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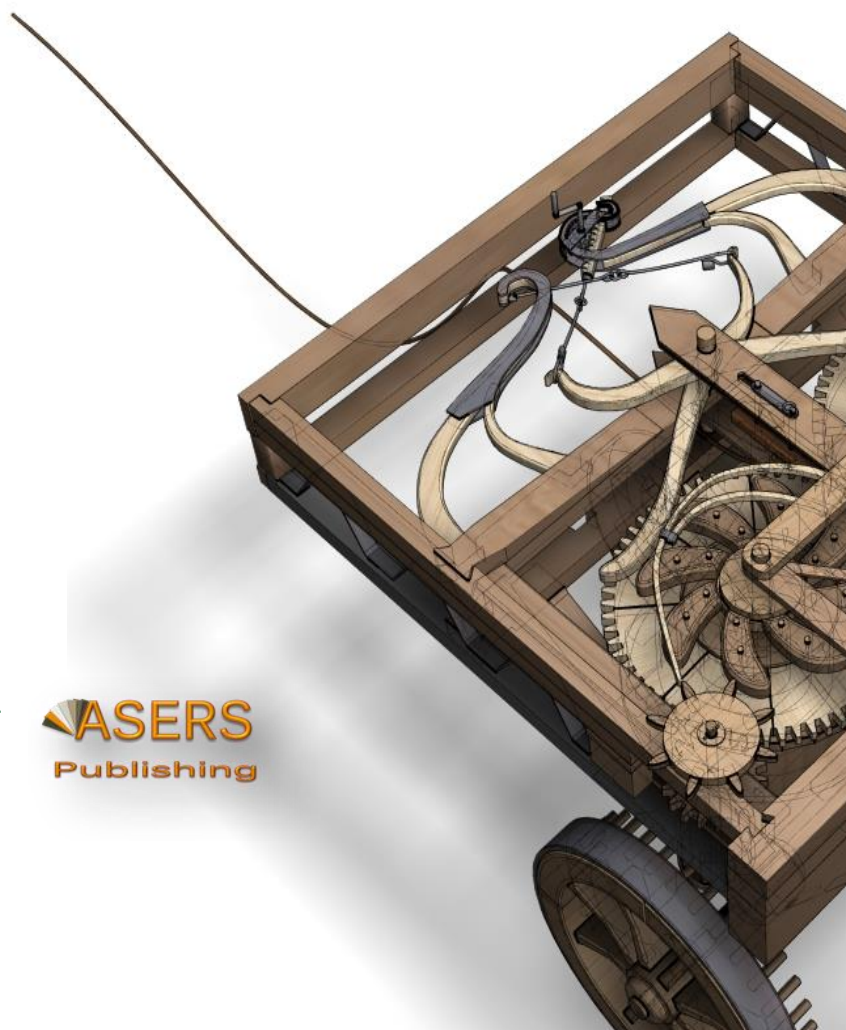
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Abstract

The purpose of this study is to investigate the tourism concept variable, tourism services and facilities and infrastructure affect the success variable of developing sustainable tourism destinations through moderating variables of tourist interest to visit. In this study, the independent variable is related to the development of sustainable tourism destinations, the variable is the concept of tourism, tourism services and facilities and infrastructure, while the dependent variable is the success in developing the concept of sustainable tourism, and the moderating variable is the interest of tourists to visit. The research method used in this study is a quantitative descriptive research method using path analysis. In this study the independent variables are related to factors related to the development of sustainable tourism destinations, such as tourism concept variables, tourism services and facilities and infrastructure, the dependent variable is the success in developing the sustainable tourism concept, with moderating variable (connecting variable) tourist interest to visit, data analysis using AMOS 20, and data taken is data on the number of tourist visits to Indonesia during 2016-2020 years. Partially variable tourism concept, tourism services and infrastructure advice significant effect on the variable successful development of tourist destinations and has a significant effect on the variable of tourist interest in visiting 5 priority tourist destinations in Indonesia, while simultaneously the variable tourism concept, tourism services and infrastructure advice indirectly has a significant effect on the variable successful development of tourist destination through the interest of tourists to visit 5 priority tourist destinations in Indonesia. Through the results of research that has been stated that the success of developing tourist

destinations depends on the concept of tourism, the tourist services and infrastructure offered are in accordance with the needs and desires of tourists, if the concept of tourism, tourism services and facilities and infrastructure offered are appropriate, then tourists will be motivated to continue to visit these tourist attractions.

Keywords: tourism; tour service; facilities and infrastructure tourist destination and tourist interest.

JEL Classification: Z32; Z11; M20.

Introduction

All countries are currently competing in order to compete to be the best in order to increase state income and increase economic improvement in each country, the state of the spread of covid-19, especially the Delta variant, threatens not only the survival of mankind, but also threatens the economy of the community. One of the industries affected by the pandemic is the tourism industry, this tourism industry is the spearhead in increasing profits and improving the income of a country. If at this time of the pandemic the tourism industry slumped, because there were no tourists, both local and foreign, who came due to the social restriction policies in each country and the travel ban by the country, so that it has an impact on the decline in the number of tourists who will visit tourist attractions or tourist objects in various parts of the world because people are afraid of the massive spread of the COVID-19 virus. Not only other countries, but Indonesia also experienced the same thing, tourist attractions in various regions experienced a decrease in the number of visits by up to 85%. Therefore, the government as the party that issued the regulations in 2019 before the pandemic hit the world had determined areas or tourist attractions that would be made a priority scale with the method of determining sustainable tourist destinations. Expert opinion tourism objects in various regions have decreased the number of visits by up to 85%. Therefore, the government as the party that issued the regulations in 2019 before the pandemic hit the world had determined areas or tourist attractions that would be made a priority scale with the method of determining sustainable tourist destinations. Expert opinion (Morgan *et al.* 2021) This determinant of sustainable tourism destinations is a program designed to echo the concept of tourism with the latest model, this concept relies on and introduces the concept of the best tourism, in addition to existing tourism concepts such as Bali and other tourism concepts of the same type and concept as tourist destinations in Bali. Therefore, in order to increase income and foreign exchange from the tourism industry, as well as to boost the concept of tourism that is different from the existing one, the Government of Indonesia has set a priority scale to develop 5 tourist destinations with the latest concepts, these 5 tourist destinations include Lake Toba tourism. in North Sumatra, Labuan Bajo tours in NTT, Mandalika tours in NTB, Borobudur tours in Central Java, and Likupang tours in North Sulawesi. These five tourism concepts are already in progress for further development. However, the number of visits to the five priority tourist destinations that have been developed has decreased. This can be seen from the decrease in the number of tourists visiting Indonesia during the period 2016-2020. This can be seen in Table 1 below:

Table 1. Number of Tourist Visits in Indonesia in 2016-2020

Year	Number of Tourist Visits (Persons/Life)	Number of Tourist Visits in 5 Tourist Destinations (Person/Soul)
2016	264,337,518	-
2017	270,822,203	-
2018	303.403.888	-
2019	282,925,854	12,500,000
2020	120,000,000	5,500,000

Source: Ministry of Tourism and Creative Economy, 2020

Based on Table 1 above, it can be concluded that the number of tourists visiting Indonesia in the 2016-2020 period is 120 million people, this number has decreased. Not only tourism objects in Indonesia, the number of declines was also experienced by 5 priority tourist objects developed by the Government, this decline was not only due to the COVID-19 pandemic, but also due to the application of the concept of tourism which was less attractive to tourists, as well as tourist services, as well as facilities and infrastructure. the infrastructure to be developed is not yet adequate, so that it indirectly affects the increase in the success of developing the concept of sustainable tourism, the government has not succeeded in attracting tourists to visit, resulting in a decrease in income or foreign exchange in the tourism sector. In this study, the independent variable is related to the

development of sustainable tourism destinations, the variable is the concept of tourism, tourism services and facilities and infrastructure, while the dependent variable is the success in developing the concept of sustainable tourism, and the moderating variable is the interest of tourists to visit. Get a picture of how the variables of the concept of tourism, tourism services and facilities and infrastructure affect the variables of success in developing sustainable tourism destinations through moderating variables of tourist interest to visit.

1. Literature Review

Travel Concept

Expert opinion (Aliperti & Cruz 2020) The concept of tourism is a theme that results from the preparation of a tourism system that will be developed by tourism stakeholders. Expert opinion (Araslı & Baradarani, 2014) The concept of tourism is an activity in creating a theme or design of a tourist place that will be developed to attract tourists to visit. Expert opinion (Arbulú *et al.* 2021) the concept of tourism is the creation of a theme or concept of tourism in accordance with the social and political conditions in each region or country. Expert opinion (George Assaf *et al.* 2017) the concept of tourism is a creativity that is built in an effort to design and create a concept that suits the needs of tourists. Expert opinion (Barutçu *et al.* 2011) There are several types of tourism concepts, be it the concept of nature tourism, culinary tourism, sports tourism, temple tourism, and many more, all of these tourism concepts must be adapted to the wishes and needs of visitors or tourists.

Tour Service

Expert opinion (Bhaskara & Filimonau, 2021) Tourism service is an effort made in providing satisfactory service in the form of services outside of the attractions offered. Expert opinion (Bhattacharya & Dash, 2021) Tourism service is a concept offered by tourist visitors in the form of services outside of the tourist attractions offered. Expert opinion (Czernek-Marszałek, 2021) Tourism services are an added value given to tourists in order to improve the quality of tourist attractions, this added value is in the form of services in the field of lodging, as well as food and beverages. Expert opinion (Fan *et al.* 2019) Tourism services are activities offered in order to improve maximum service to create a comfortable atmosphere for tourists. Expert opinion (Goffi *et al.* 2019) Good tourism services are tourism services that are able to provide more value in the minds of tourists and according to their needs, so that by providing more services, tourists are expected to be interested in visiting these tourist attractions.

Facilities and infrastructure

Expert opinion (Jia & Chaozhi, 2021) facilities and infrastructure are something that is given to support these tourist attractions so that tourists are interested in visiting. Expert opinion (Kwok *et al.* 2020) facilities and infrastructure are an added value given to tourists in the form of facilities to support tourism development. Expert opinion (Lin & Deng, 2018) facilities and infrastructure are everything that is offered for completeness and facilities used to satisfy the needs of tourists. Expert opinion (Lita *et al.* 2014) facilities and infrastructure are all facilities offered to complement and provide more value to tourists when visiting tourist attractions that we have. Expert opinion (Ting *et al.* 2019) Facilities and infrastructure in tourist attractions can be in the form of supporting facilities for tourist objects, as well as other facilities that complement the tourist objects to be developed.

Sustainable Tourism Destination Development

Expert opinion (Morgan *et al.* 2021) A sustainable tourism destination is a concept created to create a different situation from other tourism objects that will be developed. Expert opinion (Nelson *et al.* 2019) A sustainable tourism destination is a creative idea that was raised to develop a sustainable tourism concept from an existing concept. Expert opinion (Okafor *et al.* 2021) sustainable tourism destinations as a program of ideas to continue the existing tourism concept or renew what has been done previously. Expert opinion (Pambudi *et al.* 2009) A sustainable tourism destination is an idea which in its development continues or creates a new concept regarding the tourism object to be developed. Expert opinion (Susilo *et al.* 2021) The development of sustainable tourism destinations will be successful, if they are able to create new concepts regarding tourist objects that are tailored to the needs and desires of tourists, and increase the number of tourist visits through the introduction of new concepts and improving the quality of services, as well as facilities and infrastructure at tourist attractions..

Tourist Interest to Visit

Expert opinion (Ting *et al.* 2019) Tourist interest in visiting is an attitude of tourists to want to continue visiting tourist attractions because it is in accordance with their wishes and needs. Expert opinion (Kwok *et al.*

2020) The interest of tourists to visit is a real attitude made by tourists to visit the tourist attractions they want. Expert opinion (Tussadiah *et al.* 2021) Tourist interest in visiting is a response given by tourists with real action to make return visits to these tourist objects because of the desire and need for beautiful tourist objects in accordance with their expectations. Expert opinion (Zainuddin *et al.* 2016) The interest of tourists to visit shows that there is a high interest of tourists to return to visit tourist objects because of high satisfaction with the tourist objects that have been visited. Expert opinion (Zurbrugg *et al.* 2012) tourists who have an interest in returning to visit certain tourist objects show high satisfaction when using the services and facilities at these attractions.

2. Research Methods

The research method used is descriptive quantitative. In this study the independent variables are related to factors related to the development of sustainable tourism destinations, such as tourism concept variables, tourism services and facilities and infrastructure, the dependent variable is the success in developing the sustainable tourism concept, with moderating variable (connecting variable) tourist interest to visit, data analysis using AMOS 20, and data taken is data on the number of tourist visits to Indonesia during 2016-2020 years. For quantitative descriptive data analysis, which is done by using path analysis (path analysis) using AMOS. The population of this study were tourists who visited 5 priority tourist destinations as many as 5,500,000 tourists, the sampling technique in this study used the simple random sampling method. In this case the sample taken represents tourists who visit 5 priority tourist destinations as many as 400 tourists using the slovin formula. Samples were taken by distributing questionnaires to objects that would be the target of sampling by telephone.

3. Results and Discussion

Regression Weights Analysis

Table 2 Regression Weights Composite Model

	Estimate	SE	CR	P
Travel Concept < -- Successful Development of Sustainable Tourism Destinations	.278	.267	.453	.326
Tour Service < -- Sustainable Tourism Destination Development	.174	.253	.279	.457
Facilities and infrastructure < -- Sustainable Tourism Destination Development	.166	.262	.383	.367
Travel Concept < -- Tourist Interest To Visit	.269	.247	.348	.433
Tour Service < -- Tourist Interest To Visit	.262	.362	.381	.467
Advice and Infrastructure < -- Tourist Interest To Visit	.185	.271	.334	.362

Source: Data processed, 2020

Table 3. Composite Model Regression Weights

	Estimate	SE	CR	P
Tourist Interest To Visit Sustainable < -- Tourism Destination Development	.248	.157	.358	.339

Source: Data processed, 2020

Table 4. Standardized Regression Weights Composite Model

	Estimate
Travel Concept < -- Successful Development of Sustainable Tourism Destinations	.278
Tour Service < -- Successful Development of Sustainable Tourism Destinations	.174
Advice and Infrastructure < -- Successful Development of Sustainable Tourism Destinations	.166
Travel Concept < -- Tourist Interest To Visit	.269
Tour Service < -- Tourist Interest To Visit	.262
Facilities and infrastructure < -- Tourist Interest To Visit	.185

Source: Data processed, 2020

Table 5. Standardized Regression Weights Composite Model

	Estimate
Tourist Interest To Visit Sustainable < -- Tourism Destination Development	.248

Source: Data processed, 2020

Based on the results of the Composite Model Regression Weights analysis in Tables 2 and 3, it can be concluded that the variables of the concept of tourism, tourism services and facilities and infrastructure have a significant effect on the success variable for developing sustainable tourist destinations and the variable interest

of tourists to visit 5 priority tourist destinations in Indonesia. , the estimate value of this variable is 0.278, 0.174 and 0.166 which is greater than the significance level of 0.05. In addition, the variable of tourist interest in visiting the 5 priority tourist destinations in Indonesia has a significant effect on the success variable of developing sustainable tourist destinations. The estimate value of this variable is 0.248 which is greater than the significance level of 0.05.

Table 6 Direct Effects

	Tourist Interest To Visit	Successful Development of Sustainable Tourism Destinations
Travel Concept	.278	.269
Tour Service	.174	.262
Facilities and infrastructure	.166	.185

Source: Data processed, 2020

Table 7. Standardized Total Effect

	Tourist Interest To Visit	Successful Development of Sustainable Tourism Destinations
Travel Concept	.439	.463
Tour Service	.271	.262
Facilities and infrastructure	.147	.164

Source: Data processed, 2020

Table 8. Direct Effects

	Tourist Interest To Visit	Successful Development of Sustainable Tourism Destinations
Tourist Interest To Visit	.000	.248
Successful Development of Sustainable Tourism Destinations	.256	.000

Source: Data processed, 2020

Table 9. Indirect Effect

	Tourist Interest To Visit	Successful Development of Sustainable Tourism Destinations
Travel Concept	.278	.288
Tour Service	.260	.273
Facilities and infrastructure	.254	.264

Source: Data processed, 2020

Based on Table 9 above, it can be concluded that the tourism concept variable has an indirect effect on the success variable for developing sustainable tourist destinations through the variable interest of tourists to visit, from the output results, an estimated value of 0.278 is positive. The variable of tourism services has an indirect effect on the success variable of developing sustainable tourist destinations through the variable of tourist interest to visit, from the output results obtained an estimated value of 0.260 is positive, while for the variable of facilities and infrastructure it has an indirect effect on the development of sustainable tourist destinations through the variable of tourist interest in visited, the output results obtained an estimated value of 0.254 which is positive.

Conclusion

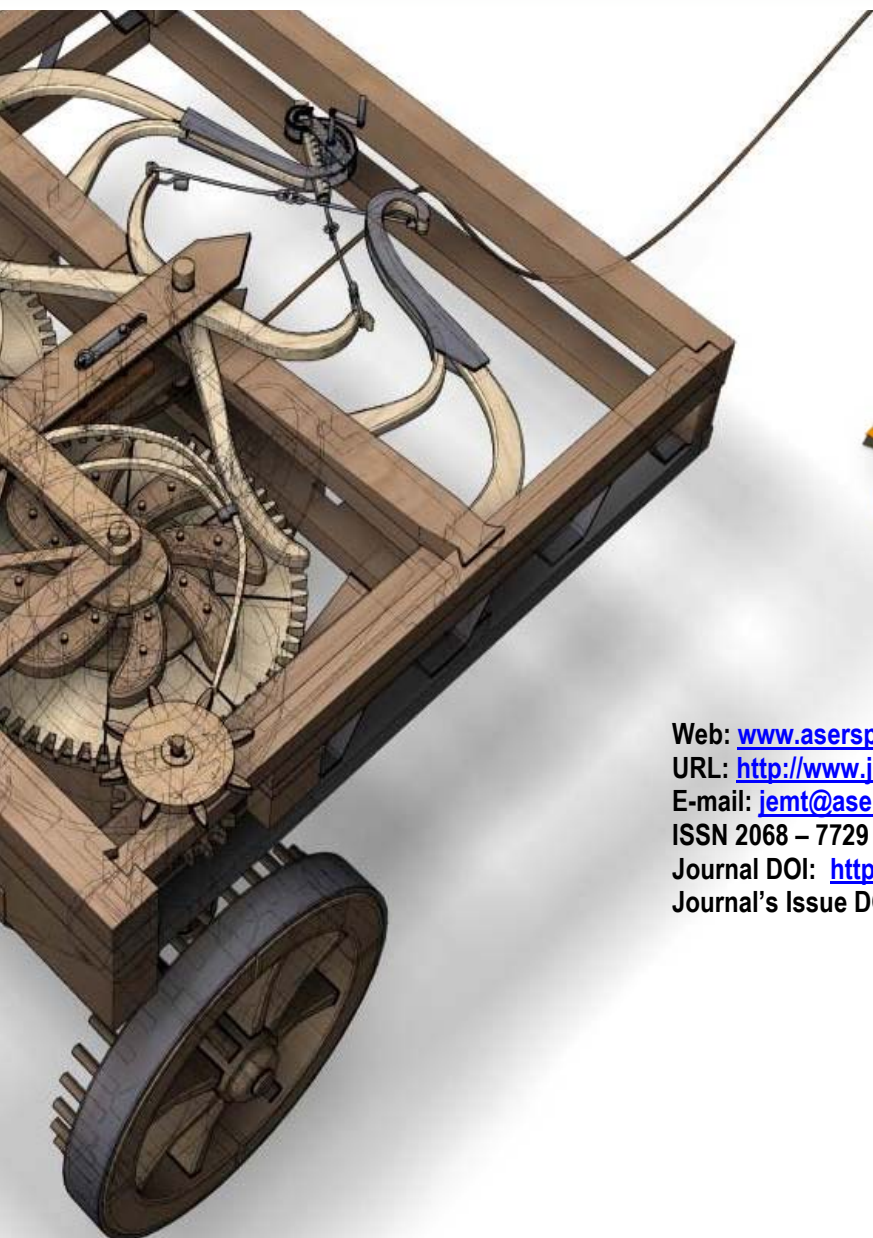
Based on the results of the research analysis, the conclusions that can be drawn are partially variable tourism concept, tourism services and infrastructure advice significant effect on the variables successful development of tourist destinations and has a significant effect on the variable of tourist interest in visiting 5 priority tourist destinations in Indonesia, while simultaneously the variable tourism concept, tourism services and infrastructure advice indirectly has a significant effect on the variables successful development of tourist destinations through the interest of tourists to visit 5 priority tourist destinations in Indonesia. Through the results of research that has been stated that the success of developing a tourist destination depends on the concept of tourism, the tourism services and infrastructure offered are in accordance with the needs and desires of tourists, if the concept of tourism, tourism services and the facilities and infrastructure offered are appropriate, then tourists will be motivated to continue to visit these tourist attractions.

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