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# POLITICAL AND HEALTH INFLUENCES ON DEMAND INDONESIAN TOURISM

#### ABSTRACT

Tourism demand is one measure of the success of tourism development. The novelty in this study is that it uses political, health and macroeconomic variables on Indonesian tourism demand from the five countries with the highest market share in Indonesia, namely Malaysia, China, Singapore, Australia, Timor Leste and the five countries. This research uses multiple regression and panel regression research methods. The results of this research show that the income of tourists from China, Australia, Timor Leste and these five countries has a positive effect on tourism demand, while the income of tourists from Malaysia and Singapore has a positive effect on tourism demand. The exchange rate of tourists from Malaysia, Singapore, Australia, Timor Leste and these five countries has a positive effect on tourism demand, while the exchange rate of tourists from China has no effect on tourism demand. Political events have a negative impact on tourists from Malaysia, a positive impact on tourists from these five countries, and have no effect on tourists from Malaysia, China, Singapore and Timor Leste. Health has a negative effect on tourists from Malaysia, Timor Leste and these five countries, while the health of tourists from Singapore and Australia has no effect on tourism demand.

#### **INTRODUCTION**

Indonesia is a country rich in tourist destinations. With so many tourist destinations, the tourism sector can become a state asset if well managed and able to support the country's economy because it can help other sectors such as the livestock sector, agriculture, plantations, folk crafts and so on because their products are needed to support the tourism industry (Yoeti, 1996). The tourism industry has an important role in enhancing a nation's economiy, particularly by boosting productivity and reducing unemployment levels (Jaffe, 2004). As a key sector in national development, the tourism industry is one of the strategic sectors that should be utilized for tourism development. The ultimate aim of tourism development is to increase the income of communities, thereby enhancing their welfare and contributing to economic growth.





Source: World Economic Forum, 2022

The figure shows one of the important indicators to measure the performance of the tourism sector, which is the competitive index of Indonesian tourism compared to international tourism. In the World Economic Forum (WEF) report entitled "The Travel & Tourism Competitiveness Report 2019" that Indonesia's tourism competitiveness index has increased to 40th out of 140 countries with a score of 4.3. Indonesia's leading tourism indicator is competitive prices with a score of 6.2 and ranked 6th out of 140 countries. This shows that the price of tourism in Indonesia is competitive and relatively affordable for foreign tourists. The next leading indicators are priority tourist destinations, human resources and labor market, and business environment. The indicators that Indonesian tourism still needs to improve are environmental sustainability, health, tourism service infrastructure, and security and safety. The purpose of the tourism competitive index published by the WEF is as a benchmark for several factors and policies regarding the development of the tourism sector. Demand in the tourism sector consists of several products or facilities that differ not only in terms of their properties, but also their benefits and needs for tourists. In economics, needs that can be obtained freely, such as fresh air, sunlight or a beautiful view, cannot be said to be economic goods because they can be obtained easily. This does not apply in the tourism sector, these free goods can actually increase the level of satisfaction for tourists (Yoeti, 2008).

Mobility is one of the dominant factors influencing demand for tourism. Human mobility is motivated by various kinds of interests or needs which are called motivation. These motivations include politics, economics, study interests, health and recreation (Spillane, 1987). Apart from mobility, there are several factors that influence tourism demand. These factors are income (Mohd Hanafiah & Harun, 2010), relative prices (Croes & Vanegas, 2005), exchange rates (ul Haq & Ullah, 2019), transportation costs (Garin, 2006), competitor prices (Durbarry & Sinclair, 2003) outbreaks (Croes & Vanegas, 2005), political events 1995), (Syriopoulos, foreign exchange 1987, sporting restrictions (Witt 1988), activities (Loeb, 1982), and promotions (Song et al., 2010).

Income has a very close relationship with tourism demand. The level of a person's income influences a person's ability to travel and income is a reflection of the standard of living of tourists. Price is a very vital factor in tourism demand, because when prices increase or decrease it will certainly affect the purchasing power of a tourist. Likewise with the exchange rate, when there is an increase or decrease it also affects the number of tourist visits (Loeb, 1982). Based on the five factors that greatly influence tourism demand, transportation costs are often excluded in tourism demand. Transportation costs are one of the difficult factors in carrying out unit measurements. This is due to difficulties in determining the unit of transportation costs, such as transportation costs from the country of origin to the destination or transportation costs from one destination to another as well as transportation costs when accumulated with a travel agent (Song et al., 2010).

Special events are one of the factors that influence tourism demand. The presence of special events can motivate someone to do tourism or even not to do tourism activities. Just as political turmoil can influence a person's motivation to travel. If the country you are visiting is experiencing political unrest and the atmosphere is not conducive, this will cause tourists to postpone or cancel their trip to that destination country (Ul Haq & Ullah, 2019). Apart from political turmoil, health factors can be a consideration for tourists when traveling. When the World Health Organization announces a global emergency, of course tourists will think twice about traveling. This condition will last until the destination country is declared safe (Yuliana, 2020).

viewed When from a regional perspective, the Asia Pacific region is the fastest growing region when measured by the number foreign tourist visits, employment of opportunities, economic activities and investment. In the Southeast Asia region, Indonesia is in an advantageous position because it is at the center of growth and development of world tourism. It can be predicted that Indonesia will show the fastest growth rate.

Country of Region	Visits (Million Arrivals)		
Malaysia	2,98		
China	2,07		
Singapura	1,93		
Australia	1,38		
Timor Leste	1,17		

 Table 1

 Tourist visits from 5 countries with the largest market shares to Indonesia

Source: BPS, 2022

Based on table 1 data on the market share of tourists in Indonesia, countries in the ASEAN region represent a very potential market share for Indonesia. From the ASEAN region, Malaysia is the largest contributor of tourists to Indonesia. More than 50% of Malaysian tourists are motivated by recreation. Significantly, tourist expenditure per visit by Malaysian tourists is greater and the average length of stay for Malaysian tourists is longer than tourists from other countries (Nina, 2019). Geographical and historical proximity, currency strength, ease of entry, and low transportation have also encouraged costs Malaysia, Singapore, Australia and Timor Leste as significant sources of tourists for Indonesia. With per capita income continuing to increase, it is hoped that Malaysia, Singapore, Australia and Timor Leste can continue to be one of the main market shares for Indonesian tourism. Most tourists from Malaysia, Singapore, Australia and Timor Leste only use it for a weekend or short haul for vacation or business. Therefore, to maximize the potential of this market, various expansive strategies are needed to attract Malaysian, Singaporean, Australian and Timor Leste tourists in particular and ASEAN tourists in general, more research needs to be done so that tourists stay longer and the tourist destinations are more evenly distributed. So far, most tourists from Malaysia, Singapore, Australia and Timor Leste prefer Sumatra, Batam and Jakarta as their tourist destinations (Halim, 2020).

China is the second largest contributor of tourists to Indonesia. Every year Chinese

tourists visiting Indonesia increase, until 2019 there were 2.07 million Chinese tourist arrivals to Indonesia. The increase in Chinese tourist visits to Indonesia is motivated by several factors, one of which is the improving cooperative relations between the Chinese and Indonesian governments. Apart from that, there are innovations carried out by Indonesian aviation companies, namely PT. Garuda Indonesia makes China-Indonesia and China-Denpasar, Bali round trip (PP) flight routes. With the existence of air transportation which makes it easier for Chinese tourists to travel, the number of Chinese tourist visits to Indonesia has increased (CAHYANI ET AL., 2019).

The growth of tourists from the 5 countries with the largest market share in Indonesia which continues to increase every year with a growth rate of approximately 10% per year is an opportunity that must be used optimally. This condition is motivated by the economic growth of the 5 countries with the largest market share in Indonesia on a macro basis which continues experience to strengthening in both the monetary and real sectors, thus growing the economic capacity of the population of the 5 countries with the largest market share in Indonesia and to travel abroad (Department of Tourism and Culture, 1999). The five countries with the largest market shares in Indonesia have succeeded in recovering their country's condition from the downturn caused by the economic crisis, so that the wheels of the economy of the five countries with the largest market shares in Indonesia can continue to run and spur their economic growth significantly.

On the other hand, Indonesia's slow handling of the crisis which resulted in the weak exchange rate of the Rupiah against the US Dollar has also enabled Indonesia to become a cheap tourist destination (Uysal & Crompton, 1984).

The tourism sector has become the focus of research in several recent literatures. Such as research conducted by Sinclair (2003) regarding the responsiveness of French tourism demand. By examining the influence of relative prices, exchange rates, tourist expenditure budgets and external events, the results obtained from this research are that effective price competitiveness is the main variable that drives changes in market share. Tourism demand was also studied by Vanegas (2005) using econometric estimates to explain tourist arrivals in Aruba. The results obtained are changes in prices and exchange rates that effectively influence tourism demand. In research on tourism demand in Pakistan, the occurrence of ethnic conflicts and changes in exchange rates have a negative influence on tourism demand while income has a positive influence on tourism demand (ul Haq & Ullah, 2019).

Research to determine the relationship between macroeconomic variables and tourism demand has been widely carried out. However, there has been no research that specifically discusses Indonesia's tourism demand with case studies of the five countries with the largest market shares in Indonesia, namely Malaysia, China, Singapore, Australia and Timor Leste. By using two macroeconomic variables, namely income and exchange rates, as well as the presence of special events in this research, namely health and political events, this also makes it an interesting research topic to study.

## LITERATURE REVIEW

# **TOURISM DEMAND**

The International Union of Office Travel Organization (IUOTO) and the World Tourism Organization (WTO) define tourists as every visitor who stays at least 24 hours, but not more than 6 (six) months in the place they visit for the purpose of visiting, among others: (1) recreation, vacation, and sports, (2) business, visiting family and friends, missions, conferences, attending meetings, studying, visits for health reasons, or religious activities. The Central Statistics Agency defines a traveler as any visitor who stays less than 24 hours in the place he or she is visiting.

A person's tourist trip will not take place if it does not have a specific goal. There are several things that motivate someone to travel. According to Mc. Intosh (2008) there are four motivations that motivate someone to travel. First, the motivation to connect with other people is visiting family and friends who are far away and the desire to meet new people. Second, motivation to fulfill physical needs, namely sports activities, body refreshment and health goals. Third, the motivation to get to know culture is to learn more about the culture of other countries such as art, dance, music, dress and folklore. Fourth, motivation to obtain status and achievement is a person's desire to be respected and admired in order to fulfill personal ambitions.

Tourism demand is usually used as a measure of the use of goods or services by tourists (Salleh, 2008) Tourism demand is a special form of demand because tourism products are a collection of complementary goods and services (Morley, 1992). Demand in tourism (tourist demand) is divided into two, namely potential demand and actual demand. Potential demand is a number of people who have the potential to travel because they have relatively sufficient savings and free time. Actual demand is the number of people who are traveling to a particular tourist destination (Yoeti, 2008).

According to Sinclair and Stabler (1997), the demand function for tourism in a certain period is:

$$TA_{IJ} = f(Y_i, ER_{IJ}, PO_J, H_{IJ})$$

Notes:

TA<sub>IJ</sub> : Visits from foreign tourists

Y<sub>i</sub> : State original income i

*ER*<sub>IJ</sub> : Exchange rate between country i and destination country j

- PO<sub>j</sub> : Political events of the destination country j
- *H<sub>IJ</sub>* : Health of country i and destination country j

Rey (2011) explains that tourism

demand analysis, as with demand analysis in other studies, the amount of tourism consumption in a tourist destination country depends on the consumer's income in the country of origin and the relative price of tourism relative to the tourist destination country.

#### INCOME

Income can be said to be one of the main factors in forming a company's profit and loss financial report. Many experts debate about the appropriate definition to interpret the meaning of income. This is because income can be interpreted as revenue and there are also those who interpret it as income, so that income can be interpreted as income and the word revenue as profit or income. Income is the most important factor in determining tourism demand. A high income reflects a tourist's high standard of living, so it is very likely that the tourist will travel across countries. This is because the activity of traveling across countries is often categorized as a luxury item. Apart from that, increasing a person's income tends to have an impact on reducing working hours, thereby lengthening the holiday period and increasing the money to be spent.

#### **EXCHANGE RATE**

The definition of currency exchange rate between two countries is the price of a currency that the residents of these countries use to finance each other (Vanegas et al., 2020) The currency exchange rate is the price of a currency relative to another country's currency, the balance point is obtained from the demand and supply of the two countries' currencies (Jaffe, 2004). Tourism demand increases when the value of a country's currency in relation to the country to be visited strengthens. This is because the value of the currency of the country being visited is weaker than the value of the currency of the country of origin. It can be said that the country you are visiting is experiencing depreciation, so that the costs incurred will be cheaper and this will subsequently have an impact on increasing tourism demand, and vice versa (Durbarry & Sinclair, 2003).

#### POLITICS

Special event variables are often written in tourism demand models, this is because special event variables can describe changes in tourists' tastes in an area to be visited. Special events can be taken into account using dummy variables. Research conducted by Syriopoulos (1995) explains that political events are one of the variables that influence tourism demand. Political events have a negative influence, which means that the occurrence of political events will reduce tourism demand (Lee, 2021). In other research, political events have a positive influence or no influence on tourism demand. This is because tourists' tastes are a decision that takes priority over the occurrence of political events (Balli, 2019).

#### HEALTH

Health is one of the factors that causes a shock to tourism demand (Croes & Vanegas, 2005). In 2003, there was a decrease in the number of tourist visits of 12 million visits in countries in the Asia and Pacific region caused by the SARS (severe acute respiratory syndrome) outbreak and the impact on the global economy was estimated at US\$ 40 billion (Wilder-Smith, 2006). After SARS, there was a disease outbreak designated by the World Health Organization (WHO) as a global emergency, namely H1N1 swine flu in 2010 which resulted in more than 1.4 million people being infected and 500,000 deaths. Then in 2016 there was an outbreak of the Zika, Ebola and meningitis viruses which resulted in 4,313 deaths, 78,018 cases, and was the highest death toll in Asia. Based on this explanation, an outbreak could have an influence on decreasing tourism demand (Rosello, 2017).

In other research, disease outbreaks have no effect on tourism demand. The occurrence of an outbreak is not a major factor considered when traveling. This is because disease outbreaks are not a protracted problem and can quickly recover on their own (Shi, W., & Li, 2017).

## **RESEARCH METHOD**

This study aims to analyze international tourism demand in Indonesia from Malaysia, China, Singapore, Australia, and Timor Leste which are the countries of origin of the most tourists visit Indonesia. The analysis was carried out by testing influence of the independent variable on the dependent variable. The dependent variable used in this study is tourism demand, while the independent variables used in this study are income, exchange rate, politics and health. The type of data used in this study is secondary data, in the form of quarterly time series data and taken starting from the period 2010 - 2019. The data sources used in this study were obtained from data that had been published in the Badan Pusat Statistik (BPS) on the website www.bps.co.id, World Bank on the website https://data.worldbank.org/, Indonesian Economic and Financial Statistics from Bank Liputan Indonesia, 6 on the website https://www.liputan6.com/, and World Health Organization (WHO).

The data analysis technique in this study uses Ordinary Least Square (OLS) which is divided into two, namely multiple regression and panel data regression. The use of multiple regression analysis and panel data regression is a good combination to estimating the effect of independent variables on the dependent variable. Multiple regression aims to estimate the effect of the independent variables on the dependent variable on each country, while panel data regression is used to estimate the influence of the independent variables on the dependent variable in the five countries that are the focus of this study. The equations of multiple regression are:

$$lnTA_{t} = \alpha_{0} + \alpha_{1}lnY_{t} + \alpha_{2}lnE_{t} + \alpha_{3}lnPO_{t}$$
$$+ \alpha_{4}lnH_{t} + \mu_{t}$$
(1)

Where, TA is the number of foreign tourist visits; Y is the per capita income of the tourist's country of origin, E is the exchange rate of the tourist's country of origin; PO is a political event that occurs in a tourist's country of origin and destination country; H is an outbreak that occurs in the countries of origin and destination countries of tourists;  $\mu$  is the error term; t is a time series; and is  $\alpha$  constant.

The use of panel data regression can estimate effects that are simply not seen in pure time series or pure cross section data. The combination of time series and cross section observations is more varied, provides more information, less collinearity between variables, more degrees of freedom and more efficient. Panel data can be an enhancement to compound regression for estimate the dynamics of change (Gujarati et al., 2009). The equation of panel regression are:

 $lnTA_{t} = \alpha_{0} + \beta_{1}lnY_{it} + \beta_{2}lnE_{it} + \beta_{3}lnPO_{it} + \beta_{4}lnH_{it} + \mu_{it}$ (2)

Where, TA is the number of foreign tourist visits; Y is the per capita income of the tourist's country of origin, E is the exchange rate of the tourist's country of origin; PO is a political event that occurs in a tourist's country of origin and destination country; H is an outbreak that occurs in the countries of origin and destination countries of tourists;  $\mu$  is the error term; t is a time series; i is the cross section;  $\alpha$  is a constant; and  $\beta$  is the regression coefficient of the independent variable.

#### **RESULTS AND DISCUSSION**

The results of sampling 40 time series data observations in each country and 200 panel data observations using data from 2010 to 2019 are as follows.

Country	Variable				Adj R <sup>2</sup>	F
	Y	ER	РО	Н		
Malaysia	-0.02	1.54**	0.14	-0.13*	0.20	3.07**
	(0.13)	(0.60)	(0.10)	(0.10)		
China	6.49***	-2.14	-0.23	-0.32*	0.62	16.94***
	(0.75)	(0.36)	(0.14)	(0.17)		
Singapura	0.06	0.93**	0.15	0.09	0.17	1.77**
	(0.09)	(0.42)	(0.14)	(0.13)		
Australia	0.77***	2.68***	-0.06**	0.01	0.38	7.17***
	(0.28)	(0.51)	(0.05)	(0.05)		
Timor Leste	3.24**	8.79***	0.36	-1.13***	0.74	29.34***
	(0.50)	(0.67)	(0.23)	(0.21)		
Five Countries	0.66**	0.28**	0.22**	-0.14**	0.82	9.10***
	(0.13)	(0.11)	(0.09)	(0.09)		

**Table 2. Regression Test Results** 

Notes: Numbers in parentheses ( ) are standard errors; \*\*\*, \*\*, and \* indicate statistically significant at  $\alpha$ 

1%, 5%, and 10%, respectively.

Income has a positive and significant influence on tourists from China, Australia, Timor Leste, and all five countries. Tourists from China, Australia, Timor Leste, and the five countries view Indonesian tourism as a normal item because there has been a previous planning beforehand in meeting the need for tourism so that it is easily obtained when income increases. Income has no effect on tourists from Malaysia and Singapore, this is because tourists from Malaysia and Singaporean tourists consider income is not a major factor in traveling travel, but rather the geographical proximity that is a consideration in traveling. In addition to geographical proximity, the characteristics of Singaporean tourists who fill the weekend with a vacation and the ease of access to the port of Batam are the main factors for Singapore tourists in making a visit.

The exchange rate has a positive and significant effect on tourists from Malaysia, Singapore, Australia, Timor Leste, and all five countries. When the currency of the country of origin country's currency is stronger, the demand for tourism will increase. Strong currency of the tourist's home country indicates that exchanging the currency of the tourist's home country will earn more rupiah. tourists will get more rupiah. In tourists from China, the exchange rate shows results that have no effect, tourists from China consider the exchange rate is not the main factor in traveling, but the preference of alternative destination countries, namely Thailand and Laos. So that the strengthening of the Chinese currency exchange

rate has no effect on foreign tourist arrivals in Indonesia. The better cooperation between the governments of China and Indonesia as well as the existence of direct flight routes China-Indonesia and Indonesia-China are factors that encourage Chinese tourists to visit Indonesia.

Political events have had a negative impact on Australian travelers due to concerns about their safety and security. For travelers from five countries showed positive results due to adjustments and the main factors that are considered by tourists as well as political events occur in a region only, not in all regions of the tourist destination country. On the other hand, the presidential election procession from the campaign stage to the general election had an infrastructure impact on development. Infrastructure development and infrastructure improvements have an impact on increasing the number of tourist visits. In addition to infrastructure, during the presidential campaign, the president also promoted tourism in Indonesia by collaborating with influencers through social media, and this collaboration can make Indonesian tourism more recognized by foreign countries and bring in foreign tourists to Indonesia. Travelers from Malaysia, China, Singapore, and Timor Leste showed insignificant results because Indonesia is considered as an attractive tourist destination so that political events are not a serious problem and prioritize their desire to travel to Indonesia. Historical proximity, ease of entry, and low transportation costs have also encouraged Malaysian, Singaporean and Timorese travelers

to visit Indonesia. Timor Leste has a close kinship with Indonesia and 69.61% of the purpose of visiting Timor Leste tourists is to visit family and friends. Therefore, this kinship relationship is the main factor for Timor Leste tourists in making a visit. Approved Destination Status (ADS) administrative policy and the spontaneous behavior of Chinese tourists in making trips motivate Chinese tourists to visit Indonesia. Health has a negative effect on tourists from Malaysia, China, Timor Leste and all five countries. This is because health problems can endanger the health and safety of tourists and government policies limiting tourist visits so that tourists from Malaysia, China, Timor Leste and to five countries in Indonesia decided to postpone travel until the situation Decided to postpone trave was stated safe and conducive by WHO. Tourists from Singapore and Australia showed insignificant results. This situation is caused by recovered by itself.

#### **CONCLUSION**

The overall conclusion of this research is income and exchange rates is the main factor in Durbarry, R., & Sinclair, M. T. (2003). Analyse des determining Indonesia's tourism demand from Malaysia, China, Singapore, Australia and Timor Leste. There may be changes to the exchange rate used as a guideline by the Indonesian government to increase tourism Gujarati, D., Economics, P. O. F., Of, E., Issues, S., demand Indonesia. Political events are not a major factor in tourism demand, however if there is a political event, it is necessary to think about post-event handling actions so that this alim, S. S. A. (2020). Modeling and Forecasting of can be achieved continues to attract foreign tourists visiting Indonesia. Very health problem influence the decline in tourism demand, so that vigilance will be health problems need to be faffe, E. (2004). Developing Wine Trails as a Tourist improved again. and preventive efforts can be carried out so that the tourism industry does not die when health problems occur.

countries of origin of the most tourists visit Indonesia. Further research can add tourists' countries of origin, such as tourists from Europe, America and Africa so that the scope of Loeb, P. (1982). International Travel to the United the research wider. This research only uses

politics and health as specific events. Future

variables such as sporting events, foreign exchange restrictions, economic crises and promotions to expand scope of research. This research only uses income and exchange rates as determinants of tourism demand. The determinants of tourism demand are very varied, so further research can use the determinants of tourism demand to expand the scope of research. This research only used 40 data observations time series in each country and 200 panel data observations. Further research can be done increase the number of observations by increasing the research period.

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