

The Impact of Tourism Growth against Growth of Small Medium Enterprises

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Abstract: *This research aims to describe and analyze the influence of tourism growth against a growth of small to medium businesses and micro. Object data in this study-Indonesia Growth years 2012-2016 and growth of small and medium-sized Businesses Micro Indonesia years 2012-2016. The technique of data collection in this research is the documentation. Data analysis using simple regression with t-test, and test f. Results showed that tourism growth affects the growth of small and medium-sized businesses with micro t-value calculate the significance value of $0.0029.713 < 0.05$. The implications for Government and businessmen of small and medium-size micro is for businessmen, in particular, should be able to compete as well as efforts to improve the quality of community can open up new businesses so that the number of entrepreneurs are increasingly growing and developing, and for the Government is expected to make a policy that can be beneficial for all parties.*

Keywords: *tourism growth, the growth of small medium enterprises*

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I. Introduction

The development of tourism Indonesia recorded continued growth based on visits from year to year and the development of destinations. The increase in assessed based on tourist destinations and facilities infrastructure improvements, as well as the existence of administrative convenience to visit Indonesia such as the addition of State of BVK (visa-free visit). Presidential Regulation No. 69/2015 in order to boost the tourism industry of Government grants visa-free access to visit Indonesia to citizens from 45 countries. Previously, citizens of these countries must have a visa before entering Indonesia. This means that there are currently a total of 90 countries that their citizens do not need a visa to come and live in Indonesia (for a maximum period of 30 days).

The existence of government policies also affects the increase in tourists coming to Indonesia, aside from that the Government also heavily promoting tourist destinations. This can be seen from a large number of tour events at both the national and international level. The success of the Government not just happens, it is supported by a large number of new tourist destinations and the opening of the easy access to tourist sites, apart from its tickets for every tourist destinations also belongs to cheap.

Currently, tourism is indeed becoming an important industry in the economic development for the parties concerned in this case i.e. stakeholders Governments, industrial owners, business owners or community who together participated in the activities of the tourism. With the growth of tourism is expected to boost the growth of small and medium entrepreneurs, so as to improve the welfare of society. Antonakakis, Dragouni, and Filis (2014) testing the dynamic relationship between the growth of tourism and economic growth, using a new spillover index approach were introduced. In its research the relationship of the economic-tourism growth is not stable over time both in terms of magnitude and direction, show that tourism growth led economy (TLEG) and the growth of tourism-driven economy (EDT) hypothesis that depends on the time.

Chulaphan and Who (2016) number of tourists visit South Asian economic growth affect Thailand, Thailand's economic growth and also increase the number of tourists from Oceania. Li, et al (2016) tourism gives impetus to enhance economic growth.

Ibrahim, Abdullah and Ismail (2016) in her research to small and medium enterprises (SMEs) are becoming an important contributor to the economic prosperity of a country. Trinh, Doan (2017) found that internationalization has a positive effect on the growth of employment, output, and productivity of the workforce. This effect will be more severe for companies in an end is higher than the conditional distribution of growth.

According to law No. 10 the year 2009 that tourism is a huge variety of tourist activities and supported a wide range of facilities and services provided by the Government, employers, communities and local governments. According to Soekadijo, (1997:2) in Diayuda tourism is all activities in society related to tourists. All activities and activities related to tourists such as the opening of new tourist destinations, tourist attractions,

hotel development, construction, infrastructure development, an organization of tourism events both on and off national or international. Activities of that length all hope will boost the tourists coming.

The impact of tourism growth can be felt through two stages, namely, the impact directly and indirectly impact. Directly the tourism sector can increase revenue in existing communities that exist around the location of tourism and indirectly can donate foreign countries. Theoretically, Cohen (1984) in Pitana (2009:194) suggests that tourism also has a social impact of culture. While the economy in terms of tourism sector provides a positive impact, namely in the long term, the effects of tourism on increased economic growth. According to Azam, Alam, and Hafeez (2018) in her research that tourism has a significant positive effect against environmental pollution in Malaysia. However, the reverse relationship between tourism and environmental pollution observed in Thailand and Singapore

To achieve the goal of making tourism be growing so it needs Development tourism and development goals have been determined in advance. According to Yoeti (1997:2) in Alex a, et al (2016) terms of a tourism destination that is something to see, something to do and something to buy. Ohlan (2017) tourism, economic growth, development are integrated. This shows that the tourism sector to spur economic growth in India in both long term and short term.

The growth of tourism in Indonesia has increased. It can be seen from the increasing number of visitors coming to Indonesia. According to BPS data tourists visiting every year is always increasing, as evidenced by the year 2016 the number of visitors of 14,039 million visitors, far above the year 2012 that only about 8,044 million increased 31.33 percent.

In addition, Small Medium and Micro Businesses are the basis of economic and social development of many countries. Negrut and Mahartescu (2015:07). Small Medium and micro business is a business that has a high enough especially in Indonesia, which is still classified as developing countries. The meaning of Small Medium and micro Businesses themselves vary. The provisions of law No. 9 of the year 1995 concerning small businesses and then carried out further with the Government Regulation number 44 the year 1997 regarding the partnership where small and medium-sized Business understanding Micro is as set out in law No. 20 years of small and medium-sized Businesses 2008 Microeconomic productive effort is a stand-alone, conducted by an individual or business entity that is not a subsidiary or branch is not owned.

Negrut and Mihartescu (2016) small and medium enterprises first appeared in Romania in the early 1990's, the retail trade has as their main line of business. In time the situation developed with the increasing number of SMEs and by diversified businesses. The role of small and medium-sized Businesses the micro cannot doubt in favor of an increase in people's income. With a large number of Small Medium and Micro businesses, it will be more and more the creation of job opportunities for the unemployed. In addition, Small Medium and micro Businesses can serve as a source of income especially in rural households that have low income. According to the data obtained that the Small to the medium business development and micro has increased every year proves to be in the year 2016 about 802 thousand small and medium-sized businessmen Micro that number increased compared in 2012 that only about 526 thousand.

II. Research Objectives

From the explanation above, then the purpose of this research was to look at is the influence of the growth of tourism on the mark with the growing number of tourists coming to Indonesia against small and medium-sized business growth Micro in Indonesia.

III. Methodology

The approach used in this research is descriptive quantitative research due to develop and use a mathematical model in measurement data via scientific calculations. According to Arikunto (2010), quantitative research is much in demand using numbers ranging from the collection of data interpretation against that data as well as the appearance of the result. The variable in this study is the growth of tourism as free variables (X) and Small Medium Business growth and micro as a variable (Y).

Samples and data in this study data tourism growth year 2012-2016 and the data of small and medium-sized business growth year 2012 Micro samples by 2016. While the Analysis used in this study using:

a. t-test.

The t-test has a purpose "to know how the variables are independent of the dependent variable in the partial".

b. F-test

F-test has a purpose test "to determine whether the regression model is a simple linear regression. The F-test is used to find out or test the ratio of the two variants of the "standard form F test is by using analysis of variance (ANOVA).

The RESULTS

Data definition

a. Tourism growth

The growth of tourism is changing tourism conditions increased from year to year. Data obtained from the Central Bureau of statistics the number of overseas tourists who visit come to Indonesia from the year 2012 up to the year 2016.

b. The medium-Small business growth and micro

The growth of small and medium-sized Businesses Micro is a situation where a Small Medium and micro Businesses undergoing change increases every period. A State is said to be growing when changes occur can be calculated quantitatively. To see the growth of small and medium-sized Businesses Micro researchers use data the number of the middle-small business of the year 2012 up to the year 2016. The changing views of any difference between accounting with previous years it will note the number of magnitude of its growth.

Table 1. Research Data

No	Tourism Growth	Growth Of SMALL MEDIUM ENTERPRISES
1	8.044.462	526.397
2	8.802.129	610.029
3	9.435.411	671.721
4	10.230.775	739.801
5	11.519.275	802.073
6	14.039.799	1.042.695

Source: Central Bureau of Statistics

Test Results

Table 2. Linear Regression Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. the Error of the Estimate
1	.984 ^a	.969	.959	21864.491

a. Predictors: (Constant), Tourism

Source: Processed SPSS 23

Besides the test results showed that the magnitude of the value of the correlation/relationship (R) 0984 and described the magnitude of the influence of the percentage of free variables against a variable called the coefficient on termination that results from the output r. gain the coefficient of determination (R²) of 0969, free variable containing the influence of the understanding that (tourism-growth) against variables bound (medium business growth to small and micro) was 96.9% while the rest is influenced by other variables.

a. t-test.

Table 3. Linear Regression results in t-Test

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-92186,538	79076,627		-1,166	,328
	Tourism	,079	,008	,984	9,713	,002

a. Dependent Variable: UMKM

Source: Processed SPSS 23

From the above output is knowable value t calculate = 9.713 value significance 0.05 0.002 <, which means there is a real influence (significant) variable variables bound tourism growth against growth of Small Medium and Micro Businesses.

b. F-test

Table 4. Linear Regression results F-Test

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45102593290,142	1	45102593290,142	94,346	,002 ^b
	Residual	1434167842,658	3	478055947,553		
	Total	46536761132,800	4			

a. Dependent Variable: UMKM

b. Predictors: (Constant), Tourism

Source: Processed SPSS 23

Of the output is seen that $F = 94.346$ count with a level of significance/probability of 0.002 0.05, then $< model$ regression can be used to predict Small Medium Business variables and micro.

IV. Discussion

This research takes two variables namely variables the independent variables and the dependent tourism growth medium size small and Micro Businesses. Based on the results of research on the impact of the growth of the tourism sector towards Medium to small business growth and micro in Indonesia in general it can be concluded that the growth of tourism with a marked increase in the number of tourists who are dating to Indonesia so that gives positive results against small and medium-sized business growth of micro. Elena and Tatiana (2015) in his research stating that tourism is an important segment and strategic for the economy of Russia, driving back in the tourism sector of economic growth with the growth of small and micro businesses in Russia. In addition, Baldigara and Mamura (2012) stressed the importance of tourism to the national economic growth of Croatia. Specifically, tourism is a relevant source of increase business profit small medium and micro thereby affecting their development.

The impacts that occurred in Indonesia that tourism growth showed the level of well-being of society, the emergence of new ventures from year to year is always increasing and have the competitiveness and quality. A lot of people choose to switch professions and societal lifestyle changes better. The society initially laborers off many who switched to become traders, craftsmen, guide and provider of lodging. As well as the Government policy which can provide benefits for the community in increasing the number of tourists.

V. Conclusion

Tourism has a significant role in the development of the economy of a country. So it is also small and medium-sized businesses with micro also has a very important role for Indonesia's economy Activator. With the activity of tourism areas which have the potential of tourism will develop basic and advanced. The development of tourism contribute to the efforts of the people and can increase people's income Indonesia in General.

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