -30.39 percent, from Rp 6,752,050 in 2022 to Rp 4,700,050 in 2023. The decline could have occurred due to the limited interest of the local community in participating in the activities that have been organized.

V. CONCLUSIONS AND SUGGESTIONS

Based on the results of the analysis and discussion, it can be concluded that :

1. The results of descriptive analysis of the development of the number of tourist visits to Bangka Regency both before and after the implementation of the event show a significant increase every year.
2. The bangka expo event activity in July 2022 has an influence on Bangka Regency's Original Revenue with a tourism sector contribution of 0.26 percent. Meanwhile, in August 2023, the contribution of the tourism sector to the Regional Original Income from the 2023 bangka expo activity was 0.34 percent. regional income.
3. The implementation of the Duathlon event in November 2022 has an influence on Bangka Regency's Local Revenue of 0.37 percent. Meanwhile, from the Triathlon event held in May 2023, the tourism sector managed to contribute its revenue from hotel taxes, restaurant taxes, and entertainment taxes to the Regional Original Revenue, which amounted to 0.35 percent.
4. Therefore, the suggestion given to be reviewed by the local government is that the government focuses more on duathlon events, because when duathlon activities are held they are able to contribute large tourism contributions and revenues, by not ruling out other events, even though other events do not contribute large tourism revenues from duathlon. For further

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researchers, it is hoped that further research can be carried out with variables that exist outside of the implementation of tourism events, with the intention of knowing more about the multiplier effect in the tourism sector on regional income.

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