

Estimating the Economic Value of Tebing Lonceng Tourist Attraction in Samarinda City using the Travel Cost Method (TCM)

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Abstract

Natural resources or environment that are utilized as tourist attractions for increasing its value. Tebing Lonceng is located in Samarinda has succeeded in transforming barren land into an environmentally friendly tourist attraction. Economic assessment or economic valuation is very important to estimate the value of the tourist attraction. This study aims to estimate the economic value using the Travel Cost Method by calculating travel costs and other costs related to visits of tourist attractions. The data and information collections were carried out through observation, surveys, questionnaires and direct interviews with visitors and managers of tourist attractions. The data were processed statistically using multiple linear regression. Based on the questionnaire results, the average travel cost incurred was IDR 43,615. Several efforts to improve tourist attractions include: (1) increasing the number of photo spots, (2) improving pedestrian access, (3) adding location signs, (4) adding ornamental plants (5) adding several facilities such as canopies, swings and street lights.

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economic valuation,
Tebing Lonceng
Samarinda,
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1. Introduction

Tourism is one of the key sectors that plays an important role in driving economic growth and stands out in Indonesia, including in the city of Samarinda, East Kalimantan. The tourism sector has a trickle down effect, which spreads to other sectors, such as the economy. A tourist destination, such as an ecopark or a green open space, is often accompanied by the emergence of industries such as handicrafts and souvenirs, the culinary industry, tour guide services, accommodation or hospitality, and even photography services, all of which create job opportunities and can increase the income levels of local communities around the tourist area. According to data from the Central Statistics Agency (BPS) of East Kalimantan (2023), the number of tourist destinations in Samarinda in 2022 included several types of attractions: three natural tourism sites, four man made attractions, one river tourism, four religious tourism sites, one shopping tourism, one cultural tourism site, one culinary tourism site, and one large forest. The number of domestic and international tourists visiting Samarinda in 2022 was 213,000. The impact of social media platforms such as Instagram, Twitter, and TikTok has spurred the development of tourist areas due to the public's desire to be present in the digital world (Umul Sakinah et al., 2019). This, of course, influences the number of domestic tourists visiting a particular tourist area. The Tebing Lonceng in Samarinda has become one of the latest tourist destinations for domestic visitors. The Tebing Lonceng offers a panoramic view of Samarinda city from an elevated perspective, visible almost 360°

(Nur Hidayat et al., 2023). Additionally, the cool air and the location's accessibility from the city center make it an attractive destination for visitors.

Natural resources and the environment, when utilized as tourist destinations, increase the value of these resources and the surrounding environment. Human activities in these areas can enhance the beauty and environmental function as a source of enjoyment. The development and management of a tourist attraction is the responsibility of both the government and private sector. Tourism development cannot be done recklessly; it requires specific studies to ensure efficient and targeted development (Putri et al., 2019). Environmental valuation is needed to determine the value of goods, services, and natural resources. Davis and Johnson (1987) in Abdillah R F, et al. (2020) define valuation as a series of activities related to the development of concepts and methodologies to estimate or assess the value of goods, services, and environmental resources. The Travel Cost Method (TCM), the most commonly used valuation method, is used to measure the environmental value, particularly of tourism areas. This method estimates the economic value of a tourist destination based on the satisfaction and enjoyment experienced by visitors, which is reflected in the costs incurred to visit the area. Direct costs or opportunity costs include transportation, entrance fees, parking, accommodation, and food and drink expenses.

The Tebing Lonceng tourist destination, which opened in 2020, is owned by the local community. The development activities for this tourist destination took place from 2021 to 2022, resulting in a 73% increase in visitors and an 82% increase in income for the partners (Nur Hidayat et al., 2023). The economic valuation of the Tebing Lonceng tourist attraction is important due to its development. This study aims to estimate the economic value of the Tebing Lonceng tourist destination using the Travel Cost Method by calculating travel costs and examining the factors that influence them. The study also aims to provide policy recommendations to improve service quality for visitors to this tourist site.

2. Method

The economic valuation using the Travel Cost Method is conducted through a quantitative approach. Data collection and information gathering were carried out through observation, surveys, questionnaires, and direct interviews with visitors and the management of the Tebing Lonceng tourist site. Additionally, secondary data were obtained from literature, journals, and supporting data from the BPS website. The data and information were processed statistically using linear regression analysis.

The Tebing Lonceng tourist destination, also known as Bukit RCTI or Bukit Lonceng, is located on Jalan Dwikora, Mangkupalas Subdistrict, Samarinda Seberang District, East Kalimantan. The data collection for the survey, questionnaires, and interviews was conducted during the period of October-November 2023.

The data collection technique begin with gathering primary data obtained from observation, surveys, questionnaires, and direct interviews with visitors and the management. The questionnaire distributed to visitors as respondents outlined their profiles, including age, gender, income, and information related to the travel costs incurred by the visitors, as well as their impressions or experiences during their visit to the tourist site. This data collection was carried out using a sampling method known as accidental sampling or non-probability sampling, where samples were taken directly without prior planning (Zulpikar et al., 2016). The researcher visited the location and met with visitors who were then selected as respondents for the study. Secondary data, which included information from books and relevant research journals, were obtained through literature studies and from official websites of related institutions such as BPS or the Samarinda City Tourism Office.

Data analysis was conducted using the Travel Cost Method, which included travel costs, time costs, perceptions, and opinions of respondents regarding the quality of facilities at the Tebing Lonceng tourist site. Travel costs refer to the transportation expenses incurred for round-trip travel from the visitor's residence to the Tebing Lonceng. Other expenditures, such as meals, beverages, parking, entrance fees, and other costs incurred during the trip and while at the Tebing Lonceng area, were also considered. Time costs refer to the time spent traveling to the Tebing Lonceng from the visitor's home. The quality of facilities describes the environment, amenities, and infrastructure available at the Tebing Lonceng, such as the availability of restrooms, internet signal quality, and prayer rooms (mushola).

The demand function can be written as follows:

$$Y = f(C, A, In, F, B)$$

Explanation:

Y = The number of visits made by an individual to Tebing Lonceng

C = The total expenses incurred by an individual to visit Tebing Lonceng

A = The age of individuals visiting Tebing Lonceng

In = The income level of individuals visiting Tebing Lonceng

F = The individual's perception of the quality of facilities at Tebing Lonceng

B = The individual's perception of the beauty of Tebing Lonceng

The data obtained are processed statistically using multiple linear regression analysis due to the presence of more than two independent variables. The demand function formula above is transformed into the following multiple linear regression formula::

$$Y = \beta_0 + \beta_C + \beta_A + \beta_{In} + \beta_F + \beta_B$$

Explanation:

Y = Interest in visiting

β_0 = Constant

β_C = The effect of travel costs on the interest in visiting

β_A = The effect of the visitor's age on the interest in visiting

β_{In} = The effect of the visitor's income on the interest in visiting

β_F = The effect of the quality of facilities on the interest in visiting

β_B = The effect of the beauty of the site on the interest in visiting

3. Results dan Discussion

3.1 Result

The questionnaire distributed to visitors of the Bukit Lonceng site utilized a digital form and QR code to facilitate the respondents in completing the survey. The use of digital forms minimizes paper consumption, streamlines the data collection process, and integrates well with data processing applications on computers. The questionnaire consisted of 20 questions, divided into three sections:

- 1) General Section, 7 questions regarding the respondent's profile, including name, age, gender, occupation, distance from residence to the tourist site, and monthly income or allowance range.
- 2) Cost Section, 4 questions concerning the type of transportation used, transportation or fuel costs, food and drink expenses, and other costs such as entrance fees, parking, etc.
- 3) Section: 9 questions covering the respondent's perceptions, opinions, and experiences during their visit to the Tebing Lonceng tourist site.

From 27 October to 30 October 2023, a total of 61 questionnaire responses were collected

3.1.1. Gender, Age, and Profession

Image 1 illustrates the diagram of the questionnaire results showing the percentage of respondents by gender. The total respondents, 44 were male, representing 72%, while 17 were female, accounting for 28% of the total respondents.

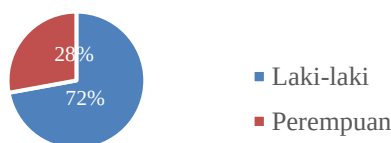


Image 1. Diagram percentage of gender Responden

Respondents within the age range of 19 to 25 years totaled 22 individuals, representing 36% of the total respondents. Those in the 26 to 30-year age range accounted for 30% of the respondents. Respondent aged 31 to 35 years made up 11%, and those in the 36 to 50-year age range accounted for 23%. The percentage distribution of respondents based on age is shown in Table 1.

Tabel 1. Percentage Distribution of Respondents by Age Range

Age Range	Number of Respondents	Percentage
19 – 25	22	36%
26 – 30	18	30%
31 – 35	7	11%
36 – 50	14	23%

Children who accompanied their parents were not included as respondents, so this data does not fully represent the demographics of visitors to the Tebing Lonceng tourist site. Based on observations, each family typically brought at least one child within the age range of 5 to 10 years. Internet users are predominantly from the productive age group of 24 to 49 years and the teenage age group of 19 to 24 years, with 74% using the internet for information gathering and social media purposes (BPS, 2023).

The profession of respondents was mainly dominated by private employees, totaling 43 individuals or 70% of the total respondents. Samarinda is known as a city with significant industrial potential, ranging from the coal and oil sectors to agricultural industries such as palm oil and rubber. Other professions are distributed more evenly, as shown in Table 2.

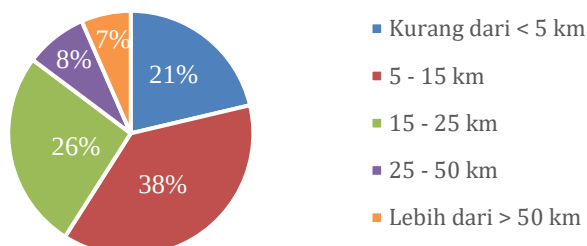
Tabel 2. Percentage Distribution of Respondents by Profession

Profesi	Jumlah Responden	Persentase
Pegawai Swasta	43	70%
Pelajar / Mahasiswa	7	11%
Pengusaha / Pedagang	3	5%
PNS / ASN	7	11%
TNI / POLRI	1	2%

3.1.2. Jarak dari Rumah ke Objek Wisata

According to Purwanto (2022), the city of Samarinda is known as the "City on the Edge" because the Mahakam River divides the city. The majority of Samarinda's activities are centered around the river. The Tebing Lonceng tourist site is located on Jalan Dwikora, Samarinda Seberang Subdistrict, about 2.4 km from the Mahkota 2 Bridge. While the Tebing Lonceng tourist site is not situated at the city's center, it is still relatively easy to reach. Based on the results of the questionnaire, the distance between the respondents' residences and the tourist site was divided into several ranges, as shown in Figure 2. The majority of respondents, with a distance of 5 to 15 km from their homes, numbered 23 individuals, or 38% of the total respondents. Four respondents, or 7%, had a distance of over 50 km from their homes, coming from Balikpapan or

areas outside of Samarinda. Despite the distance from their homes, the appeal of the Tebing Lonceng tourist site did not deter tourists from visiting.



Imatge 2. Diagram Percentage Distribution of Distance from Respondent's Residence to the Tourist Site

The historical aspect of the Tebing Lonceng tourist site, which is the highest point in Samarinda, traces back to the colonial era. During that time, this location was used as a lookout to monitor the movements of invaders or merchants entering via the Mahakam River. A large bell was rung whenever a ship approached (Lestari, 2020 in Nur Hidayat et al., 2023). The unique advantage of this tourist site lies in its strategic location. As the highest peak in Samarinda, it offers an unrestricted panoramic view of the city. Visitors can enjoy nearly a 360° view of Samarinda, with the Mahakam River running through the city. The 4.5-hectare area provides ample space to develop the site into a prominent tourist attraction.

3.1.3. Monthly Income Levels

The Minimum Wage (UMK) for Samarinda in 2023 is set at IDR 3,201,396. According to the questionnaire results, respondents with incomes ranging from IDR 3,000,000 to IDR 6,000,000 were the largest group, totaling 26 individuals or 43% of the respondents. The questionnaire data, which includes income levels for workers and allowances for students, is presented in Table 3.

Tabel 3. Distribution of Respondents by Monthly Income

Income Range (IDR)	Number of Respondents	Percentage
< Rp1.000.000	6	10%
Rp1.000.000 – Rp3.000.000	11	18%
Rp3.000.000 – Rp6.000.000	26	43%
Rp6.000.000 – Rp10.000.000	10	16%
> Rp3.000.000	8	13%

The entrance fee for the Tebing Lonceng tourist site is IDR 10,000 for adult visitors and IDR 5,000 for children. Compared to other tourist attractions, these prices are relatively affordable. This affordability makes Tebing Lonceng a popular destination among residents of Samarinda Seberang and its surrounding areas. Given that the majority of respondents have incomes above the city's minimum wage (UMK) and the affordable ticket price, Tebing Lonceng is an accessible destination that visitors are likely to return to multiple times.

3.2. Discussion

3.2.1. Visitor Experiences at Tebing Lonceng

The experience of each visitor during their time at the Tebing Lonceng tourist site is described by their satisfaction levels in several aspects: facilities, beauty, cleanliness, shade, and environmental sustainability. The questionnaire results presented in Figure 3 represent respondents' satisfaction levels across these aspects. The level of respondents' satisfaction with the facilities at the Tebing Lonceng tourist site shows that the majority, 64% of respondents, were satisfied with the existing facilities. Meanwhile, 25% of respondents were dissatisfied, and 11% of respondents were very satisfied. The facilities available at the Tebing Lonceng tourist site include: photo spots, seating areas, prayer facilities or musholla, restrooms or toilets, parking spaces, road access, and others.

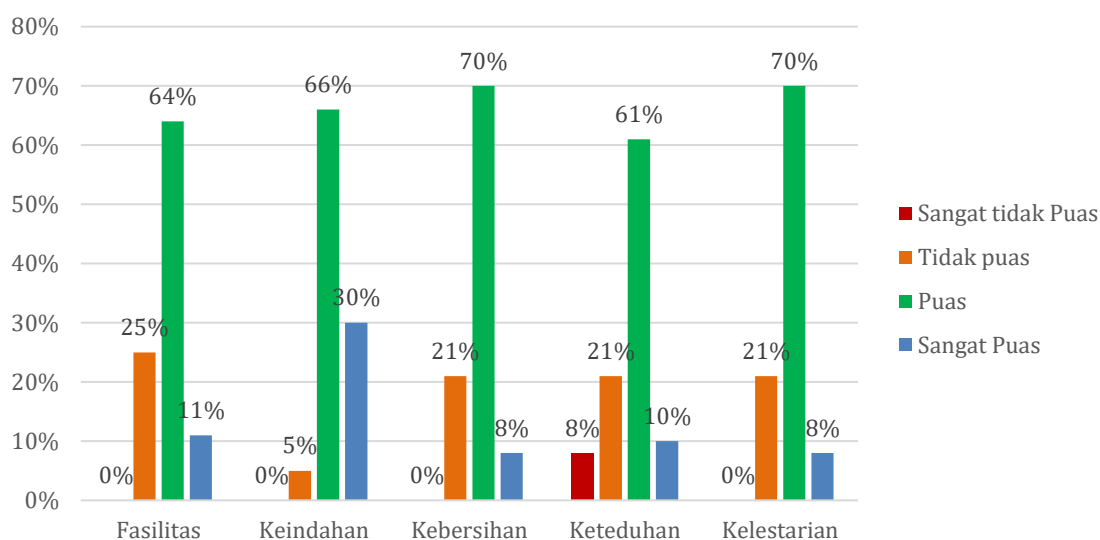
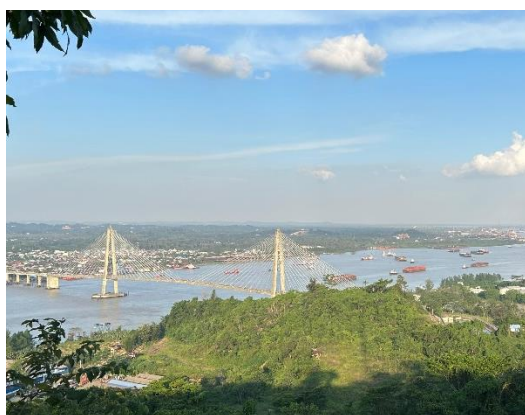


Figure 3. Diagram of Visitor Satisfaction Levels Across Various Aspects

The level of respondents' satisfaction with the beauty of the Tebing Lonceng tourist site is shown in Figure 3. A total of 66% of respondents felt satisfied, 30% were very satisfied, and 5% were dissatisfied. The beauty of the Tebing Lonceng tourist site includes views of the Mahakam River and Samarinda City from the vantage point atop the hill. Figure 4 showcases the scenery of the Tebing Lonceng tourist site during the day and night, captured during direct observation.



(a)



(b)

Figure 4. Snapshot of the Scenic Beauty of Tebing Lonceng Tourist Site (a)Daytime (b)Night

The Tebing Lonceng tourist site is equipped with several strategically placed trash bins that are easily visible and accessible. A total of 8 trash bins have been identified around the photo spots. This number does not include the bins available at each kiosk or partner location within the Tebing Lonceng area. In addition to the adequate placement of trash bins, there are written reminders to maintain cleanliness and dispose of waste in the provided bins, as shown in Figure 5. Regarding cleanliness, the majority of respondents, 70%, expressed satisfaction with the cleanliness of the Tebing Lonceng tourist site, while 8% were very satisfied, and 21% were dissatisfied.



Figure 5. Snapshot of Trash Bin Placement and Cleanliness Reminders (a) Near the photo spot area (b) Near the visitor seating area

The level of respondent satisfaction with the shade at the Tebing Lonceng tourist site shows that the majority, 61%, are satisfied. Ten percent of respondents are very satisfied, 21% are dissatisfied, and 8% are very dissatisfied with the shade. The varying levels of satisfaction regarding shade are influenced by the different times of visit among the respondents. The Tebing Lonceng tourist site is an open area located on a hill, which can become hot, particularly during visits in the daytime. However, visits in the late afternoon or evening tend to be cooler and more shaded. Visitors have suggested that more trees be planted to enhance shade and coolness, particularly during the day, as well as to increase the greenery and natural beauty of the Tebing Lonceng area.

The Tebing Lonceng tourist site received an award from the Mayor of Samarinda in the category of Natural Tourist Destinations on October 21, 2021, during the Si Juwira Mahagita Award 2021 ceremony. This award is a government appreciation for Tebing Lonceng's transformation of barren land into an environmentally conscious tourist attraction (Nur Hidayat, 2022). The level of respondent satisfaction with the environmental sustainability of the Tebing Lonceng tourist site aligns with this recognition. Seventy percent of respondents are satisfied, 8% are very satisfied, and 21% are dissatisfied. Some respondents who were dissatisfied with the environmental sustainability of Tebing Lonceng suggested the addition of various types of flowers or ornamental plants to enhance the aesthetic value and attract more visitors to the site.

3.2.2. Travel Cost

Travel cost refers to the total expenses incurred by respondents, including transportation costs, entrance fees, parking fees, restroom fees, food and beverage expenses, as well as any other costs related to their visit to the tourist attraction. Of the 61 respondents who filled out the questionnaire, the average travel cost incurred when visiting the Tebing Lonceng tourist site is Rp43,615 (forty-three thousand six hundred fifteen Rupiah).

The average travel cost is calculated by summing all the components of the travel expenses, including toll costs for respondents from Balikpapan City or outside the city. Then, the total is divided by the number of visits made by the respondents, yielding the Consumer Surplus (CS) per visitor. The CS per tourist refers to the travel cost (as explained above). The formula used is:

$$\text{Consumen Surplus} = \frac{(\text{Number of Visits}^2)}{(-2 \times \beta C)}$$

3.2.3. Analisis Regresi Linier Berganda

The multiple linear regression analysis was conducted on the interest in visiting (Y) and the variables (X) that influence it, which include travel cost, respondent age, respondent income, and satisfaction levels regarding several aspects. The results of the linear regression analysis from the statistical data processing application are presented in Table 4.

Table 4. Multiple Linear Regression Results

<i>Regression Statistics</i>	
Multiple R	0.321196339
R Square	0.103167088
Adjusted R Square	0.021636823
Standar Error	0.913243949
Observations	61

The multiple R value represents the correlation coefficient that measures the linear relationship between the dependent variable (Y) and all the independent variables (X) simultaneously. The value of R ranges from 0 to 1, where a higher absolute value indicates a stronger correlation. Based on Table 4, the multiple R value is 0.321. This value is relatively close to 0, which indicates that the correlation between the interest in visiting (minat berkunjung) and the travel cost (biaya perjalanan) is weak. In other words, there is a low linear relationship between the visitors' interest and the travel cost.

$$Y = 1,333 + 1,716 C + 0,011A - 0,000000009 \ln -0,474F + 0,464B$$

The multiple linear regression equation obtained from the statistical data analysis application can be interpreted as follows:

- 1) Constant (β_0) = 1.333 ; This means that if all other variables (C, A, In, F, and B) are considered constant, the interest in visiting the site would have a value of 1.333.

- 2) Coefficient $\beta_1 = 1.716$; This indicates that the travel cost does not significantly affect the level of visitation by the respondents to Tebing Lonceng. The effect of travel cost is not statistically significant.
- 3) Coefficient $\beta_3 = 0.011$; This implies that if the age of the visitors increases, while all other variables remain constant, the interest in visiting Tebing Lonceng will increase by 0.011. Conversely, if the visitor is younger, the interest in visiting will decrease by the same amount.
- 4) Coefficient $\beta_4 = -0.00000009$ This means that if the income of the visitors increases by one unit, while other variables remain constant, the interest in visiting will decrease by 0.00000009. This suggests an extremely negligible effect of income on the visitors' interest.
- 5) Coefficient $\beta_5 = -0.474$ This shows that the quality of facilities is not significantly related to the level of visitation by the respondents to Tebing Lonceng. The quality of facilities does not appear to have a meaningful impact on visitation.
- 6) Coefficient $\beta_3 = 0.464$; This indicates that if the cleanliness of Tebing Lonceng improves, while other variables remain constant, the interest in visiting the site will increase by 0.464. This suggests that cleanliness has a positive influence on visitors' interest.

The statistical analysis using Analysis of Variance (ANOVA), shown in Table 5, yields a significance value of 0.292. Since this value is greater than the significance level (α) of 0.05, we can conclude that there is no significant effect of travel cost on the interest in visiting the site.

3.2.4. Suggestions from Respondents

The percentage of suggestions and recommendations from the respondents of the questionnaire for the improvement of Tebing Lonceng tourist site can be seen in Figure 6. A total of 18% of respondents suggested the addition of photo spots. One of the strengths of Tebing Lonceng is its scenic views, which are complemented by aesthetic photo spots that visitors can share on social media. The addition of new photo spots would serve as an attraction for both new visitors and those who frequently visit Tebing Lonceng. Another 16% of respondents provided suggestions regarding the pedestrian access from the parking area to the entrance gate of Tebing Lonceng. The access road to Tebing Lonceng has a fairly steep elevation, so improvements are needed to make it more comfortable and accessible for all types of visitors, including children, the elderly, and even people with disabilities.

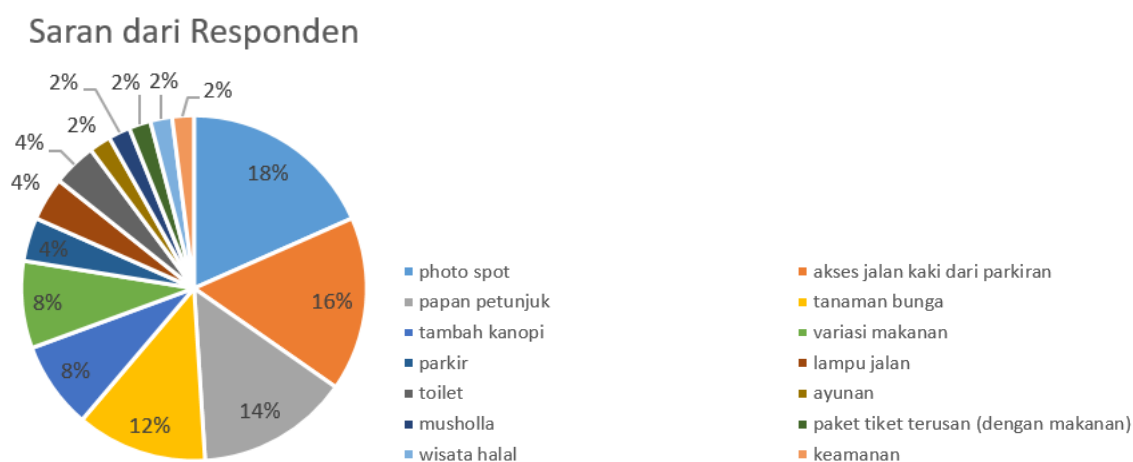


Figure 6. Suggestions and Recommendations from Respondents

As many as 14% of respondents recommended the installation of signboards to indicate the location of the Tebing Lonceng tourist attraction. It was suggested that the signboards be placed at the

intersection with Jalan Trikora, a main road frequently traveled by the public. The placement of directional and location signboards at strategic spots would likely increase the number of visitors. Additionally, 12% of respondents expressed a desire for the addition of various flowers and ornamental plants to beautify and enhance the environmental sustainability of Tebing Lonceng. Other respondents suggested adding facilities such as canopies to improve shade and comfort, swings, streetlights, a wider variety of food and beverage vendors, and ticket bundles that include food or drink.

3.2.5. Results of Interview with the Management of the Tebing Lonceng Tourist Attraction

An interview was conducted with one of the managers of the Tebing Lonceng tourist attraction on October 28, 2023. Based on the interview, it was revealed that on a typical day, the number of visitors could reach up to 500 people. On weekdays (Monday to Friday), the average number of visitors is around 50 people, whereas on weekends (Saturday and Sunday), it can increase to about 200 people. This data is based on estimates and does not include official records or documentation.

Tebing Lonceng was originally a community garden. Two friends, who were vegetable farmers in Gunung Lonceng, transformed the area into a tourist destination. The idea to develop the location arose due to their failure to grow vegetables. The low rainfall caused their plants to easily perish. After facing losses, they decided to capitalize on the natural beauty of Bukit Lonceng and turn it into a tourist spot. The management involved local residents as partners to sell food, snacks, drinks, and provide parking spaces. This initiative demonstrates that tourism development in remote areas can stimulate economic growth while maintaining environmental sustainability. Tebing Lonceng is open every day, from Monday to Sunday, from 9:00 AM to 11:00 PM. Visitors are also allowed to stay overnight, such as by camping with their own equipment, provided they have obtained permission from the management.

4. Conclusion

The economic valuation of the Tebing Lonceng tourist attraction has been conducted using the Travel Cost Method, which includes the costs of transportation, entrance fees, parking fees, toilet fees, food and beverage costs, as well as other related travel expenses incurred when visiting the tourist site. A total of 61 respondents participated in the questionnaire survey. Based on the analysis and discussions provided, the following conclusions can be drawn:

- 1) The calculations show that the Consumer Surplus, or the average travel cost spent by visitors, is Rp43,615.
- 2) There is no significant influence between the variables (travel cost, age, income, satisfaction levels regarding facilities, beauty, cleanliness, shade, and sustainability) on the visitors' interest in coming to Tebing Lonceng.

The suggestions for improving the attractiveness of the Tebing Lonceng tourist attraction can be made through several actions, such as adding more photo spots, improving pedestrian access from the parking area to the entrance gate, adding clear and prominent directional signs, planting flowers and trees to beautify the area and ensure environmental sustainability, and adding several facilities such as canopies, swings, streetlights, a variety of food and beverages, as well as bundling ticket and food or drink packages

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