Factors Influencing Tourist Visit Intensity to Emeresa Baths, Bantaeng Regency

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ABSTRACT
Tourism is one of the main contributors to Indonesia's foreign exchange, supported by its diverse natural and cultural attractions across the archipelago. Bantaeng Regency in South Sulawesi is among the regions that continues to develop local tourism, with the Eremerasa Natural Bathing Site as one of its leading destinations. Despite its potential, the site faces challenges in maintaining facilities and optimizing promotional strategies to attract more visitors. This study aims to examine the effect of facilities and promotion on the intensity of tourist visits by employing a descriptive quantitative approach using the latest data in 2023. A total of 50 domestic tourists were surveyed through non-probability sampling, with data collected via observation, questionnaires, and documentation, and analyzed using multiple linear regression. The results show that both facilities and promotion have a positive and statistically significant influence on visit intensity. The novelty of this study lies in its focus on a local tourism object in Bantaeng using recent data, offering insights for policymakers and site managers to enhance competitiveness and sustainability of regional tourism.

Keywords: Facilities, promotion, visit intensity, tourist attraction, Bantaeng Regency.

A.   INTRODUCTION

Tourism is one of Indonesia's most strategic sectors, driven by its abundance of natural, cultural, and historical resources. It not only contributes substantially to national income and foreign exchange but also promotes regional development through the growth of hospitality, transportation, and creative industries. The tourism sector is recognized as a key pillar in Indonesia's economic diversification agenda, helping reduce dependence on primary commodities and encouraging inclusive growth across provinces.

Unlike the general national trend, recent developments indicate that tourism growth in Indonesia has been increasingly dynamic at the provincial level. South Sulawesi, in particular, has demonstrated significant progress, with foreign tourist arrivals rising from 5,914 in 2022 to 14,709 in 2023 (South Sulawesi Statistics Agency, 2024). This upward trend reflects not only post-pandemic recovery but also the effectiveness of local government initiatives in developing distinctive attractions and improving accessibility. However, this progress is uneven across districts, where some emerging destinations still struggle to reach their full potential.

South Sulawesi's tourism assets include a diverse range of destinations such as Losari Beach in Makassar, Bantimurung National Park in Maros, and Tanjung Bira in Bulukumba. Among its regencies, Bantaeng has recently gained attention for its natural beauty and cultural heritage. Known historically as "Bonthain" and culturally as "Butta Toa," Bantaeng has designated tourism as a priority sector to enhance local revenue and preserve cultural identity. Key attractions such as Seruni Beach, Bissappu Waterfall, and the Eremerasa Natural Bath showcase the regency's commitment to promoting eco-based and community-driven tourism.

The Eremerasa Natural Bath, characterized by its crystal-clear spring water and lush forest surroundings, stands out as one of Bantaeng's flagship destinations. Nevertheless, previous studies (Nuraeni, 2014; Novita, 2017; Alvionita & Vivi, 2019) reveal persistent challenges, including inadequate infrastructure, limited information services, and weak promotional strategies. Moreover, a safety incident in 2022 negatively affected public perception, reducing visitor confidence and emphasizing the destination's management vulnerabilities. These issues underline the need for more effective facility development and marketing efforts tailored to local conditions.

Visitor interest plays a pivotal role in sustaining and expanding tourism activities. According to Kotler (2013) and Amalina (2017), factors such as accessibility, quality of facilities, and promotion significantly influence tourists' behavioral intentions. However, most previous research has examined these variables in broader provincial or national contexts, with limited integration of updated visitor data (2023) and micro-level analysis of community-based destinations. This creates a research gap in understanding how local facilities and promotional strategies interact to shape visitor interest and loyalty, particularly in developing destinations like Eremerasa.

This study aims to analyze the influence of tourism facilities and promotion on visitors' interest in Eremerasa Natural Bath, Bantaeng Regency. The findings are expected to contribute theoretically by enriching the literature on sustainable and community-based tourism, especially within the context of emerging regional destinations in Indonesia. Practically, the study provides valuable insights for local governments, tourism managers, and stakeholders in

formulating more effective strategies to enhance destination competitiveness, visitor satisfaction, and long-term sustainability.

B. THEORITICAL

The Basic Concept of Tourism

Tourism is generally understood as travel undertaken by individuals for leisure, exploration, or recreation. According to Muljadi and Warman (2016), tourism encompasses all activities related to the arrival, stay, and movement of visitors across national, regional, or local boundaries, creating temporary interactions between visitors and host communities. This perspective highlights that tourism is not merely about visiting a place but rather a system involving multiple actors and socio-economic aspects.

More recent perspectives emphasize tourism as an experience-based activity. Today's travelers seek not only services but also authenticity, sustainability, and digital engagement throughout their journeys (Wang & Fesenmaier, 2021; Smith, 2022). This shift requires destinations to provide memorable experiences that are environmentally friendly and to leverage digital technology to enhance interactions between tourists and destinations.

Classification and Emerging Trends in Tourism

Tourism can be classified into several types, including cultural, natural, and recreational tourism, as well as community-based tourism, which actively involves local residents in managing destinations (UNWTO, 2023). Community-based tourism plays a crucial role in ensuring that the economic benefits of tourism are directly shared with local communities while supporting social and cultural sustainability.

The advancement of digital technology has given rise to "digital tourism," in which online platforms, social media, and virtual interactions play an essential role in shaping destination images and influencing travelers' decision-making (Kumar & Sharma, 2023). This trend reflects a significant transformation in how tourists search for information, interact, and decide on their travel plans.

Tourists and Indicators of Tourism Success

According to Law No. 10 of 2009, a tourist is defined as an individual who travels outside their usual environment for more than 24 hours without the intention of earning a livelihood. Consequently, the number of tourist arrivals has become one of the key performance indicators of tourism development and is often used to assess the growth of the tourism sector in a given region.

Scholars argue that measuring tourism success should not rely solely on the number of arrivals. Other aspects such as visitor satisfaction, environmental sustainability, and the socio-economic impacts on local communities should also be taken into account (Rahman, 2022; Zhang et al., 2023). This approach

highlights the importance of developing tourism that is inclusive and focused on long-term benefits.

Tourist Attractions and Tourism Facilities

Tourist attractions refer to natural or man-made elements that draw visitors' interest. According to Law No. 9 of 1990, attractions can be classified into two main categories: natural attractions, such as landscapes, flora, and fauna, and human-made attractions, including museums, cultural heritage sites, and recreational facilities. In the context of sustainable tourism, these attractions are increasingly linked to conservation efforts and community participation (Supriyadi & Han, 2023).

In addition to attractions, the availability of facilities plays a key role in supporting visitor satisfaction and travel experiences. Hidayah (2019) identifies facilities as including infrastructure and services such as accommodations, restaurants, and information centers. Recent studies (Putri, 2022; Chen & Huang, 2023) confirm that the quality, availability, and accessibility of facilities significantly influence tourists' length of stay, perceived value, and loyalty to a destination.

Promotion and Theoretical Framework of the Study

Promotion plays a vital role in raising awareness of destinations and attracting tourists. Badruzzaman and Saleh (2020) note that promotion helps expand markets and build product awareness. With the rapid growth of digital platforms, destination marketing has shifted toward online campaigns, influencer collaboration, and user generated content. Research by Nugroho (2022) and Park & Lee (2023) highlights that digital promotion strongly influences destination image and tourist intention, particularly among younger travelers who rely heavily on social media for their decision-making.

Based on these perspectives, this study adopts tourism facilities and promotion as the primary theoretical constructs to explain visitors' interest in Eremerasa Natural Bath. Facilities represent the tangible aspects of the tourism experience, while promotion particularly digital promotion shapes visitors' perceptions and intentions. Integrating these two variables provides a comprehensive analytical framework to understand how local destinations can enhance their competitiveness in the post-pandemic era.

C.   METHODOLOGY

This study employs a descriptive quantitative research design aimed at providing an objective depiction of existing conditions without manipulation or intervention (Sugiyono, 2021). The quantitative approach, grounded in positivist philosophy (Sugiyono, 2019), is used to test and explain the relationship between the independent variables tourism facilities and promotion and the dependent variable, namely the intensity of tourist visits. The research was conducted at the

Eremerasa Natural Bathing Tourism Object in Bantaeng Regency, South Sulawesi, selected for its prominence as one of the region's leading natural attractions. The research process spanned approximately two months, encompassing data collection, analysis, and report preparation.

Data were obtained through field research, emphasizing direct interaction with respondents and on site observation. Both primary and secondary data sources were utilized. Primary data were gathered using structured questionnaires distributed to tourists visiting the Eremerasa site, focusing on aspects of facilities, promotion, and visitor intensity. Secondary data were derived from relevant literature, official statistics, and previous studies, serving to complement and validate the primary findings (Sugiyono, 2021). Data collection techniques included observation of physical and service conditions, interviews to capture visitor perceptions, and questionnaires as the main instrument containing measurable indicators of the study variables.

The population consisted of all tourists visiting the Eremerasa Natural Bathing site, with a non-probability purposive sampling technique applied to select participants who met specific criteria, including Indonesian nationality, a minimum age of 17 years, interest in natural tourism, and visits to Eremerasa within the last five years (Sugiyono, 2017). Data were collected weekly until a total of 50 valid responses were obtained. To ensure precision, operational definitions were established for each variable (Nurdin & Hartati, 2019): the intensity of tourist visits (Y) measured by visit frequency, duration, and repeat visitation; tourism facilities (X1) comprising infrastructure and service support such as accommodation, restaurants, and information centers; and promotion (X2) referring to marketing strategies and activities designed to attract visitors.

For data analysis, multiple linear regression was employed to examine the influence of tourism facilities and promotion on tourist visit intensity. This method estimates the extent to which independent variables explain variations in the dependent variable.

The regression model is expressed as:

$$Y = a + bX_1 + bX_2 + e$$

The coefficient of determination (R^2) was calculated to determine the explanatory power of the model:

$$D = R^2 \times 100\%$$

Hypothesis testing was carried out using the t-test at a significance level of 5% ($\alpha = 0.05$). The decision rule applied was: If $t\_calculated < t\_table \rightarrow X_1$ and X_2 do not significantly influence Y. If $t\_calculated > t\_table \rightarrow X_1$ and X_2 significantly influence Y.

D. RESULTS AND DISCUSSION

Descriptive Analysis of Respondents

The analysis of respondent demographics began with gender distribution. female respondents represented the majority of visitors to the Eremerasa Natural Bath. Out of 50 respondents, 30 individuals (60%) were female, while 20 individuals (40%) were male. This finding suggests that female tourists are more dominant in visiting the site.

In terms of age, Table 4.2 shows that the largest group of respondents was aged 20–25 years, representing 24 individuals (48%). This was followed by respondents aged 26–30 years (14 people or 28%), those aged 17–19 years (8 people or 16%), and those aged 31–35 years and above 35 years (2 people each or 4%). These results indicate that visitors are predominantly young adults within the productive age category.

Descriptive Analysis of Research Variables

The dependent variable, visit intensity, was measured through questionnaire responses. 1 respondent (2%) had visited 1-2 times, 24 respondents (48%) had visited 3-4 times, and 25 respondents (50%) had visited more than 4 times. This illustrates a strong pattern of repeat visitation, reflecting sustained interest in the destination.

Facility quality, as the first independent variable, was evaluated based on perceptions. Table 4.4 indicates that no respondents rated the facilities as "Not Good" or "Less Good." Instead, 8 respondents (16%) rated them "Fair," 16 respondents (32%) as "Good," and 26 respondents (52%) as "Very Good." This suggests that visitors generally hold favorable perceptions of the facilities provided.

Promotion, as the second independent variable, was measured through visitor responses. Table 4.5 shows that 2 respondents (4%) rated promotion as "Less Good," 20 respondents (40%) as "Fair," 15 respondents (30%) as "Good," and 13 respondents (26%) as "Very Good." While promotional efforts are mostly viewed positively, these results indicate room for improvement in communication strategies and outreach.

Multiple Linear Regression Analysis

To examine the influence of facilities and promotion on visit intensity, a multiple linear regression analysis was performed. The resulting equation is:

$$Y = -0.508 + 0.073X_1 + 0.043X_2 + e$$

The constant value of -0.508 implies that, in the absence of both facilities and promotion, the predicted visit intensity would be negative. This result is interpreted as a statistical artifact indicating the model's baseline rather than a practical outcome. The facility coefficient (0.073) indicates that a one-unit improvement in facility quality, holding promotion constant, increases visit

intensity by 0.073. Similarly, the promotion coefficient (0.043) shows that a one-unit improvement in promotion, with facilities held constant, increases visit intensity by 0.043. Both variables were statistically significant, with p-values of 0.000 for facilities and 0.006 for promotion (p < 0.05).

Coefficient of Determination (R²)

R^2 value was 0.871. This means that 87.1% of the variation in visit intensity can be explained by facilities and promotion, while the remaining 12.9% is explained by other factors not included in the model. The high R^2 value demonstrates strong explanatory power of the regression model.

The partial t-test was used to evaluate the influence of each independent variable. The facility variable had a t-value of 7.677 with a significance of 0.000, confirming a significant partial effect on visit intensity. The promotion variable had a t-value of 2.871 with a significance of 0.006, also confirming a significant effect. Thus, both hypotheses are supported: facilities and promotion significantly influence tourist visit intensity.

DISCUSSION

The Influence of Facilities on Visit Intensity

The results indicate that tourism facilities have a significant influence on visit intensity (p = 0.000 < 0.05). This supports the findings of Dami et al. (2021), who stated that adequate and well-managed facilities are key determinants of tourist satisfaction and revisitation. In the context of Eremerasa Natural Bath, facilities such as parking areas, restrooms, prayer rooms, and shelters play a crucial role in shaping visitor comfort and convenience. When these elements meet visitors' expectations, they enhance not only satisfaction but also the desire to return. Similarly, Hijazy et al. (2022) emphasized that the availability and quality of supporting infrastructure significantly improve tourists' perceived value of the destination.

This finding aligns with Maflakha and Sihite (2022), who identified facilities as one of the most influential factors affecting visitation interest alongside promotion and accessibility. Faradisa et al. (2016) further noted that facilities act as enabling environments for recreational activities, which directly support visitors' experiences and motivations. In the case of Eremerasa, the natural attraction's unique setting requires consistent maintenance and service upgrades, such as clean water access and eco-friendly waste management. As Perkasa (2017) asserted, well-developed facilities contribute to creating memorable experiences, thereby fostering repeat visits and long-term tourism sustainability.

The Influence of Promotion on Visit Intensity

The study also found that promotion significantly affects visit intensity (p = 0.006 < 0.05). This result aligns with Marhendi (2021), who emphasized that

targeted promotional activities can shape tourists' awareness and interest in visiting. Effective promotion through both online platforms and community-based initiatives plays a vital role in conveying the destination's uniqueness and encouraging travel decisions. Maflakha and Sihite (2022) similarly confirmed that promotional variables partially affect visitation interest by increasing destination visibility and information accessibility.

This finding contrasts with Hidayat et al. (2021), who reported that promotion did not significantly influence domestic tourist intentions. Such discrepancies may stem from contextual factors, including differences in marketing reach, message consistency, and digital literacy among target audiences. In the Eremerasa context, limited digital promotion and the absence of professional destination branding have constrained visitor engagement. Therefore, strengthening digital marketing, leveraging social media storytelling, and collaborating with local influencers could substantially enhance Eremerasa's appeal to both regional and domestic tourists.

Facilities, Promotion, and Sustainable Destination Competitiveness

The combined influence of facilities and promotion demonstrates that both tangible and intangible aspects are interdependent in shaping tourism demand. Quality facilities provide the physical comfort that sustains visitor satisfaction, while effective promotion ensures that potential tourists are aware of and attracted to these offerings. This dual impact supports Kotler's (2013) service marketing theory, which emphasizes the synergy between product quality and communication strategies in influencing consumer behavior.

For Eremerasa Natural Bath, this finding implies that destination management should adopt an integrated approach that aligns infrastructure development with creative promotional strategies. Enhancing physical amenities must go hand in hand with consistent communication of safety, cleanliness, and natural beauty. Furthermore, the use of digital platforms for promotion such as virtual tours, review-based engagement, and mobile-friendly information can amplify reach and attract younger, tech-oriented travelers. By integrating facility improvement and promotional innovation, Eremerasa can strengthen its competitive position as a sustainable community-based tourism destination in South Sulawesi.

E. CONCLUSION

This study concludes that both tourism facilities and promotion significantly influence the intensity of tourist visits to the Eremerasa Natural Bathing Tourism Object in Bantaeng Regency. The results show that the better the availability and quality of facilities such as clean toilets, comfortable parking areas, and proper infrastructure the higher the likelihood of repeat visits. Likewise, effective promotional activities play a crucial role in attracting visitors, increasing

awareness, and encouraging potential tourists to choose Eremerasa as a preferred destination. These findings strengthen previous studies emphasizing that facilities and promotion are key determinants in driving tourism growth and enhancing the competitiveness of local destinations.

The study also confirms that facilities serve as the dominant factor affecting visit intensity because they directly determine the quality of visitor experiences and satisfaction. Promotion, on the other hand, acts as a supporting variable that shapes initial awareness and destination image. This implies that the competitiveness of a tourism site is not only determined by its natural attractions but also by the quality of supporting infrastructure and consistent communication strategies. Therefore, an integrated approach between facility development and promotional planning is essential to ensure sustainable tourism growth at the Eremerasa Natural Bathing site.

This research has several limitations. The sample size was relatively small, involving only 50 respondents, which may not fully represent all visitor characteristics. The data collection period was short, potentially limiting the reflection of seasonal variations in tourist behavior. Moreover, this study only examined two independent variables facilities and promotion without considering other factors such as accessibility, service quality, environmental cleanliness, and digital engagement. Thus, generalization of the findings should be made cautiously, and further studies are needed to provide a more comprehensive understanding.

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