



Analysis of factors influencing demand for tourism in South Sulawesi

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ABSTRACT

Tourism is an asset for a region or a country whose existence can create a people's economy and promote creative industries through tourist demand for tourism. However, the presence of the Covid-19 virus has paralyzed tourism activities due to lack of demand. This study aims to determine several conditions that can influence tourists to make tourism requests, including income, facilities, travel costs, leisure time and promotions. This research was conducted in South Sulawesi (Bira beach tourism object and Malino pine forest). The analytical method used is multiple linear regression using primary data obtained from distributing questionnaires. The data were processed using IBM statistics 23 software. The results showed that the variables of income, facilities, travel cost, leisure time and promotions in this study had a significant and positive effect. The economic value of the consumer surplus of bira beach tourists is IDR 854,179 per individual per visit and a total economic value of IDR 385,392,752,115/year is obtained and the consumer surplus of Malino pine forest tourists is IDR 616,364 per individual per visit and a total economic value of IDR 202,691 is obtained. 917,764/year.

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1. INTRODUCTION

The tourism sector has now become the largest industry in the world and is one of the strategic and mainstay sectors in generating foreign exchange which is able to support the economy, both from the state system to the social order (Adnyana, 2020; N. Khan et al., 2020; Kyrlyov et al., 2020; Poerwanto & Shambodo, 2020). The achievements of the tourism sector in Indonesia have increased according to the 2019 Travel & Tourism Competitiveness Index (TTCI) report which placed Indonesia's tourism competitiveness index at rank 40, up 10 levels from rank 50 in 2015. In addition, Indonesia was also awarded as the top ten best countries to visit 2019 by Lonely Planet (Korže, 2019; Sutrisnawati et al., 2020). With the potential for natural, cultural and historical wealth that exists, Indonesia is a country that is very worthy to be visited by tourists (Lestari et al., 2022; Manalu & Yuliantoro, n.d.; Peristiwa, 2020; Subarkah & Rachman, 2020).

In the economic aspect, the tourism sector contributes foreign exchange from foreign tourist visits (tourists) and Gross Domestic Product (GDP) and its components. In the social aspect, tourism plays a role in absorbing labor, appreciating art, national traditions and

culture, and enhancing national identity (Ausat et al., 2023; Syahbudi & Ma, 2021; Wu et al., 2021; Yacob et al., 2021). In the environmental aspect, tourism can promote tourism products and services such as the wealth and uniqueness of nature, the sea and is an effective tool for the preservation of the natural environment and traditional cultural arts (Butarbutar, 2021; Fang & Fang, 2020; Ginting et al., 2023; Kristiana, 2019). In terms of employment, the WTO illustrates that one in eight workers in the world depend directly or indirectly on tourism.

The multiplier effect on the tourism sector is a value that indicates the extent to which income spent by tourists can stimulate further spending so that it can increase economic activity (Kwon et al., 2020; Nugraha & Flora, 2022; Shvets, 2020). In fact the importance of tourism is multifaceted because this industry is closely linked to a number of global industries and sectors, ranging from trade to ecological conservation (allocation of natural resources for the present and the future) (S. A. R. Khan et al., 2022; Richardson, 2021; Scheyvens & Cheer, 2022).

One of the regions in Indonesia with a mainstay tourist destination with well-known and worldwide hits is South Sulawesi, one of the eastern regions of Indonesia which is often nicknamed the Anging Mamiri City which has beautiful panoramas as well as cultural uniqueness. South Sulawesi is a region known for its very diverse tourism sector, including marine tourism, nature tourism, cultural tourism and culinary tourism. The tourist attractions referred to as the worldwide religious tourism of Tana Toraja, the Losari beach pavilion, the largest water ride in Asia, the Bugis Waterpark Adventure, Bira Beach, the Center Point of Indonesia (CPI), the Bantimurung Butterfly Park, and the Malino Pine Forest. Apart from tourism, there are also various kinds of typical South Sulawesi food including Banana Epe, Pisang Ijo Ice, Barongko, Coto Makassar, Sop Konro, Kapurung, Nasu Palekko, Parape Grilled Fish, Mie Titi, Nasu Likku, Songkolo Begadang, Gogos, Dangke, Pallu Butung, Cucuru, Hoe Doko-doko, Toraja coffee, Cukke cake and many more. Based on the factors that attract tourists or motivate someone to look at tourist objects because of the fame of the object, the places that are being discussed and those that are currently in the news.

On the other hand, the use of tourism itself is not only limited to historical, philosophical and aesthetic values, but also in terms of economic value through the development of tourism which can create jobs and contribute to regional income. The function of tourism from an economic perspective can be argued that foreign exchange can be obtained from the tourism sector, both in the form of expenses for foreign tourists and as investors in the tourism industry including receipts in the form of levies for tourists. Conversely, if tourist visits decrease significantly, it will have an impact on reduced turnover of traders and MSMEs, decreased income, decreased consumption and a negative impact on the community's economy. Given the amount of income from the tourism sector is determined by the number of tourists who visit because tourists will incur costs to enjoy these tourist attractions. The tourism industry plays an important role in the Indonesian economy at the district, provincial and national levels. The tourism industry is a source of income, job creation which is important for economic growth which leads to the productivity of a country.

According to (Pertwi & SE, 2021; Yuandita, 2020), fluctuating tourism demand is influenced by various factors including income, facilities, travel costs, leisure time and promotions. Added to the research results according to (Indra & Nababan, 2020) tourist visits are influenced by income because if someone has income then part of that income will be used for recreation plus the millennial spirit of young people who want to please themselves.

In addition to income, facilities are also the cause of fluctuations in tourism demand because facilities are an important part of a tourist attraction because facilities are the selling point of a tourist attraction. Someone who travels with the aim of wanting to enjoy the facilities available and different from their place of origin. Leisure time is also a factor

in one's travel activities. With the availability of leisure time, a person will follow his own wishes either to rest, entertain himself, increase knowledge or develop skills objectively or to increase participation in society. Even though there is a lot of money available, leisure time is not available, so travel does not occur. Many people are very attached to their work but if there is leisure time then travel will be made.

The importance of travel costs to make tourism requests because a tourist trip is difficult to occur if no travel costs are incurred. Even though there is no entrance fee or ticket fee that must be paid by visitors, visitors who come from locations far from the tourist objects visited have different prices that must be paid with visitors who are close to the tourist objects to obtain the same benefits. Visitors whose homes come from remote locations require large travel costs in requesting tourism products. Promotion is also one of the factors causing tourism demand. Promotion is an important thing to introduce any tourism potential so that tourists can prepare for tourist trips (pratama and nurini, 2016). The many kinds of promotions about tourist attractions make visitors more willing to make tourism requests.

Promotions that are obtained from various sources such as TV commercials, brochures and from close friends such as work colleagues, recitation or a social gathering have the most influence because if you don't try to feel prestige, worry about being seen as not following the trend, out of date and so on. In addition, economic value measurements will be carried out to determine resource potential and the level of damage from exploration in the area (Selviana, 2019; Wicaksono, 2020). Measurement of this economic value is needed by policy makers so that decisions taken can be fair in all aspects (Darsana & Sukaarnawa, 2023; Eddyono, 2023; Rosalia, 2022).

Regarding some of the phenomena and theories that have been put forward previously related to tourism demand, the authors are encouraged to conduct research with the title "Analysis of Factors Influencing Demand for Tourism in South Sulawesi"

2. RESEARCH METHOD

This study uses a quantitative approach that measures and analyzes the effect of income (x1), facilities (x2) travel cost (x3), leisure time (x4), promotion (x5) on tourism demand (Y). The population in this study were all tourists from South Sulawesi in the specified year. The sample is a subset of the population which consists of several members of the population. The sample size in this study was determined as much as 100 because this research is a survey research where according to Roscoe (1975) that the sample size should be 10 times larger than the number of variables in the study and this research uses 5 variables, the number of samples is 50 samples but because this number is the minimum number is sufficient to be 100 so that it can be considered representative because it is already greater than the minimum sample limit and to avoid invalid data, another questionnaire can be used.

The analytical method used is multiple linear regression analysis . Multiple linear regression analysis is the development of a simple linear regression analysis whose equation involves two or more variables in the analysis whose purpose is to calculate the estimated parameters and to see whether the independent variables are able to explain the dependent variable and have an effect. The program used is the *SPSS program* , with a significance level of $\alpha=0.05$ or 5% (the smaller the significance level, the better for research because the greater the level of confidence). This research is not too big of a risk compared to research in the health sector, so a 5% significance level with a 95% confidence level was used.

With the equation model used as follows:

$$Y_1 = f(X_1, X_2, X_3, X_4, X_5) \quad (1)$$

And to estimate the regression coefficient, it is necessary to include it in the model so that the following equation is obtained:

$$Y = \alpha_0 + \alpha_1 X_1 + \alpha_2 X_2 + \alpha_3 X_3 + \alpha_4 X_4 + \alpha_5 X_5 + \mu \quad (2)$$

Where :

X_1	= Income
X_2	= Facilities
X_3	= Travel cost
X_4	= Leisure time
X_5	= Promotion
Y	= Tourism demand
α_0	= Intercept (Y value if X=0)
μ	= Error term
$\alpha_1, \alpha_2, \alpha_3, \alpha_4, \alpha_5$	= Regression coefficient

3. RESULTS AND DISCUSSIONS

The results of multiple linear regression calculations regarding the analysis of factors affecting the demand for tourism in South Sulawesi, in this case, can be seen from the number of visits made by individuals.

Based on the data in Table 1, the regression calculation results obtained a constant value of 0.046. This means that there is influence from the independent variables used in this study, so tourism demand as seen from the number of times tourists visit will increase by 0.046 requests per year.

The next analysis is all the variables placed in the model, namely tourism demand (Y), income (X1), facilities (X2), travel costs (X3), leisure time (X4) and promotions (X5).

Table 1. Recapitulation of multiple linear result data

Variable	Constant	Regression Coefficient	T-Statistics	Probability
	0,46			
X1 →Y		9.083E-8	1984	0.050
X2 →Y		0.053	2,227	0.028
X3 →Y		7.008E-7	4,868	0.000
X4 →Y		0.064	2,199	0.030
X5 →Y		0.137	2,419	0.017
Significance at α	= 5%			
R-Squared	= 0.617 → 61.7%			
F-Statistics	= 30,337			
N	= 100			

Source: Primary data after processing, 2023

Based on the estimation results in Table 1 above using the IBM SPSS Statistics 23 program, the multiple linear regression equation can be written as follows:

$$Y = 0.046 + 9.083E-8X_1 + 0.053X_2 + 7.008E-7X_3 + 0.064X_4 + 0.137X_5 \quad (3)$$

The statistical test results show that the income variable influences the demand for tourism in South Sulawesi. This is known by looking at the level of significance seen in the probability value of $0.050 \leq 0.05$ and the regression coefficient value of 9.083E-8. This means that there is a positive and significant effect of the income variable on tourism demand. This is in line with the hypothesis which states that income has a positive and significant effect on the demand for tourism in South Sulawesi. A person's income will determine whether to go on a tour, so that if income increases, the greater a person's desire to take a tour. This is in line with research conducted by Muh Indra (2020). Based on the research he conducted in Central Kalimantan, it was stated that the income variable had a positive and significant effect on tourism demand and income greatly influenced someone in making tourist visits.

The statistical test results show that the facility variable influences the demand for tourism in South Sulawesi. This is known by looking at the level of significance seen in the probability value of $0.028 < 0.05$. Furthermore, the value of the regression coefficient is 0.053. This means that there is an influence of facilities on tourism demand, when facilities increase by 1 type, demand will increase by 0.053 times per year and this is in accordance with the hypothesis which states that facilities have a positive and significant effect on tourism demand in South Sulawesi. This is in line with research conducted by Nurbaeti (2021) on the Cipondoh lake tourism object, the city of Tangerang, whose findings state that the facility variable affects the demand for Bantimurung natural tourism.

The statistical test results show that the travel cost variable affects the demand for tourism in South Sulawesi. This is known by looking at the level of significance seen in the probability value of $0.000 < 0.05$. Furthermore, the value of the travel cost regression coefficient is $7.008E-7$. This means that there is an effect of travel costs on tourism demand and any change in travel costs of one rupiah will increase demand by $7.008E-7$ times per year. Previously it was suspected that travel costs had a negative and significant effect on tourism demand in South Sulawesi, but from the results of the study it turned out that travel costs had a positive effect on tourism demand. Based on the research he conducted, it was stated that the travel cost variable had a positive and significant effect on tourism demand and income greatly affecting someone in making a tourist visit.

The statistical test results show that the variable of leisure time has an effect on the demand for tourism in South Sulawesi. This is known by looking at the level of significance seen in the probability value of $0.030 < 0.05$. Furthermore, the leisure time regression coefficient is 0.064. This means that there is an effect of leisure time on tourism demand and the effect is significant positive, meaning that any change in one day's increase in leisure will increase demand by 0.064 times per year. This is in line with the hypothesis which states that leisure has a positive and significant effect on the demand for tourism in South Sulawesi. A person's leisure time will determine to travel, so if there is a lot of leisure time available, it will increase the frequency of traveling. This is in line with research conducted by Ayu Yulida (2021). Based on the research he conducted in the city of Bandung, he stated that the leisure time variable had a positive and significant effect on tourism demand.

The statistical test results show that the promotion variable has an effect on the demand for tourism in South Sulawesi. This is known by looking at the level of significance seen in the probability value of $0.017 < 0.05$. Furthermore, the value of the regression coefficient is 0.137. This means that there is a promotional effect on tourism demand, and any change in promotion sources by one percent will increase demand by 0.137. This is in line with the hypothesis which states that promotion has a positive and significant effect on the demand for tourism in South Sulawesi. The increasing number of promotional sources obtained by tourists will increase the demand for travel. This is in line with research conducted by Widayanti (2012), stating that the promotion variable has a positive and significant effect on tourism demand.

It can be seen from the data recapitulation that the R-square is 61.7% which means that the dependent variables included in this study simultaneously affect the independent variables by 61.7% and the rest are influenced by other variables not included in this study. This value is considered to have met

The Influence of Income on South Sulawesi Tourism Demand.

The effect of income on the demand for tourism in South Sulawesi is shown by the results of data analysis on the income variable, the value of $t\text{-count} > t\text{-table}$ is $1,984 > 1,660$ at a confidence level of 95% ($\alpha = 0.05$), the significance value is equal to 0.05 ($0.05 \leq 0.05$) means that partially the income variable has a significant and positive effect on the demand for tourism in South Sulawesi. The regression coefficient value is 9.083, which means that for every increase in income of 1 rupiah, it will increase the frequency of tourism requests

by 9.083 times per year assuming other variables remain constant. This means that the existence of tourist income derived from work or pocket money for unemployed tourists can make someone to make tourism requests during the research period. Increasing a person's income can also increase his demand for travel because he feels that income is not only used to meet basic needs but some is used to unwind after work or to get out of daily routines so that income or pocket money is used to find new things that are fun heart.

Income makes a person determine tourism demand because income is an important factor in determining tourism demand so that there is an increase in income, so that person will travel or visit tours according to what he wants even though the tourist attraction is far from his place of residence to provide pleasure and peace for himself. Alone. This shows that the tourist objects in this study are normal goods because they are directly proportional to changes in tourist income, if tourist income increases, demand will increase and if income decreases, demand for tourism will also decrease.

A tourist after being tired of working and earning income, that person wants to get out of the daily routine by going on a tour to gain experience during the tour, for example someone visiting a place that has been making him curious or a place that will increase his knowledge about outside life. which has not been found anywhere else. This finding corroborates previous research conducted by Indra (2020) which concluded that income has a positive effect on tourism demand.

The Influence of Facilities on South Sulawesi Tourism Demand.

The effect of facilities on the demand for tourism in South Sulawesi is shown by the results of data analysis on the facility variable, the value of $t\text{-count} > t\text{-table}$ is $2,227 > 1,660$ at a confidence level of 95% ($\alpha=0.05$), the significance value is $0.028 (0.028 < 0.05)$ means that partially the facility variable has a significant and positive effect on the demand for tourism in South Sulawesi. The regression coefficient value is 0.053 which means that for each additional facility of 1 type it will increase the frequency of tourism requests by 0.053 times per year assuming other variables remain constant. This means that the more types of facilities that can be used or accessed by tourists at tourist attractions, the demand for tourists will increase because tourists will feel satisfied and will not be in vain visiting these attractions.

The many facilities that can be used by tourists can attract someone to travel because someone does not just go for a trip but to find a comfortable and safe place because it is useless to go far from a comfortable place to travel while the facilities to be used are not makes us comfortable, if so it feels useless to pay for travel if the facilities to be used are not available.

Facilities are needed by tourists to support their activities when they are in the tourist area. If there are no facilities, the tourist spot is just empty land, even though it is wide, because good recreational facilities determine the comfort of tourists while in tourist attractions. Facilities are a very important element of tourism, because regardless of the size of a tourist attraction, if the tourist attraction does not have facilities, the request to visit the tourist object will be undone because after all tourists are willing to leave their place of origin to enjoy a place that is different from their original place. There are also different facilities. This finding corroborates previous research conducted by Nurbaeti (2021) who concluded that facilities have a positive effect on tourism demand.

The Effect of Travel Costs on South Sulawesi Tourism Demand.

The effect of travel costs on tourism demand in South Sulawesi is shown by the results of data analysis on the travel cost variable, the value of $t\text{-count} > t\text{-table}$ is $4.868 > 1.660$ at a confidence level of 95% ($\alpha = 0.05$), the significance value is equal to $0.000 (0.000 < 0.05)$ means that partially the travel cost variable has a significant and positive effect on the demand for tourism in South Sulawesi. The regression coefficient value is 7.008, which means that for every additional 1 rupiah in travel costs, it will increase the frequency of

tourism requests by 7.008 times per year assuming other variables remain constant. This means that if travel costs increase, the demand for tourism will also increase, this happens because someone wants to travel far from their place of residence which certainly requires a long distance so that the travel costs required are greater to make requests for a tourist attraction.

Most tourists, before making a tourist visit, have set aside income for travel cost which are usually targeted at tours that are far from tourist attractions that cost a lot of money, not because they are rich, but because they have a sense of satisfaction within themselves when they travel to faraway places, through many areas that have never been visited. previously, apart from that consumption for souvenirs returned to the place of origin of various variants of food and drinks as well as goods that could be distributed to close relatives to share happiness, so that increased costs were not so much a major problem because happiness and comfort were prioritized.

Apart from the reasons above, many tourists increase the cost of consuming food and drink while traveling or at tourist attractions for reasons of pleasure so that they seem less concerned about the costs incurred as long as the tourist feels happy because according to him after going on a tour, money can be made again by working. and some tourists have allocated special costs for travel so that before the allocated costs have not been used up, they will not stop spending. This finding corroborates previous research conducted by Indra (2020) and Frozen (2018) which concluded that travel costs have a positive effect on tourism demand.

The Effect of Leisure Time on South Sulawesi Tourism Demand.

The influence of leisure time on the demand for tourism in South Sulawesi is shown by the results of data analysis on the leisure variable, the value of $t\text{-count} > t\text{-table}$ is $2,199 > 1,660$ at a confidence level of 95% ($\alpha = 0.05$), the significance value is 0.030 ($0.030 < 0.05$) means that partially the leisure time variable has a significant and positive effect on the demand for tourism in South Sulawesi. The regression coefficient value is 0.064 which means that every additional 1 day of leisure time will increase the frequency of tourism requests by 0.064 times per year assuming other variables remain constant. This means that the more leisure time a person has, the greater the demand for travel, and vice versa, the less leisure time, the lower the demand for travel. Many people, even though the budget allocation for travel is fulfilled, but if there is no leisure time, the request for travel will be undone and when leisure time increases they will use this time to please themselves because according to them time should be filled with fun things instead of staying at home.

Leisure time, in this case, holidays are highly anticipated by people who part of their time is used for work or carrying out routines so that leisure time provides an opportunity to do anything outside of the daily routine. To fill that time, a person chooses to travel, enjoy nature, travel way to get rid of fatigue. Even before the holiday arrives, someone has prepared activities for refreshing in advance so that the time can be used properly without wasting a bit of time just thinking about what to do or which places to visit when the time off arrives. These findings corroborate previous research conducted by Ayu Yulida (2021) who concluded that leisure time has a positive effect on tourism demand.

The Effect of Promotion on South Sulawesi Tourism Demand.

The effect of promotion on the demand for tourism in South Sulawesi is shown by the results of data analysis on the promotion variable, the value of $t\text{-count} > t\text{-table}$ is $2.419 > 1.660$ at a confidence level of 95% ($\alpha=0.05$), the significance value is equal to 0.017 ($0.017 < 0.05$) means that partially the promotion variable has a significant and positive effect on the demand for tourism in South Sulawesi. The regression coefficient value is 0.137 , which means that each additional promotion gain by 1 source will increase the frequency of tourism requests by 0.137 times per year assuming other variables remain constant. This means that with the many available promotional sources obtained by

tourists, it can encourage an increase in tourist demand. This happens because promotion is able to express what potential exists in tourist objects and the development of tourist objects so that tourists are interested in making requests at these attractions.

Promotion increases the demand for tourism because promotion is informational, introduces or reminds of tourism products, so with the many sources of promotion that a person gets, the more information that potential tourists know so that they are interested in visiting to enjoy or just take a look at the sights that are served at the tourist spot. But of the many sources of promotion, social media has dominantly influenced demand because now is an era where people from all walks of life use social media to find out something from various regions. In addition, various promotional media sometimes provide discounts on travel costs for someone who consumes tourism products so that someone will be interested in making a request because they don't want to waste an opportunity they don't know when it will come again.

Promotional sources really add to the demand for tourism from various groups, especially millennials who are very enthusiastic about taking selfies with a beautiful and aesthetically pleasing background to upload on their respective social media. This finding corroborates previous research conducted by Widayanti (2012) who concluded that promotion has a positive effect on tourism demand.

Economic Value of Bira Beach and Malino Pine Forest Tourism Objects.

By paying attention to tourists who visit every year, it can be said that the economic value of the tourist attraction of Bira and the Malino Pine Forest is high. One of the reasons is because of the natural beauty of Pine and the natural beauty of the white sand and underwater nature of the Bira beach. Strengthened by the travel costs incurred by each tourist is not an obstacle, which means that the high cost of travel is not an obstacle, even according to him it is a need that can satisfy them. In this statement, it can also be interpreted that the economic value offered by the two tourist objects is very profitable because the costs incurred by tourists will be replaced by the satisfaction enjoyed after arriving at their destination.

In estimating or estimating the economic value of Bira Beach and Malino Pine Forest tourism, it can be done using the travel cost method. Some of the costs referred to in this method are transportation costs, entrance ticket costs, souvenir costs, food and drink costs and other costs used to access these tourist objects.

One indicator that can affect travel costs is consumption costs and other costs that will be incurred every time you visit a tourist spot. This means that tourism activities are economic in nature where in economics theory states that the greater the allocation of costs to be incurred by potential tourists, the potential tourists have a tendency to choose tourist attractions with lower costs. Based on the results of calculations using the travel cost method, it is known that the consumer surplus per individual bira beach tourist is Rp. 854,179 per individual per visit, a total economic value of Rp. 385,392,752,115/year is obtained and the consumer surplus per individual malino pine forest tourist is Rp. 616,364 per individual per visit then a total economic value of IDR 202,691,917,764/year is obtained. These results are obtained by multiplying the consumer surplus by the estimated visits in the year this research was conducted.

Based on the results of calculations using the travel cost method, the amount of consumer surplus value is indicated as the ability of visitors to actually be willing or still able to pay more to be able to enjoy the tourist object and of course it is conditional in terms of the willingness to pay between the two tourist objects discussed in this study which This means that the attitude of willingness to pay differs between tourist attractions. Willingness to pay is closely related to tourist income, because tourists who have high incomes will tend to be willing to pay higher compared to people with low incomes. The economic value is also the amount that must be borne by the people who live around the tourist spot if the tourist spot is damaged or loses its tourist attraction.

4. CONCLUSION

Based on the results and discussion that has been carried out in the previous chapter, several conclusions can be drawn regarding the analysis of factors influencing the demand for tourism in South Sulawesi. Income variable (X1) has an effect on the demand for tourism in South Sulawesi (Y) income has a positive effect on a person's willingness to travel because income is the main access tool for travel, so with income one can travel according to his wishes. If someone does not have money, travel anywhere will not be possible because travel costs money. The facility variable (X2) has an effect on tourism demand in South Sulawesi (Y). Facilities are influential because tourists need facilities to support their activities while in the tourist area so that when there are more facilities, the desire to make tourism requests increases because after all tourists will leave their homes only to enjoy facilities that are different from their homes. The travel cost variable (X3) has an effect on the demand for tourism in South Sulawesi (Y). Travel costs have an effect because traveling is for fun, releasing fatigue after work so that the attitude will be less concerned with the costs incurred as long as the tourist feels happy because according to him after going on a tour, money can be earned again by working and some tourists have allocated special costs to travel so that before the allocated costs have not been used up, they will not stop spending. The leisure time variable (X4) has an effect on the demand for tourism in South Sulawesi (Y). Leisure time has an effect because leisure time, in this case holidays, is highly anticipated by people who part of their time is used for work or carrying out routines, so if leisure time is available, it provides an opportunity to do anything outside of the daily routine. To fill that time, a person chooses to travel, enjoy nature, take a walk to get rid of fatigue. The promotion variable (X5) has an effect on the demand for tourism in South Sulawesi (Y). Promotion has an effect because promotion is informing, introducing or reminding of tourism products, so with the many sources of promotion that a person gets the more information that potential tourists know so that with that they are interested in visiting to enjoy tourist attractions or just looking at the sights that are served at the tourist spot. The economic value is known from the consumer surplus per individual bira beach tourist of Rp. 854,179 per individual per visit, a total economic value of Rp. 385,392,752,115/year is obtained and the consumer surplus per individual malino pine forest tourist is Rp. 616,364 per individual per visit, the economic value is obtained. a total of IDR 202,691,917,764/year. Suggestions for the development of future research related to factors affecting tourism demand in South Sulawesi are to conduct more in-depth research to analyze the factors that have been identified (income, facilities, travel costs, leisure time, and promotion). Furthermore, this research could explore the cause-and-effect relationship between these variables and tourism demand. For example, does an increase in income directly result in an increase in tourism demand or do other factors also play a role in tourists' decision-making. Deepen understanding of tourists' perceptions and preferences regarding factors that influence tourism demand. Through interviews, surveys, or other methods, this research can investigate the reasons behind tourists' decisions, their preferences for certain types of facilities, their expectations of promotions, and the extent to which they are sensitive to travel costs. Conducting comparative studies with other tourism destinations in Indonesia or in similar regions can provide a broader understanding of the factors that influence tourism demand. By comparing and analyzing the differences and similarities between destinations, this research can identify the key factors that influence tourism demand in South Sulawesi specifically. To gain a deeper understanding and more accurate results, future research could use more advanced analytical methods, such as multivariate regression models, path analysis, or spatial analysis. These analytical methods can help identify complex relationships and interactions between variables that influence tourism demand. Involving relevant parties, such as local governments, tourism industry players, and local communities, in the research process can provide diverse and in-depth perspectives. This can help identify the

challenges and opportunities that exist in the development of the tourism sector in South Sulawesi and help formulate more effective and sustainable policies.

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