

The Analysis of Tourist Visit Decision to Tanjung Lesung

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ABSTRACT

The objectives of this study are to clarify and to know the influence of motivation in variable escape motive, relaxation, enjoying natural resources, and beauty of nature on tourists visiting decision to Tanjung Lesung. The population used in this research is the people that ever go to Tanjung Lesung for recreation, and the sampling method used is convenient sampling. The number of samples is 100, and a questionnaire was used to collect data. The data analysis method used is multiple regression analysis to know the influence of independent variables on the dependent variable. The result finds that the escape motive variable does not significantly influence tourist visit decision, but the variables relaxation, enjoying natural resources, and beauty of nature significantly influenced the decision of tourist visit. Developing Tanjung Lesung as a tourism destination could focus on its natural beauty, accessibility, and infrastructure. Suggestions from this research indicate that in developing Tanjung Lesung as a tourism destination, priority should be given to improving infrastructure, accessibility, and providing adequate facilities.

Keywords: Beauty of Nature; Escape Motive; Natural Resources; Relaxation Motive; Tourist Visit Decision

INTRODUCTION

Pitana and Gayatri (2005) state that motivation is an important factor for prospective tourists in making decisions regarding the tourist destination to be visited. Tourist motivation is one factor to be considered in improving a region's tourism industry. Studying the motivation of tourists is very important because every tourist will visit a destination that has a different and varied motivation. Then from that, every destination manager of a region must be able to understand the motivation of tourists because it is useful to increase industry and become the trigger for tourists in making purchases or tourist visit decisions. Duong et al. (2023) indicate that the literature on tourist behavior and motivation is diverse and provides valuable insights for policymakers and tourism managers in creating effective tourism development strategies.

The buyer decision process is where the consumer buys (Kotler & Armstrong, 2010). The purchase decision is an approach to problem-solving on people to buy a good or service to fulfill their wants and needs. The purchase decision consists of needs and desires, information search, evaluation of alternative purchases, purchasing decisions, and behavior after purchase. A visit decision can be defined as an understanding of the buying (Dharmmesta & Handoko, 2016). The behavior of someone in determining a choice of place tourism to achieve satisfaction. A visit decision is needed and wishes by the consumer that includes information search, evaluation of alternative purchases, decisions purchases, and behavior after purchase.

Purchase decisions can be affected by several factors. The most fundamental factor is a psychological factor which consists of motivation, perception, learning, personality, and attitude. The decision to travel on tour is the same as the decision to purchase or spend money to get satisfaction. According to Kotler and Keller (2009), the decision-making process by travelers through five phases need or desire to travel, search and assessment of information, decisions to take a tour, preparation of travel and tourism experience, and evaluation of travel satisfaction experience.

A tourist destination is a visited place with a time significance during a trip compared to other places passed over travel (Pitana & Surya, 2009). It has several types of tourist objects, such as natural, artificial, and cultural. As everyone knows, various destinations such as Tanjung Lesung will attract tourists. Tanjung Lesung is beach in Pandeglang, Banten Province. It is 160 kilometers (99 miles) from the capital city of Indonesia, Jakarta. It can be reached by car or public bus within 3–4 hours. It is known as a beach resort with ocean views, 15 kilometers (9.3 mi) of white sand coastline, and marine life where visitors can enjoy snorkeling, diving, and fishing. The area has been declared as a "cultural heritage" since the location is near Ujung Kulon National Park, Mount Krakatau, and Umang Island.

Tanjung Lesung was launched by the Indonesian government as a Special Economic Zone (SEZ) in the tourism sector in 2012 and was declared ready for operation on 23 February 2015. The government is collaborating with private developers PT Banten West Java TDC (Tourism Development Corporation) and PT Tanjung Lesung Leisure Industry, subsidiaries of PT Jababeka Tbk. The government has indeed targeted Tanjung Lesung SEZ to be able to reach one million tourists from domestically and abroad in 2019 as the completion of some supporting infrastructure.

In addition, it is one of the 50 national tourism destinations stipulated by the Ministry of Tourism and has become one of 10 priority tourist areas whose development will be accelerated by the government Special Economic Area (KEK) Tanjung Lesung in

Pandeglang, Banten. The development and readiness of this area to achieve the tourist is not yet fully operational. Several things hinder the development of Tanjung Lesung both in terms of infrastructure and management. Currently, Tanjung Lesung only has one road access. But in the next short time, it will have access through the highway. The condition of the highway that tourists must cross has not been entirely good. KEK desperately needs road infrastructure improvements so that the community can more easily reach them (Hariyanti, 2015). Infrastructure especially road access is very important. The next preparation will come up with human resources. Society in Tanjung Lesung are agricultural society, people need to enhance to open mind in operating of tourism industries. Showing the tourism potential is very important for Tanjung Lesung people, to make them conform with tourism. For example, developing the Minahasa region to become a tourist destination, has a problem with infrastructure and also with the quality of human resources (Rawung et al., 2019). In the tourism industry, human resources are very important and significant in delivery the of services. Another example is in Likupang, Manado, where the availability of employment is the highest aspect of improving the development of this area as a tourist destination (Tangian et al., 2021).

The first objective of this research is to analyze the impacts of escape motives, relaxation, enjoying natural resources, and the beauty of nature on tourist visit decisions in Tanjung Lesung partially. The second objective is to analyze the impacts of escape motives, relaxation, enjoying natural resources, and the beauty of nature simultaneously on tourist visit decisions in Tanjung Lesung.

The significance of this research lies in the fact that the independent variables are not depicted as push or pull factors but as factors that influence tourists' decision to visit. This influence could yield different responses if the independent variables are treated solely as one of the push or pull factors. Treating the pull or push factors directly as factors in this research provides the impact of the factors without mediating factors. In line with the research's significance, the novelty of this study lies in using the independent variables as influencing factors without considering mediating factors.

LITERATURE REVIEW

Motivation is the integrated global network of biological and cultural forces that gives value and direction to travel choices, behavior, and experience (Kanagaraj & Bindu, 2013). According to Isa and Ramli (2014), motivation represents a person's psychological need to pursue a stated goal. Meanwhile, Khuong et al. (2014) defined motivation as a set of attributes that cause a person to participate in tourist activity to achieve their goals and expect satisfaction. Tourist motivation, as indicated by physical, cultural, social, and cultural fantasy motivations, does not mediate the relationship between accessibility and visitor decisions. However, tourist motivation can mediate the effect of amenities and attractions on tourist visiting decisions (Martaleni et al., 2021).

Motivation is divided into two categories: push factors and pull factors (Maslow, 1970). Push factors refer to intangible, intrinsic desires of individual travelers, and it could be the individual traveler's desire to escape, rest and relax, health and fitness, adventure, prestige, and/or social (Isa & Ramli, 2014). Push factor consists of fulfilling prestige, enhancing relationships, seeking relaxation, enhancing social circles, sightseeing variety, fulfilling spiritual needs, escaping from daily routine, and gaining knowledge (Mohammad & Som, 2010). Choosing a destination for tourists tends to involve many alternatives based on several criteria, such as the dominant perception of tourists from one destination (pull factor), self-motivation (push factor), and the available time and money (situational constraints) (Said & Maryono, 2018).

To increase the number of visitors to tourist destinations, some models created from multiple linear models from research by Mutalib et al. (2021) show development models useful to tourism management. To predict the number of visitors. Tourism management as the user can improve their operations by making strategic decision making based on the predicted outcomes. If the tourist destination can operate more smoothly, the visitors can reap the benefits from the meaningful experience they receive when visiting the tourism destination. Multiple regression models were used to predict the re-visit of domestic tourists to Bali, Indonesia (Trimurti & Utama, 2010).

Pull factors consist of escape motives, relaxation, prestige, family and togetherness, knowledge, spot motivation, adventure, enjoying natural resources, desire for sex, and motivation for alcohol consumption (Hermansyah & Waluya, 2010). Meanwhile, Kanagaraj and Bindu (2013) said that push factors consist of the desire to escape, rest, adventure, health, and prestige. In this research, the push factors discussed are escape motive, relaxation, and enjoying natural resources, and the dependent variable is the visit decision. Tourist behavior focuses on the natural and cultural attractions, such as the beaches, temples, and festivals as a result of research at The Tembeling, Nusa Penida (Putriningsih et al., 2023). Other factors that influence tourists to visit the ecotourism destination are a proper image and motivation (Rahman et al., 2023). The destination image is the stronger predictor of tourists' engagement in suggested appropriate marketing strategies for destination management organizations and a reliable reference for government and policymakers for ecotourism development and forming a favorable image (Rahman et al., 2023). The destination image enables developing countries such as Bangladesh to grasp how the image may be used to foster tourism and contribute to developing ecotourism destinations.

In this research, the escape motive was chosen as one of seven socio-psychological or pull motives (Crompton, 1979). According to Hermansyah and Waluya (2010), the escape motive is the desire to escape from the daily routine, and the indicators are breaking away from responsibility, breaking away from the pressures of urban life, and breaking away from the pressure of work. The most common push factors are escape, relaxation, novelty, socialization, information seeking, prestige, family/friend togetherness, and ego enhancement (Cengizci et al., 2020). Research by Duong et al. (2023) showed that gender and age did not influence the escapism factor. Escapism with knowledge and cultural experiences is the least influential by gender and age.

Another variable used in this research is relaxation. It is about learning the local nature, and not worrying about what to do as the daily program should be available, organized trips, and other packages (Hermansyah & Waluya, 2010). The indicators of these variables are mentality and physical. Based on Cengizci et al. (2020), relaxation is one of the common push factors. The desire to relax and enjoy the beauty of nature is an essential factor (Putriningsih et al., 2023).

The next variable used is enjoying natural resources is a desire to enjoy the beauty of nature. It can be the beauty of the lake, forest, or another natural resource. However, developing the natural tourist destination still needs support from its attraction; that is why Toba Lake has a low development because it lacks attraction (Paramitha et al., 2019). In enjoying natural resources, weather has a decisive influence on the tourist decision. Based on research by R.-Toubes et al. (2020), weather forecasts greatly or totally influenced the decision to go to the beach for almost 70% of respondents and about 80% of the respondents checked on the weather before visiting a beach. the effects of climate on tourism at the destination level include two aspects: the direct impact

on tourists, e.g., comfort conditions and weather conditions suitable for certain activities, and the contextual effects, e.g., species present, quality, and condition of ecosystems and the environment in general (Moreno, 2010).

The last variable is the beauty of nature. The beauty of nature is the result of the diverse natural wealth that creates a beauty of high value in the eyes of the viewer (Muksin & Sunarti, 2018). The beauty of nature could be enhanced by keeping nature itself. Managing the destination and using it sustainably would keep the beauty of nature. The beauty of nature needs to be kept and improved to get the view and the function of the environment. The tourist destination manager caters more effectively to sustainability-oriented tourists (de Araújo et al., 2022). The tourist will show appreciation for the environment by deciding their willingness to pay for the environment. Research by de Araújo et al. (2022) found environmental beliefs significantly affected both ecotour attitudes and sustainable consumption behavior and that the latter two significantly affected WTP. However, no significant effect of environmental beliefs on WTP was found.

The influence of tourism development on the environment can be seen in research by Voumik et al. (2023) about the impact of tourism on carbon emissions. They found that tourism and renewable energy can help reduce CO₂ emissions. Policymakers may be encouraged to adopt renewable energy and promote the expansion of the sustainable tourism industry.

To answer the research objectives, several hypotheses were created among the independent variables and dependent variables. Hypotheses were created to show the relationship partially and simultaneously relationship between independent and dependent variables. The hypotheses about the relationship between escape motives, relaxation, enjoying natural resources, and the beauty of nature toward visit decision are as follows.

- H1: The escape motive has a significant relationship with the visit decision.
- H2: Relaxation has a significant relationship with visit decision.
- H3: Enjoying natural resources has a significant relationship with visit decision
- H4: The beauty of nature has a significant relationship with the visit decision
- H5: Escape motive, relaxation, enjoying natural resources, and beauty of nature have significant relationships with visit decision simultaneously.

RESEARCH METHOD

The population in this research is everyone who has ever been to Tanjung Lesung as a tourist. The sampling method used in this research is convenience sampling. Convenience sampling is a non-probability sampling that can depend on the information accumulation population of individuals who are advantageously accessible or available when it comes to taking an interest and taking part in this research. The number of samples used is 100 respondents. By this number of samples, an approximately normal distribution assumption could be used.

The data collection method used a questionnaire that passed the validity and reliability test. The validity test used coefficient correlation and the reliability test used Cronbach alpha. The questionnaire validity and reliability test used 20 respondents. The scale used in the questionnaire was the Likert scale from 1–5, which is from strongly disagree to strongly agree. The change of measurement from ordinal to interval level from 1 for strongly disagree to 5 for strongly agree. The data analysis used is multiple regression,

with four independent variables (escape motives, relaxation, enjoying natural resources, and beauty of nature) and one dependent variable visit decision. Multiple-linear regression can be defined as a linear regression extension that could be exposed to several explanatory variables at the same time. Linear regression calculates the equation of the line of best fit for a given set of data, which can be explained as:

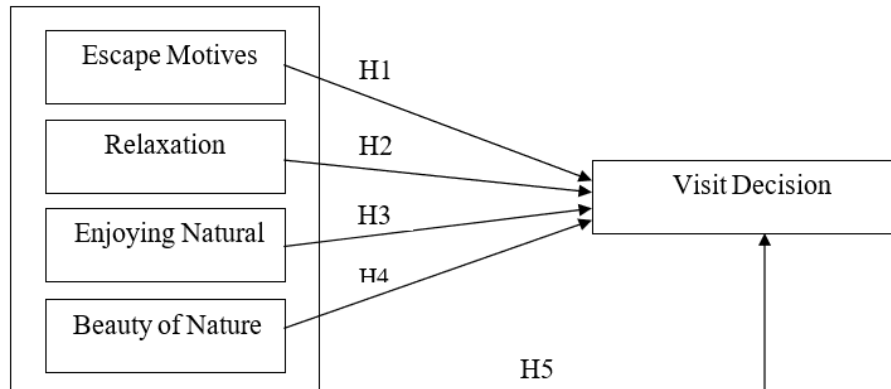
$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where:

- Y: Visit decision
- β_0 : Constant
- $\beta_1, \beta_2, \beta_3, \beta_4$: Regression Coefficient
- X1: Escape motive (TEM)
- X2: Relaxation (TR)
- X3: Enjoying natural resources (TENR)
- X4: Beauty of nature (TBN)
- e: Error

The goodness of fit test for the multiple regression done for normality used histogram, heteroscedasticity test used scatterplot, and multicollinearity used VIP.

Figure 1. Theoretical Framework



Source: Khuong et al. (2014)

RESULTS

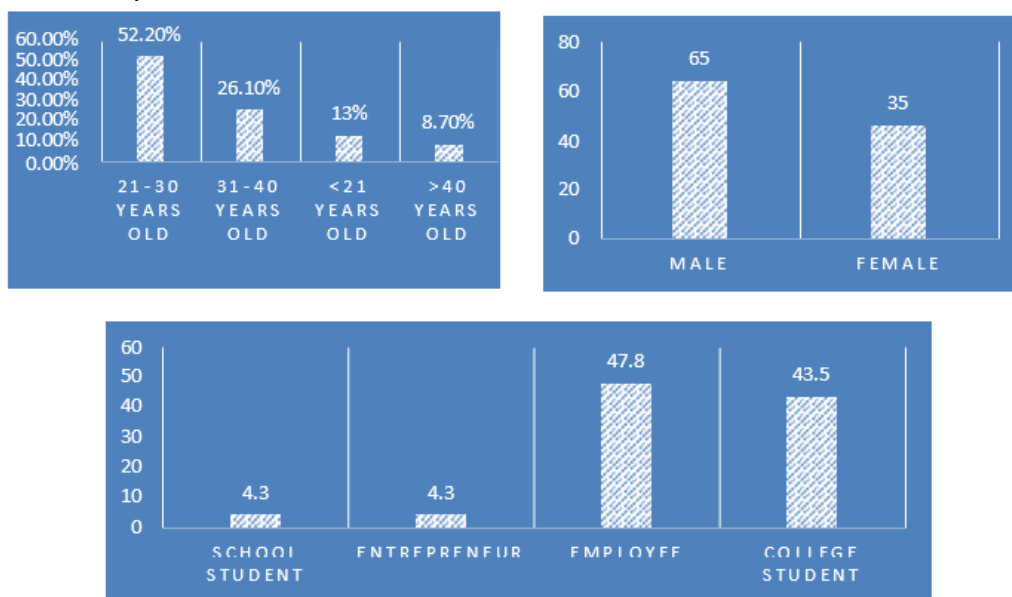
The profile of the respondent showed by gender, age, and occupation. The gender showed that 65% are male and 35% are female. The respondents mostly (52.2%) have an age range of 21 – 30 years old and the respondent occupation 47.8% is an employee. The profile of the respondent is collected from the first part of the questionnaire. The questionnaire that measured the variable already complies with the validity and reliability test.

The ratio in gender shows that male dominated compared with female (65% male: 35% female). Gender, in the case of push motivation, males do not affect the escape motive but have a stronger impact on the personal and the cultural experience variable (Duong et al., 2023). That shows males could as the leader in travelling and females should save travelling with them. Gender and age are both demographic variables that significantly affect the impact of independent variables on the dependent variable. In the case of push motivation, males do not affect the escape variable but have a stronger impact on the personal variable and the cultural experience variable (Duong et al., 2023).

On the other hand, for females, the object has an impact on all three variables in descending order of importance: escape personal, knowledge, and cultural experience. variable, and then the personal variable. When it comes to pulling motivation, gender influences all variables in the model. Men have the strongest impact on the information and reachability variables, followed by the destination's unique image (Duong et al., 2023). Women, on the other hand, have the strongest influence on the destination's unique image variable, followed by the information and reachability variable, and lastly the personal variables.

The biggest range of age is 21 to 30 years old, Based on research by Duong et al. (2023) at Vietnam's Central Highlands, most age groups (except for the age group of 45 to 54) have an impact on the personal variable. The knowledge and cultural experience variables are influenced by the age groups under 25, 25 to 34, and 45 to 54. For pull motivation, age influences all variables in the study model. The age group under 25 and from 35 to 54 has the greatest influence on the destination's unique image variable. The age groups of 25 to 54 and 55 and older have the greatest influence on the information and reachability variable.

Figure 2. Respondents Profile



Therefore, the regression model that could be made is:

$$Y = 4.707 + 0.228 \text{ TEM} + 0.358 \text{ TR} + 0.342 \text{ TENR} + 0.825 \text{ TBN} + e$$

Where,

Y = Visit Decision

TEM = Escape Motive

TR = Relaxation

TENR = Enjoying Natural Resources

TBN = Beauty of Nature

Table 1. Multiple Regression Model

Model	Unstandardized	Standardized	t	Sig.	Collinearity
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		Coefficients		Coefficients			Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.707	1.540		3.056	0.003		
	TEM	0.228	0.187	0.124	1.219	0.226	0.444	2.253
	TR	0.358	0.136	0.272	2.630	0.010	0.430	2.324
	TENR	0.342	0.164	0.153	2.082	0.040	0.849	1.177
	TBN	0.825	0.140	0.440	5.888	0.000	0.820	1.220

This multiple regression model already complies with all classical assumptions, normalitytest, heteroscedasticity test, and multicollinearity test. The normality test was done by histogram test, the heteroscedasticity test was done by scatter plot, and the multicollinearity test was done by VIF. For the significance of the relationship between independent and dependent variables, the test found relaxation, enjoying natural resources and beautiful nature have a significant relationship with the visit decision, but the escape motive has no significant relationship with the visit decision.

From the multiple regression, a constant is 4.707, it means if no independent variables, the visit decision stillhas a value which is 4.707 units. Visit decisions are still made by people otherwise no escape motive, relaxation, enjoying natural resources, and beauty of nature. This constant could be shown that Tanjung Lesung would have tourists otherwise the escape motive, relaxation, enjoying natural resources, and the beauty of nature as an influence factors exist. There are some other influencing factors that gave the response.

The escape motive has no significant ($p = 0.226$) influence on the visit decision. From the regression, the regression coefficient is 0.228, meaning if there is an increase of 1 unit of escape motive, the visit decision would be increased by 0.228 units but not significant. There is a positive correlation between the escape motive and the visit decision, but it is not supported by data.

Relaxation has a significant ($p = 0.010$) influence on visit decisions and positive relationships. The regression coefficient is 0.358, meaning if there is an increase of 1 unit of relaxation, the visit decision would be increased by 0.358 units. The relaxation experience got by tourists by seeing the view, and getting the cultural attraction would impact their next tourist destination.

Enjoying natural resources has a significant ($p = 0.040$) influence on visit decisions and positive relationships. The regression coefficient is 0.342, meaning if there is an increase of 1 unit of enjoying natural resources, the visit decision would be increased by 0.342 units. Natural resources offered by certain tourist destinations are unique and different compared with other locations. This could as the strength of the destination and make a tourist impress and enjoy it.

The beauty of nature has a significant ($p = 0.000$) influence on visit decisions with a positive relationship. The regression coefficient is 0.825, meaning if there is an increase of 1 unit of beautiful natural, the visit decision would be increased by 0.825 units. This coefficient of regression is the biggest value compared with coefficients of regression from other variables. It showed that the development of Tanjung Lesung could start with enhancing the beauty of nature in this location.

From the coefficient of regression, there is the biggest coefficient from the beauty of nature variable. It means, that if one wants to increase the visit decision to Tanjung

Lesung, the effort could be given to the beauty of nature. The influence will increase by 0.825 units of visit decision by increasing 1 unit of the beauty of nature variable.

In answering the hypothesis can be said that hypothesis 1 accepts H0. It means the escape motive variable does not significantly influence to visit decision. The data does not support the significance of influenced toward visit decision. For the relaxation, enjoying natural resources and beautiful nature variables had a significant influence on to visit decision variable. The hypothesis 2, 3, and 4 significance rejected H0 and accept H1.

Table 2. F-Test (ANOVA)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	460.142	4	115.035	30.735	0.000 ^b
	Residual	355.568	95	3.743		
	Total	815.710	99			

Dependent Variable: TVD

Predictors: (Constant), TBN, TENR, TEM, TR

For the hypothesis 5, Table 2 shows the F-test that could answer the hypothesis 5. The p-value for the F-test is 0.000 less than 0.05 as an alpha. Therefore, it means hypothesis 5 rejects H0, there are significant simultaneous influence of all independent variables (escape motive, relaxation, enjoying natural resources, and beautiful nature) toward the visit decision to Tanjung Lesung. This showed all independent variables together influence the tourist visit decision to the tourism destination, in this research is Tanjung Lesung.

DISCUSSION

Nowadays, communication tools that already reach all areas of the world, as long as the area can be reached by internet access it means someone can not escape from their daily life. Based on research by Pawaskar et al. (2020), escape motive, exploration, and learning motive are strongly associated with cultural attributes. Escape motives have a positive association with image and seeking of services at the destination. In this research, the escape motive has no significant relationship with the visit decision. This is supported by the evidence that Tanjung Lesung has a good improvement in accessibility. In promoting the Tanjung Lesung, the image of Tanjung Lesung must be proper and strong enough to show the beauty of this area. A proper image will encourage tourists to visit ecotourism destinations (Rahman et al., 2023).

Relaxation, enjoying natural resources, and the beauty of nature have a significant influence on tourist visit decisions. Relaxation of tourist body could get by seeing the good view from the nature. The experience of tourist in relaxed conditions as their need pushes them to visit the destination. The tourists are motivated to fulfill their needs, including reducing psychological imbalance and gaining recognition of social status (Said & Maryono, 2018).

The Tanjung Lesung views are beach views and good natural forest views. The originality of the natural view could make tourists relax and enjoy the natural view services. Spending time on the beach is one of the most popular forms of tourism leisure worldwide. Characteristics of a particular beach need to be improved, what facilities should be introduced or discontinued, beach managers can find out through social science research methods that can encourage participation of all stakeholders, increase visitor satisfaction and destination competitiveness, and thus lay the groundwork for

more sustainable development of beaches as tourism product (Magaš, 2022). Some factors are mediated by the motivation that influences the tourist decision, such as the amenities of the environment and attractions (Martaleni et al., 2021). The harmonization of environmental, social-cultural, and economic aspects is needed in making tourism management policies (Tangian et al., 2021). As an example in developing the biosphere reserve on the Samotharaki Island in NE Aegen, Greece, in this transdisciplinary process, the BR vision needs not only to be transferred to the local population but also to be fully appropriated in order to create a truly sustainable future for Samothraki (Petridis, 2012).

Natural tourism destination gives the natural and beautiful view that is offered by an environment that has good quality and still gives good amenities and environmental services. Maintenance of the environmental quality could keep the environmental services and the beauty of nature and enjoying the natural resources can give relaxation conditions for tourists. That is why, the sustainability of the tourist destination becomes more important (Ismail et al., 2019). In climate change consideration, the weather has a decisive influence on the variability of the daily flow of tourists (R.-Toubes et al., 2020). Based on the research of Zeiss et al. (2022), the correlation between weather with complaining behavior shown it cannot be proven based on the applied methods and used data. The four-field coefficient cannot confirm a correlation, as it is close to zero for all four weather parameters. For further investigations, more complaint data are required to obtain more significant results.

The sustainability consideration needs to be embedded in tourist development among the parties. The result of research on the development of Tidore Island as a tourist destination found that collaboration with third parties become the key strategy (Runtunuwu, 2020). Tourism development must fulfill sustainable development, considering that tourism is an industry that must protect nature or the environment to be able to provide tourism services (Ismail et al., 2019).

Based on the dissertation of Magaš (2022), showed approach incorporates the principles of sustainable development while simultaneously being oriented toward some of the most important theoretical determinants of successful business operations – visitor satisfaction and future behavioural intentions. By assessing the reliability and validity of the empirical model and testing the proposed scientific hypotheses, new insights into the area of beach visitor satisfaction have been explored and revealed, these insights establish emotions as a reliable predictor of beach visitor satisfaction and future behavioral intentions and include different emotional experiences of visitors on a natural beach in a rural environment.

In terms of climate, there are some findings from research of Deason et al. (2023), changes in ecotourism demand may occur from alternate climate futures in mountain regions of Latin America, particularly under more extreme changes in climatic and environmental conditions, and the more extreme climate-induced changes will particularly alter the timing of demand within the domestic tourist market. Climate and weather conditions at a destination influence the decision regarding what season and which location tourist might travel to. The hours of sunshine are the most influential weather factor to tourist in deciding to go the beach (R.-Toubes et al., 2020).

The environmental indicators could enhance sustainable management of tourism destinations. The most relevant environmental indicators are water consumption per guest, water consumption per occupied room, and energy consumption per square meter/foot (Campos et al., 2024). Addressing environmental sustainability in the

development of the tourism industry aims to preserve natural resources and protect the global ecosystem, even though decisions with environmental impacts may be delayed in producing perceived effects. The effects of tourism are shown in research by Raihan (2024). The empirical results indicate that a 1% rise in economic growth, energy consumption, and tourist arrivals leads to environmental deterioration by causing a respective increase in CO2 emissions of 1.37%, 1.06%, and 0.57% in the near term, and 0.72%, 0.62%, and 0.16% in the long term.

Developing Tanjung Lesung as a tourist destination requires collaboration among all stakeholders. Making Tanjung Lesung one of the Special Economic Zones (ZES) is hoped to accelerate regional economic growth and the multiplier effect of the tourism business. Based on research by Paramitha et al. (2019), most of the tourist facilities in Lake Toba are owned by the local government, struggling with operational management. Most of the destinations are integrated within the community settlement, but the surrounding community has very minimal involvement with the business.

The lack of facilities occurs in many tourist destinations in Indonesia, posing a significant challenge for the tourism industry and government. The government's commitment to supporting the development of the tourism industry needs to be integrated with the national development strategy and supported by continuous and well-planned budgeting. The development of Minahasa District as a tourist destination has limited facilities and infrastructure (Rawung et al., 2019). The strategies for developing the leading tourism object in Tidore Island City include improving the quality and quantity of human resources, developing supporting facilities, and cooperating with third parties or community self-help parties (Runtunuwu, 2020).

CONCLUSION

The impact of escape motives, relaxation, enjoying natural resources, and beauty of nature on tourist visit decisions in Tanjung Lesung partially found no significant impact of escape motives, but the other variables which are relaxation, enjoying natural resources, and the beauty of nature are significance impact partially to tourist decision. The four independent variables have a significant impact simultaneously on tourist decisions. The multiple regression find is $Y = 4.707 + 0.228 \text{ Escape motive} + 0.358 \text{ Relaxation} + 0.342 \text{ Enjoying natural resources} + 0.825 \text{ Beauty of nature} + e$. The beauty of nature made the biggest contribution and made the view of nature become an important thing to keep well. Developing Tanjung Lesung as a tourism destination need to consider much on natural view, keeping it as original as it is and enhance the acces and facilities around it. Others finding is about keeping nature in Tanjung Lesung need collaborate with all stakeholders including goverment since tanjung Lesung is a Special Economic Zone for tourism.

The recommendation from this research is that to enhance the tourist visit to Tanjung Lesung, all stakeholders need to improve the facilities for relaxation such as spas, massage, etc. The view of Tanjung Lesung, for example beach, mountain, and culture needs to be improved and marketed widely. More information about Tanjung Lesung needs to spread all over the world to make tourists come and enjoy Tanjung Lesung. Cultural attractions in Tanjung Lesung, still need to enhance their uniqueness and develop the infrastructure to support it.

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DECLARATION OF CONFLICTING INTERESTS

There is no conflict of interest in this research.

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