

Do the Ecotourism Destination Interesting for Millennial Tourism?

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Abstract

This study aims to analyze and measure the influence of the significance of the determinants of tourism supply side to demand side tourist. Methodology uses the design of field surveys and explanation. Samples were taken in non probability sampling of 200 respondents. The model used is path analysis. The results showed. *First*, the development of tourism products directly influence positively and significantly to frequency of millennial tourist visits and millennial tourist expenditure, not positive influence and significant on length of millennial stay tourist. *Second*; environmental uniqueness a direct influence negative and significant on long-stay of millennial tourist, no direct and significant influence on the frequency of millennial visits and millennial tourist spending. *Third*; tourism promotion a significant negative direct influence on length of stay and millennial tourist spending, and not significant positive influence on the frequency of tourist visits. *Fourth*; the frequency of millennial tourist visits not positive and significant direct influence on millennial tourist expenditure, length of stay tourist, and a significant direct influence on tourist expenditure, *Fifth*; determinants of ecotourism destination interesting for millennial tourist are development of tourism product, environmental uniqueness of destination and length of stay tourist.

Keywords: Ecotourism, Destination, Interesting, Millennial, Tourism

I. INTRODUCTION

Indonesia's position in ecotourism development is very strategic because it is supported by the wealth of flora and fauna that become the basic capital to serve as a tourist destination object. The high biodiversity potential is 10% of the world's flowering plants, 12% of mammals, 16% of reptiles and amphibians, 17% of birds, 25% of fish, and 15% of insects, [13]. In the animal world, Indonesia also has a privileged position in the world, of which from 500 to 600 species of large mammals (36% endemic), 35 species of primates (25% endemic), 78 species of bent beaks (40% endemic) and 121 species of butterfly butterflies (44% endemic) (McNeely et.al. 1990, Supriatna 1996). Approximately 59% of Indonesia's land area is a tropical rain forest or about 10% of the world's existing

forest (Stone, 1994). About 100 million hectares are classified as protected forests, of which 18.7 million hectares have been designated conservation areas. The high biodiversity potential has created a variety of tourism products / tourist attractions scattered throughout the country, both in the sea, beaches, forests and mountains, all of which can be developed for tourism. Accordingly, Wall (1995) in Gufran (2003) and Fandeli (2000) [23] states that the wet tropical / rainforest conditions throughout the Indonesian archipelago are a destination, where the destinations for ecological tourism are possible to gain the greatest benefit through ecological aspects (natural environment), socio-cultural aspects and economic aspects for the community, managers and for the government (stakeholders).

The rapid development of ecotourism, as one of the tourism industry potential to increase foreign exchange revenue, especially in the last decade. Nesparnas 2001-2011 report states that in 2007, ecotourism contributed foreign exchange amounting to Rp.60 trillion and increased to Rp. 80 trillion in 2008 or an increase of 33%. Contribution was obtained from the visit of foreign tourists as much as 6.5 million people to the ecotourism area spread in various destinations in Indonesia. Ecotourism development that promotes the concept of environmental conservation and local cultural values, according to Lascuarin (1997) [35], Ardika (2004) and Fandeli (2000) [23] is logical from the concept of sustainable development, which requires a careful approach to discipline and planning (both physically and administered), reflecting environmental insight and following the rules of balance and sustainability.

The World Tourism Organization (WTO) report 2010, shows that the number of global tourists is 1.018 million with foreign exchange earnings of US \$ 3.4 trillion, world tourism investment of 10.7% of the world's capital and employment of 204 million people [45]. The development of global tourists has now shifted to young tourists, or the millennial group, which is characterized by the large number of young tourists traveling (Richards, 2006). Millennial tourists are identified as the generation born between 1982 - 2000 (Howe & Strauss in Putra, 2016), where the millennial generation sets their initial choices and views as a new attitude towards tourism (Fermani et al., 2011; Leask et al., 2013). Digital transformation is a

bridge to tourism 4.0, which changes the entire tourism ecosystem cycle from the manual book approach to a cyber and visual approach. Cyber and visual approaches that focus on social and network are the basis and reference for millennial tourists to make choices and travel choices (Manovich in [39]). Kelly in Magill (2017) [40] states that 85% of tourists in the world recognize that the role of comments, photo and video uploads on social media platforms influences someone's travel plans.

The shift in cyber culture led to a visual cultural shift for millennial tourists, who currently tend to visit a destination that is visually pleasing. Visualization of tourism objects in a good and informative manner, as well as natural destinations increasingly encourages tourists to enjoy the attractiveness of every ecotourism destination. The era of tourism 4.0 provides a significant change in tourism ecosystems, especially in the millennial generation who decide to visit each destination, including visits to natural attractions or ecotourism. The United Nations World Tourism Organization (UNWTO) estimates that by 2020 there will be around 370 million young tourists with total expenditure of 400 billion US dollars [60]. The prediction of the large number of visits is a great opportunity for the tourism sector, because the millennial generation is the target of the world tourism market, including Indonesia.

Seragaldin (1996), Spillane (1994) and Gufran (2008) stated that the development of the tourism industry is directed to sustainable tourism, through the development of ecological tourism (ecotourism), based on nature to seek balance and harmony in the environment and social, culture, and education. Purwanti (2010) also mentioned that ecotourism development is basically a means to realize sustainable economy. Through ecotourism, tourism products that can be enjoyed by visitors is the beauty, uniqueness, authenticity and knowledge (knowledge) that is in a region, even ecotourism sells products that are experience (experience) [24] and Kumar et., Al (2010). So ecotourism is a form of tourism with activities that rely on the ecological, social and economic conservation of local

communities and ensure the sustainability of natural and sustainable resources.

Central Kalimantan province with high and unique diversity of flora fauna has the potential to develop ecotourism activities (Haryanto, 2009) The existence of attractions in Tanjung Puting National Park (TNTP) and Sebangau National Park (TNS), as well as several other forest areas are examples concrete from ecotourism development such as Tanjung Puting National Park as the first rehabilitation center of orangutans in Indonesia, established by the government as the 33rd national main destination in the national tourism development strategy (Ministry of Culture and Tourism, 2007) .The development of TNTP ecotourism is divided into four location, in Tanjung Harapan, Pondok Tanggui, Pondok Ambung and Camp Leakey, where the four locations are tourists can enjoy tourist attractions such as: animal observation, orang utan feeding, trekking, black water ecosystem, river mouth, tropical forest plant research station, camping ground, art attractions and b udaya. Similarly, Sebangau National Park as one of the ecotourism development sites in Central Kalimantan, has the potential of natural beauty that includes landscapes, unique ecosystems, flora and fauna, art and culture of local communities, such as: works of art, customs, handicrafts of wicker rattan and purun as well as forms of community activities that support tourism activities), witnessed primates, such as: Orang Utan (*Pongo Pygmaeus-pygmaeus*), Owa-owa (*Hyllobates agilis*), Beruk (*Macaca nemestrina*), and Kelasi (*Presbytis rubicunda*). (Report of TNS Center 2011).

The policy of the local government to develop the attractions of Tanjung Puting National Park and Sebangau National Park as one of the major national destinations shows significant progress seen from tourist visits in the last ten years. The following shows the number of visits, length of stay and the expenditure of foreign tourists and domestic archipelago to the location of Central Kalimantan ecotourism period 2006 - 2015 through the entrance Tanjung Puting National Park and Sebangau National Park:

Table 1. Number of Visits, Duration of Stay and and Average of Expenditures of Travelers Visiting the Province of Central Kalimantan Year 2006 - 2015.

No.	Year	Visit	Tourist in 1 year (peron)	Amount (person)	Average of Length of Stay (day)	Average of Expenditure daily (Rp)	Total Expenditure (Rp) in thousand (000)
1.	2006	Foreign	1.086	2.206	3	1.500.000	4.887.000
		Domestic	1.120			500.000	1.680.000
Sub Total							6.567.000

2.	2007	Foreign	1.657	3.201	3	1.500.000	7.456.500
		Domestic	1.544			500.000	2.485.500
Sub Total							7.458.500
3.	2008	Foreign	2.460	3.618	3	1.500.000	11.070.000
		Domestic	1.158			500.000	1.737.000
Sub Total							12.807.000
4.	2009	Foreign	2.330	3.965	3	1.500.000	10.485.000
		Domestic	1.635			500.000	2.452.500
Sub Total							12.937.500
5.	2010	Foreign	3.609	5.638	3	1.500.000	16.240.500
		Domestic	2.029			500.000	3.043.000
Sub Total							19.284.000
6.	2011	Foreign	5.638	9.023	3	1.500.000	25.371.000
		Domestic	3.385			500.000	5.077.000
Sub Total							30.448.000
7.	2012	Foreign	8.330	12.581	3	1.500.000	37.485.000
		Domestic	4.251			500.000	6.376.500
Sub Total							43.861.500
8.	2013	Foreign	8.661	13.448	3	1.500.000	38.974.500
		Domestic	4.787			500.000	7.180.000
Sub Total							46.154.500
9.	2014	Foreign	9.006	13.596	3	1.500.000	40.527.000
		Domestic	4.590			500.000	6.885.000
Sub Total							47.412.000
10.	2015	Foreign	9.819	12.910	3	1.500.000	44.185.500
		Domestic	3.091			500.000	4.636.500
Sub Total							48.822.000

Source : Department of Culture and Tourism of Central Kalimantan, 2016.

Table 2 shows that the number of foreign and domestic tourists visiting Central Kalimantan Province through the performance of Tanjung Puting National Park and Sebangau National Park increased from 2,206 in 2006 to 12,091 in 2015, or an average growth of 18.24% . Expenditures of tourists visiting Central Kalimantan are reflected in every consumption of transportation, accommodation, consumption and other necessities growing by about 13.45%. Said average rate of expenditure per day foreign tourists is Rp. 1,500,000, - and domestic tourists of Rp. 500.000, - and the average length of stay of tourists at tourist sites is 3 days (Central Kalimantan Provincial Culture and Tourism Office 2016). The low growth rate of tourist visits and visits to Central Kalimantan during the period 2006-2016, because the city of Palangka Raya and Pangkalan Bun not as the entrance of foreign tourists, and is the absence of direct flights from the main entry such as Jogyakarta, Denpasar to the city of Palangka Raya.

II. LITERATURE REVIEW

III. Development of Tourism Supply to Tourism Demand

Ecotourism industry products are complex in comparison with general manufacturing products, because of their intangible product, it is necessary for good planning, to understand the nature and characteristics of the products to be offered and to attract tourists to visit a destination. Ubjaan (2005), Kelkit et al (2008), and Olivia (2009) [46] stated that the availability and packaging of tourism products (attractions and tourism support facilities) has a significant relationship with the number and frequency of tourist visits. Suradnya (2004) and Arismayanti (2009) [5] also stated that it is necessary to use the approach of life cycle of tourist destination and the variation of the development of tourist destination and the variation of cycle and attraction well so that tourists do not feel bored to visit the area. Suradnya study results (2005) [30] concluded that foreign tourists who visit Bali because of the attraction of natural beauty (natural beauty) that is equal to 5.12% of 8 (eight) variance is analyzed. This means that the factor of tourism products through the attractiveness of tour packages offered has a significant correlation with the visit of foreign tourists to Bali.

Variations of tourist attractions encourage tourists to visit the object wisata. Christopher et al (2010) and Collins et al (2010) stated that tourists who witnessed natural tourism products such as attractions have provided social benefits and provided a distinct pleasure to the enjoyment provided by the mass tourism. The Palacio (1997) study in Belize concluded that ecotourism products in the form of loose sights and the availability of accommodation facilities such as homestay and camping areas have become the preferences of tourists to visit and stay longer in the area because tourists feel comfortable during the tour and can enjoy the scenery freely. To keep the environmental components functioning properly, the ecosystem is in a dynamic order and balance, a comprehensive conservation effort is required. Mitchell, Setiawan and Rahmi (2000) stated that the concept of preserving the modern environment should contain the effort of utilizing the environment while maintaining its sustainability. From the statement of Mitchell, Setiawan and Rahmi (2000) it can be concluded that the development of ecotourism within the forest

area through the conservation concept aims to maintain the quality and integrity of the ecosystem towards eco-tourism development that is environmentally sound.

The unique environment becomes the basic capital to realize ecotourism development, because the unique tourist area will encourage tourists to visit and witness the area. Kelkit et al (2008) study states that the potential tourism product of Gallipoli National Park in Turkey is unique, has a significant relationship with the level of tourist visits and the length of stay of tourists in the area. Similarly, Palacio and McCool (1997) stated that there are four segments of tourist preference: tourists who like freedom in nature (escapist nature), ecotourism tourists, comfortable naturalists, passive players). Palacio and McCool (1997) and Zambrano et al (2010) concluded that there is a relationship between natural beauty and the uniqueness of the environment with the preferences of tourists to visit ecotourism areas. So it can be concluded that the unique and varied tourism products in the ecotourism area become the tourist attraction to visit the area, so that the supply of various tourism products will cause the demand of tourists to the product.

The presence of tourists in the area of ecotourism, basically will describe how much money they keluarkan to meet their needs. Rosemary (2007) [50] and Allen et al. (2007), stated that in general the reason tourists to spend their money to meet their needs during the trip is driven by three main reasons: (a) tourist income; (b) the uniqueness of the tourist product; and (c) prices of tourism products. With the uniqueness of the tourist product and the desire for consumption (tourist demand) may be a factor encouraging tourists to spend money during the tour. Promotion of tourism as one of the aspects of ecotourism offerings is intended to differentiate products and services offered intelligently and creatively, as it is important to emphasize diversity, infrastructure and use different techniques to expand the country of origin of tourists (Ritche and Goeldner in Lovo, 2003). The impact of tourism promotion on tourism products and the uniqueness of the environment according to Suradnya (2005) because of the factors of attraction of foreign tourists to visit ecotourism areas, namely: (1) the prices of reasonable tourism products; (2) culture in its various forms of manifestation; (3) the beach with all its charm; (4) leisure trips; (5) widespread opportunities for relaxation; (6) image (image) or big name of Bali; (7) natural beauty; (8) the friendliness of the locals.

Furthermore, Daniel and Aliza (2003) stated that there is a significant relationship between festival activities is a means to promote tourism to tourists, so tourists will visit and stay a few days in the location of the object, so that eventually the tourists will spend some money to meet their needs. Tourist activities within the ecotourism area are subjects that describe the frequency of tourist visits in a given period and how much time is spent to stay and how much money is spent during the berwisata. Gokova Liu, et al (2007) [27] mentions that there are 16 variables that significantly affect the length of stay tourists in kasawan sights, namely: education, income, experience, hospitality, daily expenses and so forth. Variable length of stay of tourists, and variable spending of tourists is the most significant influence, so Gokovali Liu et al (2007) [27] and Thrane (2011) [59] conclude that there is a significant

relationship between the length of stay and the expenditure of tourists.

III. RESEARCH METHODS

III.I Research Design

The research design is survey and observation method, by using questionnaires to obtain information related to primary data, and library method to collect data that have been published by institution and institution related to research variable. The research location is in two National Parks namely Tanjung Puting National Park within the administrative area of West Kotawaringin (Kobar) and Sebangau National Park within the administrative area of Katingan Regency, Pulang Pisau

Regency and Palangka Raya City. The population is foreign and domestic tourists visiting Tanjung Puting National Park and Sebangau National Park in Central Kalimantan Province. Determination of sample is done through technique of Nonprobability sampling, that is Convenience sampling. Then the accidental sampling method was used to determine the sample of 200 selected respondents. (Sugiono, 2002). Data were analyzed with statistic test model that is Path Analysis.

III.II Research Framework

The research framework that illustrates the relationship between variables and factors influencing tourist expenditure of millennial tourist, briefly illustrated in the model of the research mindset as follows:

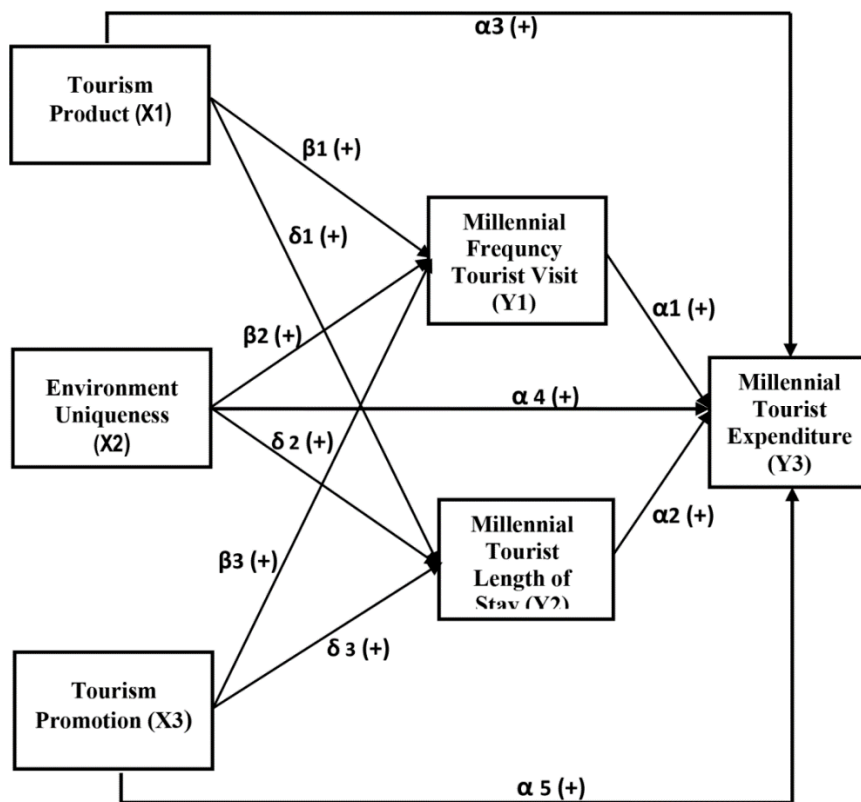


Figure 1. Model of Research Framework

Information:

Exogeneous Variables:

- Tourism Product (X1),
- Environmental Uniqueness (X2),
- Tourism Promotion (X3).

Endogeneous Variables:

- Frequency of Millennial Tourist Visits (Y1);
- Millennial Tourist Length of Stay (Y2);
- Millennial Tourist Spending (Y3).

Based on conceptual framework of picture 1, can be arranged functional relationship between variables in the

form of function equation as follows:

$$Y_1 = f (X_1, X_2, X_3) \dots\dots\dots (1)$$

$$Y_2 = f (X_1, X_2, X_3) \dots\dots\dots (2)$$

$$Y_3 = f (Y_1, Y_2, X_1, X_2, X_3), \dots\dots\dots (3)$$

Where :

- Y1 = Frequency of Millennial Tourist Visit
- Y2 = Millennial Tourist Length Stay

Y3 = Millennial Tourist Expenditures
 X1 = Tourism Product
 X2 = Environmental Uniqueness
 X3 = Tourism Promotion.

Furthermore from the function equation can be expressed in the simultaneous equation for linear regression estimation as follows:

$$Y1 = \beta_0 + \beta_1 X1 + \beta_2 X2 + \beta_3 X3 + \mu_1 \dots\dots\dots (1a)$$

$$Y2 = \delta_0 + \delta_1 X1 + \delta_2 X2 + \delta_3 X3 + \mu_2 \dots\dots\dots (2a)$$

$$Y3 = \alpha_0 + \alpha_1 Y1 + \alpha_2 Y2 + \alpha_3 X1 + \alpha_4 X2 + \alpha_5 X3 + \mu_3 \dots\dots\dots (3a)$$

Where :

$\beta_0, \delta_0, \alpha_0$ are constants

$\beta_1, \beta_2, \beta_3, \delta_1, \delta_2, \delta_3, \alpha_1, \alpha_2, \alpha_3, \alpha_4$ are the parameters to be estimated.

μ_1, μ_2, μ_3 are random error.

Then from the simultaneous equations in equations (1a), (2a) and (3a) are expressed in the reduced form form:

1. Equation (1a) for Y1 can be directly rewritten in the reduced form form, as follows:

$$Y1 = \beta_0 + \beta_1 X1 + \beta_2 X2 + \beta_3 X3 + \mu_1 \dots\dots\dots (1b)$$

Where: $\beta_1, \beta_2,$ and β_3 are coefficients which each show the direct effect of variables X1, X2, and X3 on variable Y1 (visit frequency).

2. The second reduced form equation for Y2 is, by substituting the equation (1a) for Y1 into equation (2a), so that the reduced form Y2 formula is given as follows:

$$Y2 = \Omega_0 + \Omega_1 X1 + \Omega_2 X2 + \Omega_3 X3 + \mu_2 \dots\dots\dots (2b)$$

Where :

$\Omega_0 = \delta_0 + \delta_1 \beta_0$ is a constant

$\Omega_1 = \delta_1 \beta_1 + \delta_2$ is the total effect of X1 to Y2 which consists of a direct influence of X1 to Y2 of δ_1 .

$\Omega_2 = \delta_1 \beta_2 + \delta_3$ is the total effect of X2 to Y2 consisting of the direct effect of X2 to Y2 by δ_2 .

$\Omega_3 = \delta_1 \beta_3 + \delta_4$ is the total effect of X3 to Y2 consisting of a direct influence of X3 to Y2 of δ_3 .

$\mu_2 = \delta_1 \mu_1 + \mu_2$ is a composite random error.

3. The third reduced form equation for Y3 by substituting equations (1a) and (2a) into equation (3a), so that the reduced form Y3 is obtained as follows:

$$Y3 = \pi_0 + \pi_1 X1 + \pi_2 X2 + \pi_3 X3 + \mu_3 \dots\dots\dots (3b)$$

Where :

$\pi_0 = \alpha_0 + \alpha_1 \beta_0 + \alpha_2 \delta_0 + \alpha_2 \delta_1 \beta_0$ is a constant

$\pi_1 = \alpha_1 \beta_1 + (\alpha_2 \delta_1 \beta_1 + \alpha_2 \delta_2) + \alpha_3$ is the total effect of X1 to Y3 consisting of the direct effect of

X1 to Y3 of α_3 plus the indirect effect through Y1 of $\alpha_1 \beta_1$ and the indirect effect through Y2 of $\alpha_2 \delta_1$.

$\pi_2 = \alpha_1 \beta_2 + (\alpha_2 \delta_1 \beta_2 + \alpha_2 \delta_3) + \alpha_4$ is the total effect of X2 to Y3 which consists indirectly

through Y1 of $\alpha_1 \beta_2$ and through Y2 of $\alpha_2 \delta_2$.

$\pi_3 = \alpha_1 \beta_3 + (\alpha_2 \delta_3 \beta_3 + \alpha_2 \delta_4) + \alpha_5$ is the total effect of X3 on Y3 which comprises the direct

influence of X3 to Y3 of α_5 plus the indirect influence through Y1 of $\alpha_1 \beta_3$ and the indirect effect through Y2 of $(\alpha_2 \delta_3)$

$\mu_3 = \alpha_1 \mu_1 + \alpha_2 \delta_1 \mu_1 + \alpha_2 \mu_2 + \mu_3$ is the composite random error of equations (1a), (2a) and (3a).

IV. RESULT AND DISCUSSION

IV.I Analysis of Influence of Sustainable Ecotourism Development Influence on Millennial Tourist Spending

The results of the analysis of the relationship path between variables that describes the presence or absence of the influence of ecotourism interesting destination on the expenditure of millennial tourists with reference to research models that have been built previously. Table 3 shows the probability value of each relationship between variables one with other variables. If the influence between the variables shows probability values below 0.05 (level 5%), significant and hypotheses can be accepted or proven, with the following description:

Table 3. Result of Testing Influence of Dominant Factor (Tourism Product Development, Environmental Uniqueness, Tourism Promotion, Frequency of Millennial Visits and Length of Stay of Millennial Travelers on Tour Spending Based on Research Model.

No.	Correlation		Estimation	C.R	P	Conclusion
	Independent Variable	Dependent Variable				
1	Tourism Products (X ₁)	Frequency of Millennial Tourist Visits (Y ₁)	0,3367	4,0213	0,0000	Signifikan
		Length of Stay of Millennial Tourist(Y ₂)	-0,0527	-1,6548	0,0980	Not Signifikan
		Expenditure of Millennial	0,2766	7,8049	0,0000	Signifikan

		Tourist (Y ₃)				
2	Environment Uniqueness (X ₂)	Frequency Tourist Visits (Y ₁)	0,1390	1,4445	0,1486	Not Signifikan
		Length of Stay of Millennial Tourist(Y ₂)	-0,0868	-2,3734	0,0176	Signifikan
		Expenditure of Millennial Tourist (Y ₃)	0,3528	0,8365	0,4029	Not Signifikan
3	Tourism Promotion (X ₃)	Frequency of Millennial Tourist Visits (Y ₁)	-0,0922	-0,0457	0,2957	Not Signifikan
		Length of Stay of Millennial Tourist (Y ₂)	-0,0658	-1,9648	0,0494	Signifikan
		Expenditure of Millennial Tourist (Y ₃)	-0,0864	-2,4466	0,0144	Signifikan
4	Frekuensi of Millennial Tourist Visit (Y ₁)	Expenditure of Millennial Tourist (Y ₃)	0,0220	0,6683	0,5040	Not Signifikan
5	Length of Stay of Millennial Tourist (Y ₂)	Expenditure Milennial Tourist (Y ₃)	0,1846	2,1338	0,0329	Signifikan

Source: Primary Data 2017, processed

Information : * = significant at the 0.05 level

Table 3 above shows the effect of variables based on the model and research results as follows:

1. Tourism Products have a positive and significant impact on the Frequency of Millennial Visits which is evidenced by CR value. = 4.0213 and the value of P = 0,000 or significant.
2. Tourism Product does not have a positive and significant effect on the millennial length of stay. Tourists proved by CR = -1,6548 and P = 0.0980 are not significant.
3. Tourism Products have a positive and significant impact on Holiday Spending. This is evidenced by the magnitude of the effect coefficient is 7.8049 with a value of P = 0,000, significant.
4. The Uniqueness of the Environment has no positive and significant impact on the Frequency of millennial Visitor Visits. This is evidenced by the magnitude of the coefficient of effect of CR = 1.4445 with value P = 0.1486, not significant.
5. The uniqueness of the environment has a significant negative and significant impact on millennial travelers' length of stay. The magnitude of coefficient of influence of CR = -2.3734 with value P = 0,4029, not significant.
6. Environmental Uniqueness does not have a positive and significant impact on Holiday Spending. The magnitude of coefficient of influence of CR = 0.8365 with value P = 0.0176, significant.
7. Tourism Promotion does not have a positive and significant impact on the Frequency of Millennial Visitor Visits. The magnitude of coefficient of influence of CR = -0,0457 with value P = 0,2957, not significant.
8. Tourism Promotion has a negative and significant impact on millennial travelers' length of stay. The magnitude of coefficient of influence of CR = -1,9648 with value P = 0,0494, significant.

9. Tourism Promotion has a negative and significant impact on Holiday Spending. The magnitude of coefficient of influence of CR = -2.4466 with value P = 0.0144, significant.
10. Frequency of Visitor Visit does not have a positive and significant impact on Holiday Spending. The magnitude of coefficient of effect of CR = 0,6683 with value P = 0,5040, not significant.

11. Duration of Live Travelers positively and significantly influence on Holiday Spending. The magnitude of coefficient of influence of CR = 2,1338 with value P = 0,0329, significant.

IV.I The Relationship Tourism Supply on Tourism Demand

IV.I.I The Influence of Tourism Product Development on Frequency of Millennial Tourist Visit

The development of tourism products through the attractions and the preparation of good facilities of tourism has a positive and significant impact on the frequency of tourist visits, meaning the variation of tourism products (natural and artificial antractices) and support of tourism facilities will be followed by increased frequency of foreign and domestic tourists visit to visit attractions Central Kalimantan, particularly to Tanjung Puting National Park (TNTP) and Sebangau National Park (TNS). The results of this study are similar to the opinions of Smith, (1994) [55] and Choy, (1997) [18] who stated that the motivation of tourists to visit the tourist destination because of the availability of various facilities and infrastructure are interconnected, good management and organizing, so not only the product these tours are providing comfort but the management itself already gives comfort to every visitor. According to Ryan (1991) and Kim et al (2003) [51] that tourists who visit an object because of a push factor (push factor) and pull factor (pull factor),

where the attraction factor is a tourist attraction. So the tourism products offered by a tourist attraction can be a driver of someone who is located elsewhere to visit the attraction [19]. Thus the development of tourism products is shown by the addition of components in each tourist attraction, because it becomes something important to attract tourists to visit the location of the object.

IV.I.I The Influence of Tourism Product Development on Frequency of Millennial Tourist

The development of tourism products has no positive and insignificant effect on the length of stay, this means that tourism product development has not given preference for tourists to stay longer in the Object of Tourism Destination (ODTW) area. This happens because the tourist planning of tourists to visit TNTP and TNS has not become the main target, but only limited to the next target and length of stay will also short tourists. According Kozak (2002), that there are two basic things and become the motivation for tourists to linger in the tourist attraction that is the geography of destination and destination country factors. The gps position of TNTP and TNS from the entrance of foreign tourists is relatively far from the tourist entrance, so it takes a relatively long time to reach the location. Relation to the length of stay of tourists is relatively short and insignificant with the tourism products offered, It appears that this is not the main cause of the low level of stay tourists in the area TNTP and TNS, but because the visit of tourists is almost gone, so they can not linger long stay in TNTP and TNS area. The study of John et al. (2003) [36] and Kim et al (2003) suggest that the problem of tourist satisfaction during travel on an object is influenced by the quality of tourism products and other tourist services enjoyed by tourists in the national park. Some of these factors are causing tourists who visit TNTP and TNS still limit the time and length of stay within the tourism object.

IV.I.II The Influence Of Tourism Product Development on Millennial Tourist Spending.

The development of tourism products has a positive and significant impact on the expenditure of tourists, meaning that the development of tourism products has been able to provide encouragement and inclination for tourists to make larger expenditures because ecotourism products created and offered are appropriate and based on the tastes tourists want. Fandeli (2000) and Suh (2004), stated that tourists who will spend their money depend on variations and tourism activities, especially for products that are tangible attributes such as various types of souvenirs and products that are intangible like enjoying local cultural arts. Other factors that affect the level of tourist spending is the distance traveled, type of destination and travel patterns (Lee, 2001). The results of Fandeli (2000) and Walton (1993), and Sakaay et. Al (2000) states that the expenditure of foreign tourists who visit Indonesia, especially tourists who visit the conservation attractions in the National Park such as ecotourism the amount of spending is not too high, and more rational in shopping.

IV.I.III The Influence of Development of Environmental Uniqueness on Frequency of Millennial Tourist Visits

The development of the uniqueness of the environment has no positive and significant impact on the frequency of millennial tourist visits, it means that the development effort of the uniqueness of tourist environment is not one determinant to increase the frequency of tourist visit to Central Kalimantan Province. While the study Darnell et al (2001) [1], Laren (2002), in Yoeti (2006), Kafiry, et. al (2012), states that the purpose of tourist visits to an ecotourism area is because of its unique natural environment, the existence of cultural attractions in tourist destinations (DTW). Development of ecotourism in national park based on sustainability concept and environmentally friendly is done through the conservation activity of the area, with a mature and clear planning system, so that the utilization of environmental component as part of tourist attraction does not cause the decrease of environmental quality because of tourist visit. Kafiry, et al (2012) states that to maintain the authenticity and uniqueness of a tourist area environment needs to be carried out conservation activities, both the nature of maintaining and developing. This is also the concern of TNTP and TNS managers to conserve and rehabilitate orangutans, in an effort to develop these two national parks into ecotourism areas [67,68].

IV.I.IV The Influence of Environmental Uniqueness on Millennial Tourist of Length of Stay

The uniqueness of TNTP and TNS environments shows a negative and significant impact on the length of stay of millennial tourists visiting the park. Duration of time used by tourists to enjoy the tourist attractions within the area due to variations of tourism and the nature of adventure, thus causing tourists to stay longer. Tour Studies. A at, al (2008) states that the length or shortness of tourists living in ecotourism areas is influenced by economic variables such as limited budgets, revenues and prices. Meanwhile, Akama (2003) stated that tourists who enjoy the satisfaction while enjoying the attraction in the object area because it is served with the quality of attractions and various services of the maximum service, thus encouraging to stay longer. The findings in this study indicate that the average length of stay for tourists to enjoy attractions in TNTP and TNS is 3 days, not for economic reasons, but because tourists want to enjoy the unique endemic animal species that are in the ecotourism area. Mihalic (2000) says that destinations with good environmental quality fundamentals will demonstrate their existence and competence as a destination chosen by tourists to visit. In the case of a negative relationship, between the uniqueness of the environment and the length of stay may be due to the allocation of travel time tourists have been narrow when they visit TNTP and TNS although the uniqueness of the environment provides comfort for travel.

IV.I.V The Influence of Environmental Uniqueness on Millennial Tourist Spending

The results of the study indicate that there is no significant influence of environmental uniqueness on the expenditure of millennial tourists visiting TNTP and TNS. Empirical conditions indicate that the uniqueness of the environment owned by TNTP and TNS has not become a tourist attraction to increase the frequency of millennial visits and stay longer in TNTP and TNS areas. The low frequency and short duration of stay of tourists in the ecotourism area will affect the level of expenditure. Some study results suggest that tourist visits to the object will result in some expenditure items, such as expenditures for transportation, accommodation, consumption, souvenirs [2; 61], but all expenditures are expenditures and basic for every traveler. Accordingly, the results of Suh and Gartner's study (2004) stated that from the total expenditure of tourists in tourism activities in one object, cruise and business tourism, there are two categories of expenditures of tourists that are tangible attributes that include all components shopping (shopping) and intangible attributes that include enjoying local culture (local culture). The opinions of Suh and Gartner (2004) are reinforced by the findings of TIES (2000), where 64% of British tourists are willing to pay between \$ 10 and \$ 25 for environmental conservation and local economic strengthening in their destination country. So in this case, it appears that tourists who come to the national park more oriented to support efforts preservation environment by providing donations, compared with other forms of expenditure related to tourism.

IV.I.VI The Influence of Tourism Promotion Development on the Frequency of Millennial Tourist Visits

The development of tourism promotion has no significant effect on the frequency of millennial tourist visits, meaning that the development of tourism promotion efforts undertaken by the government and stakeholders has not affected the preferences of tourists to visit repeatedly to attractions in Central Kalimantan. Meanwhile, Wahab (1996), Juliana (2014) and Friedman V.S (2009) stated that tourism promotion has an effect on the growth of tourist visit. This difference is possible because tourists who visit Central Kalimantan include TNTP and TNS attractions not because of tourism promotion, but because both locations have brand image and already known by the international and national community with the existence of endangered and protected species of orangutan . The data show that as many as 45.33% of respondents who choose internet as the main information media to know more complete and clear about TNTP and TNS, but it only affects the first visit, while for the next visit the tourists no longer rely on the internet as an effective promotional media, but the impression and experience directly acquired by tourists during the first visit.

IV.I.VII The Influence of Tourism Promotion Development on Length of Stay of Millennial Tourist

The development of tourism promotion significantly

influences the length of stay, meaning that tourism promotion by TNTP and TNS managers, government and other stakeholders has been able to provide preference for tourists visiting Central Kalimantan to extend the duration of their time in the ecotourism area. The preferences of tourists as much as 45.33% who chose the internet as a source of tourism promotion as a media campaign and communication to find out the package and attraction tours offered, in order to encourage the interest of tourists extend the duration of stay within TNTP and TNS tourist areas. TNTP and TNS Hall reports (2013) show that tourists visiting TNTP and TNS decide to stay within the object area on average for 3 days for foreign tourists and 2 days for domestic tourists.

IV.I.VIII The Influence of Tourism Promotion Development on Millennial Tourist Spending.

The results of the analysis indicate that there is a negative and significant influence of the development of tourism promotion on the expenditure of millennial tourists, meaning that the expenditure of tourists is not related to tourism promotion activities. Felsenstein and Fleischer (2003) [25] conclude that the implications of tourism promotion activities and regional festivals are the increasing number of tourist visits and tourist expenditures. The findings in this study are consistent with the opinion of Felsenstein and Fleischer (2003) [25, 66], but the relation form of the results of this study is negative. This means that promotional activities get less response from tourists because the promoted destination is basically already widely known through the internet media.

IV.I.IX The Influence of Frequency of Visits to Millennial Tourist Spending

The frequency of tourist visits does not have a positive and significant impact on tourist expenditures, meaning that although the frequency of tourist visits increases to TNTP and TNS has not been able to increase tourist spending in ecotourism areas. According to Yoeti (2008), the factors that determine the expenditure of tourists are goods and services purchased by tourists in order to meet the needs (needs), wishes, and expectations during his stay at the target of tourism destination (DTW) he visited. Given the expectations of tourists to buy other necessities such as various souvenirs are not met, then the expenditure of tourists did not experience an increase in addition to spending for basic needs during the area of ecotourism. So the frequency of tourist visits has not been able to increase the expenditure of tourists for other purposes.

IV.I.X The Influence of Length of Stay on Millennial Tourist Spending

The analysis results show that the length of stay of millennial tourists has a positive and significant impact on the expenditure of tourists. Pendit (2006) states that tourist attraction as an industry, where the expenditure of tourists will increase if the manager to innovate tourism products (natural and artificial) to increase the choice of tourists enjoy

various tourist attractions and support facilities to allow add long residence in the area. Relative to the expenditure of tourists, the study results show that the length of stay of tourists is significantly related to the level of tourist spending. The results of this study are in line with the results of Sutikno and Maryunani (2006) and (Fandeli, 1995) studies that tourist expenditures are encouraged to increase as tourism activities are economically managed, within the scope of tourism management policies tailored to the financial capabilities of travelers. So the conclusion is with the existence of various tourism products / attractions and existing tourist facilities, tourists form the option to linger in the area, so in turn will increase spending.

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