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Determination of Labor Absorption on Tourism Sector in Denpasar City

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Abstract

This research aims to show whether the dependent variable, namely Labor Absorption in the Tourism Sector, is influenced by the independent variables (Number of Tourists, Number of Tourist Attractions, Number of Hotels, and Number of Restaurants). This research was conducted using secondary data and time series with a time period of 15 years, namely from 2008 to 2022. Multiple linear regression analysis is a tool used to analyze and is processed using the SPSS 27 application program. The results of this research show that it is known in detail The overall simultaneousness of the independent variables has a positive and significant influence on labor absorption. Then the results of all independent variables, namely the number of tourists, have a significant effect on employment in the tourism sector in Denpasar City. Meanwhile, the number of tourist attractions, hotels and restaurants does not have a significant effect on employment in the tourism sector in Denpasar City.

Keywords: Traveler, Tourist Attraction, Hotel, Restaurant, Employment

Introduction

Indonesia is a developing country with a large population and abundant resources. By having a high population, of course the number of productive age people in Indonesia will also increase. The high population of productive age means there is a need for employment opportunities that can accommodate people who want to work to get wages or results that can later be used to fulfill their daily needs. And people who have found work can be called workers. Workers are people in a country aged 15 to 64 years who have the ability to produce goods or services if their labor is needed and the ability to exert their efforts at any time to produce goods or services that will later be useful for themselves and others (Hidayati et al., 2022).

Determination of Labor Absorption on Tourism Sector in Denpasar City

The tourism sector can also contribute to the economy, namely by increasing foreign exchange earnings, creating jobs, attracting the growth of the tourism industry (Gulo & Octafian, 2024). Therefore, economic growth can occur in the tourism sector (Gunawan & Kencana, 2023). And to develop this tourist spot requires intervention from the government so that the tourism sector can develop optimally. The definition of tourism is a travel activity carried out several times from one region to another (Wirawan & Semara, 2021).

Denpasar City is the capital of Bali Province. Denpasar City consists of four subdistricts, each consisting of 27 villages and 16 sub-districts. Denpasar City has many attractions, so that potential tourists can later visit these tourist locations. The growth of the tourism sector can be seen based on the development of trade in the tourism sector, the development of the number of tourists visiting, the development of hotels or accommodation, and the development of restaurants.

The tourism sector in Denpasar City is developing rapidly because Denpasar City has very promising tourism potential and beautiful views for potential tourists. Apart from beautiful views or tourist attractions, there are also various types of food typical of Bali Province that tourists can try.





The rapid development of the tourism sector in Denpasar City has had a positive impact on expanding employment opportunities. This is because there are many tourist attractions and other sub-sectors related to tourism that require workers (Sjaifurrachman & Fithry, 2024). The tourism sector is a labor-intensive sector that has many great job opportunities. It can be seen in Graph 1 that labor absorption in the tourism sector in Denpasar City is among the highest compared to that in other districts in Bali Province.

Labor absorption is the number of workers absorbed in certain sectors . This labor absorption can accommodate all types of work force in the business sector or business unit

Source: BPS, 2024

such as the workforce population, the working age population, the non-labor force population, the population who have jobs but are currently not working, and the unemployed. According to Kuncoro in Hidayani (2023), labor absorption is how much of the population has been absorbed into all existing employment opportunities. Population absorption can be driven by labor demand. So, this absorption of labor can also be called labor demand.

The results of research (Saputra & Muchtolifah, 2023), show that the number of tourist attractions and the number of tourists do not have an influence, but the number of hotels influences labor absorption in Batu City. Likewise, (Wahyu & Triani, 2023) found that the number of tourists and the number of hotels had an influence, but the number of restaurants had little impact on labor absorption in West Sumatra Province. The purpose of this research is to see whether each independent variable (number of tourists, tourist attractions, hotels and restaurants) has an effect on the dependent variable, especially on employment in the tourism sector in Denpasar City.

Literature Review

Labor

This research refers to the grand theory put forward by Adam Smith as the main actor in the classical economics school regarding employment in 1729-1790, which states that the formation of economic growth comes from the effective use of human resources. The purpose of effective human resources is aimed at the population of productive age, which is one of the conditions for economic growth (Viany et al., 2023). Adam Smith said that nature would not be useful if there were no humans who were good at managing it. So humans are the main factor in the prosperity of this nation (Hidayati et al., 2022).

Traveler

For someone who is on a journey this can be said to be traveler. For someone who is traveling to travel to a tourist destination, it can be said to be tourist (Chairany S. & Darsini, 2022). Tourists are people who travel outside of their daily activities, both normal activities and work routines, where a person can spend their money in a certain area for a vacation (Eddyono, 2021).

Tourist Attraction

A tourist attraction is a tourist location that is visited for all kinds of beauty, can be a place of activity for walking around, a place where someone can enjoy their time to relax for a long time, and a place that can become a beautiful memory for someone on their tourist trip (Pariyanti et al., 2020). According to Ridwan in 2012, a tourist attraction is anything that has value, uniqueness and beauty, namely in the form of a diversity of natural, man-made and cultural products that are tourist destinations for tourists (Pariyanti et al., 2020).

Hotel

Hotel are a type of accommodation that offers services such as lodging, food and drinks, as well as other services. This hotel can use the entire building or only part of the building to operate its business. This hotel is intended for the general public and is operated commercially (Napu et al., 2023). According to Lawson in 1976, a hotel is a public place that offers tourists and temporary visitors two basic services, namely a place to stay and food (Ashari et al., 2020).

Restaurant

A restaurant is a business in the food service industry that provides food and drink ordering services for banquets on a large or small scale. Service is the procedure for serving food and drinks to visitors, while services are the products produced, namely in the form of food and drinks (Ekawatiningsih, 2020). A restaurant is a business that prepares and serves food and drinks to customers. Restaurants provide facilities, namely by providing seating and serving food at predetermined prices. This restaurant also serves customers who want food to take home or take away (Hasbiana, 2022).

Research Method

This research is structured quantitatively, where the focus is on the emphasis on theory testing and data analysis using statistical techniques to measure research variables numerically or numerically.

The variables number of tourists, number of tourist attractions, number of hotels and number of restaurants are the independent variables in this research, while the labor absorption variable is the dependent variable. Secondary data is the type of data used, where the data sources come from various sources, literature studies, and previous research related to the research. Data sources come from the Denpasar City Tourism Office, Bali Provincial Tourism Office, Central Statistics Agency, related journals, and several other official websites that support research.

Multiple linear regression analysis is a tool used for analysis, where classical assumption tests, such as normality, autocorrelation, multicollinearity and heteroscedasticity tests are used in this method to test the relationship between variables.

Result

A. Normality Test



Source: SPSS 27

Based on Figure 1, the normality test uses the P-P Plot, where the distribution of data or points spreads around the diagonal axis and follows the direction of the diagonal axis. Therefore, it can be concluded that the regression model meets the assumptions of the normality test.

B. Autocorrelation Test

 Table 1. Autocorrelation Test Results

Model Summary ^b								
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson			
1	.922ª	.850	.790	15782.144	2.106			
a. Predicto	a. Predictors: (Constant), The Number of Restaurants, The Number of Tourists, The Number of							
Tourist At	Tourist Attractions, The Number of Hotels							
b. Depend	ent Variable: I	Labor Absorption	on					

Source: SPSS 27

The autocorrelation test in this study obtained a DW Test value of 2.106. In this equation, the sample model (n) is 15 and the independent variable or puff dent (k) is 4. In the Durbin-Watson (DW) table, it is known that the dL value is 0.6852 and the dU value is 1.774. Apart from that, it can be checked whether the DW value is in the middle of dL and dU, which is in the area of doubt. Therefore, a run test is needed to ensure whether there are autocorrelation symptoms or not. The following are the results obtained from the run test:

Runs Test				
	Unstandardized Residual			
Test Value ^a	2604.76035			
Cases < Test Value	7			
Cases >= Test Value	8			
Total Cases	15			
Number of Runs	9			
Ζ	.018			
Asymp. Sig. (2-tailed)	.986			
a. Median				

Source: SPSS 27

Based on the results of the run test, it was concluded that there were no autocorrelation symptoms due to the Asymp value. Sig. (2-tailed) > 0.05. Then it can also be seen from table 4.6 that the value of Asymp. Sig. (2-tailed) of 0.986 > 0.05. Therefore, it can be said that there are no symptoms of autocorrelation.

C. Multicollinearity Test

			Coeff	icients ^a				
		Unstand	ardized	Standardized			Collinearity	
	Model	Coeffi	cients	Coefficients	t	Sig.	Statist	tics
		В	Std. Error	Beta		C	Tolerance	VIF
1	(Constant)	158453.409	69586.877		2.277	.046		
	The Number of	.046	.010	1.040	4.616	.001	.296	3.376
	Tourists							
	The Number of	1889.346	880.219	.673	2.146	.057	.153	6.543
	Tourist							
	Attractions							
	The Number of	-455.354	437.926	330	-1.040	.323	.150	6.680
	Hotels							
	The Number of	44.968	35.351	.217	1.272	.232	.517	1.933
	Restaurants							
a. De	pendent Variable:	Labor Absorp	otion					

 Table 3. Multicollinearity Test Results

Source: SPSS 27

Based on the test results above, it is known that all variables get value results Tolerance namely > 0.1 and a VIF value < 10, meaning there are no symptoms of multicollinearity.

D. Heteroscedasticity Test

 Table 4. Multicollinearity Test Results

		Co	efficients ^a			
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		В	Std. Error	Beta		
1	(Constant)	47166.823	29338.102		1.608	.139
	The Number of	.000	.004	024	053	.959
	Toourists					

The Number of	of -57.523	371.104	099	155	.880
Tourist Attrac	tions				
The Number of	of -201.724	184.631	706	-1.093	.300
Hotels					
The Number of	of 32.576	14.904	.760	2.186	.054
Restaurants					
a. Dependent Variable	: abs				

Source: SPSS 27

Based on the results of the heteroscedasticity test above, it is known that all variables have a significance value of ≥ 0.05 . Then it can be concluded that there is no heteroscedasticity.

E. Multiple Linear Regression Analysis

 Table 5. Regression Test Results

		Co	efficients ^a			
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		В	Std. Error	Beta		-
1	(Constant)	158453.409	69586.877		2.277	.046
	The Number of	.046	.010	1.040	4.616	.001
	Tourists					
	The Number of	1889.346	880.219	.673	2.146	.057
	Tourist Attractions					
	The Number of	-455.354	437.926	330	-1.040	.323
	Hotels					
	The Number of	44.968	35.351	.217	1.272	.232
	Restaurants					
a Den	endent Variable. Labor	Absorption				

Source: SPSS 27

It is known form the results of the regression test in Table 5, where the multiple linear regression equation model is as follows :

Labor Absorption = 158453,409 + 0,046JW + 1889,346JOW - 455,354JH + 44,968JR + e

The equation model as above is known and will be explained further as follows:

 β_0 = The constant value is 158453.409, which means that if all independent variables are considered constant, then Labor Absorption (Y) will be 158453.409.

 $\beta_1 = 0.046$ which shows that the number of tourists (X1) has a positive effect. Then it can be interpreted that if there is an increase in the number of tourists by 1 person, then labor absorption will increase by 0.046.

 $\beta_2 = 1889,346$ which shows that the number of tourist attractions (X2) has a positive effect. Then it can be interpreted that if there is an increase in the number of tourist attractions by 1 unit, then labor absorption will increase by 1889,346.

 $\beta_3 = -455,354$ which shows that the number of hotels (X3) has a negative effect. Then it can be interpreted that if the number of hotels increases by 1 unit, then labor absorption will decrease by -455,354.

 $\beta_4 = 44,968$ which shows that the number of restaurants (X4) has a positive effect. Then it can be interpreted that if there is an increase in the number of restaurants by 1 unit, then labor absorption will increase by 44,968.

F. Coefficient of Determination

Table 6.	Coefficient	of Determ	ination [Fest Resul	ts

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson				
1	.922ª	.850	.790	15782.144	2.106				
a. Predicto	a. Predictors: (Constant), The Number of Restaurants, The Number of Tourists, The Number of								
Tourist Attractions, The Number of Hotels									
b. Dependent Variable: Labor Absorption									

Source: SPSS 27

Based on the test results above, the coefficient of determination value is 0.850 or 85%. This means that all the independent variables can explain the dependent variable, namely the Labor Absorption variable of 85% and the remaining 15% is influenced by other variables that are outside the independent variable.

G. F-Test

Table 7. F-Test Results

	ANOVA ^a									
	Model	Sum of Squares	df	Mean Square	F	Sig.				
1	Regression	14076170825.871	4	3519042706.468	14.128	.000 ^b				
	Residual	2490760821.063	10	249076082.106						
	Total	16566931646.933	14							
a. Deper	ndent Variable: l	Labor Absorption				•				
b. Predi	ctors: (Constant)	, The Number of Re	staurants, Th	e Number of Tour	ists, The Nun	nber of				
Tourist .	Attractions, The	Number of Hotels								
Source: S	SPSS 27									

Based on the results above that the value results can be seen F-count the amount is 14,128 with F-table amounting to 3,478. So it can be shown that F-count > F-table. Therefore, it can be concluded that all of these based variables simultaneously influence the dependent variable.

H. T-Test

Table 8. T-Test Results

	Coefficients ^a									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.				
		В	Std. Error	Beta		-				
1	(Constant)	158453.409	69586.877		2.277	.046				

	The Number of	.046	.010	1.040	4.616	.001		
	Tourists,							
	The Number of	1889.346	880.219	.673	2.146	.057		
	Tourist Attractions							
	The Number of	-455.354	437.926	330	-1.040	.323		
	Hotels							
	The Number of	44.968	35.351	.217	1.272	.232		
	Restaurants							
a. Depe	a. Dependent Variable: Labor Absorption							
~								

Source: SPSS 27

Value can be known t-count in each independent variable, namely X1 amounting to 4,616; X2 amounted to 2,146; X3 of -1,040; and X4 amounting to 1.272. Then it can be seen that the value seen from the t-table has a significance of 0.05, namely 2.228. From these results, it can be explained in more detail whether each independent variable has an influence on the dependent variable as follows:

- The Influence of the Number of Tourists on Labor Absorption
 Is known t-count of 4,616 > t-table of 2.228 and a significance level of 0.001 <0.05. This
 means that it can be explained that the number of tourists has a partially significant effect
 on the absorption of labor in the tourism sector in Denpasar City.</p>
- The Influence of the Number of Tourist Attractions on Labor Absorption
 Is known t-count of 2.146 < t-table of 2.228 and a significance level of 0.057 > 0.05. This
 means that it can be explained that the number of tourist attractions does not have a partially
 significant effect on labor absorption in the tourism sector in Denpasar City.
- The Influence of the Number of Hotels on Labor Absorption
 Is known t-count of -1,040 < t-table of 2.228 and a significance level of 0.323 > 0.05. This
 means that it can be explained that the number of hotels does not have a partially significant
 effect on labor absorption in the tourism sector in Denpasar City.
- 4. The Effect of Number of Restaurants on Labor Absorption Is known t-count of 1.272 < t-table of 2.228 and a significance level of 0.232 > 0.05. This means that it can be explained that the number of restaurants does not have a partially significant effect on labor absorption in the tourism sector in Denpasar City.

Discussion

Based on the results of the research that has been carried out, it can be seen that the variable number of tourists has a significant influence on labor absorption in Denpasar City. The results of the research are in line with research from other people which has the same research variables, namely from (Toreh, 2019) which explains that the variable number of tourists has a positive and significant impact on labor absorption in the Riau Islands. If tourists come to visit Denpasar City, these tourists will incur a number of costs in carrying out their tourist activities. Therefore, a number of workers are needed to meet the needs of these tourists. This shows that if more tourists come, the number of workers will also increase.

Determination of Labor Absorption on Tourism Sector in Denpasar City

Based on the results of research that has been carried out, it can be seen that the variable number of tourist attractions does not have a significant impact on labor absorption in Denpasar City. The results of the research are in line with research from other people who have the same research variables, namely from (Saputra & Muchtolifah, 2023) who say that the tourist attraction variable has no significant effect on labor absorption in Batu City.

The existence of tourist attractions should become a magnet to attract tourists to come to visit. However, the development of tourist attractions in Denpasar City is not all developing well. Because some of the tourist attractions are not very popular among tourists. Many tourist attractions in Denpasar City contain art and culture. Most natural tourist attractions are in the South Denpasar area. And these natural tourist attractions are still in the same area. Then there are also many tourist attractions that lack promotion digital marketing which can attract potential tourists. This could result in the increased development of tourist attractions not having a significant impact on labor absorption in Denpasar City.

Based on the results of the research that has been carried out, it can be seen that the variable number of hotels has no significant effect on labor absorption in Denpasar City. The results of the research are in line with research from other people who have the same research variables, namely from (Pertiwi, 2018) who said that the hotel variable has no significant effect on labor absorption in the Special Region of Yogyakarta.

Even though the number of hotels is increasing, this must be accompanied by an increasing number of workers. If the number of hotels increases or is large but the absorption of the workforce decreases, this could be caused by several factors, such as the workforce applying for jobs at the hotel is still not or does not match what is needed (Hakimi et al., 2023). The hotel usually chooses someone who already has knowledge or expertise in the hospitality sector. The majority of workers employed in hotels are workers who have previously studied in the hotel sector (Mendrofa & Octafian, 2024). Apart from that, the workforce in hotels is also supported by students who take part in Field Work Practices where this is done by students to be able to improve their abilities and skills regarding hospitality which can be applied directly in the field so that students can understand how to work in a hotel and be ready to work when you graduate. Apart from that, in Denpasar City the number of hotels each year does not always increase continuously and this is due to the fact that several hotels are not operating, especially since the Covid-19 pandemic.

Based on the results of the research that has been carried out, it can be seen that the variable number of restaurants has no significant effect on employment in the tourism sector in Denpasar City. The results of the research are in line with research from other people who have the same research variables, namely from (Wahyu & Triani, 2023) who say that the variable number of restaurants has no significant effect on labor absorption in West Sumatra Province.

Even though the number of restaurants is increasing, it cannot be guaranteed that the number of workers absorbed will also increase. If the number of restaurants increases but there is not a lot of work force, this can happen due to several things, namely there is no workforce

that suits the restaurant's needs or indeed the restaurant does not need a lot of work force to operate the restaurant. The workers needed by the restaurant include workers who have experience in cooking, such as cooking chef or workers who already have knowledge in the field of culinary arts, and restaurant waiters are also required to have good service and communication in order to serve the visitors who come. The workforce in restaurants is also supported by the presence of pupils or students who take part in Field Work Practices where this is done by students or university students to improve their abilities and skills in restaurants which can be applied directly in the field so that pupils or students understand how to work properly. work in a restaurant and be ready to work when you graduate. So the number of restaurants does not have much of an impact on labor absorption in Denpasar City because there are students who are doing field work practice. Apart from that, in Denpasar City, the number of restaurants have moved their business areas or have not continued their business.

Conclusion

This research can conclude that the variable Number of Tourists has a significant effect on Labor Absorption in the Tourism Sector in Denpasar City as seen from the test calculations and previous discussion. This means that labor absorption in Denpasar City will increase if the number of tourists visiting increases. Meanwhile, the variables Number of Tourist Attractions, Number of Hotels, and Number of Restaurants do not have a significant effect on Labor Absorption in the Tourism Sector in Denpasar City. This means that every additional unit, whether from a tourist attraction, hotel or restaurant, does not have much of an impact on labor absorption. So it can be hoped that the Denpasar City Government can encourage more promotion of tourist attractions in Denpasar City, so that later it can attract potential tourists to come to visit. It is also hoped that tourist attractions, hotels and restaurants can collaborate with travel agents so that they can be visited by tourists who come to visit Denpasar City.

Suggestion

It is hoped that the Denpasar City Government will provide more information regarding tourism in Denpasar City so that more tourists will be interested in coming to visit. It is also hoped that there will be more and more interesting promotions of tourist attractions. Promotions that can be carried out can be in the form of digital marketing promotions or collaboration with travel agencies.

It is hoped that hotel and restaurant can promote better and more attractive hotel and restaurant with the various facilities in them, which will later attract potential tourists to come. Then, future researchers can be expected to use different variables even though the discussion is the same in explaining the influence on labor absorption, especially in Denpasar City.

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