Analysis of Factors Affecting Tourist Interest in Visiting Tourist Destinations for the Likupang Special Economic Zone (SEZ)

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Annotation: This research was conducted to determine the factors that influence the interest of tourists visiting the Likupang SEZ Tourism Destinations. This research is a quantitative research, using Confirmatory Factor Analysis tool, by assessing the location of tourism using the appointed variables, namely Infrastructure, Cleanliness and Internet Network. The population is tourists who visit tourist destinations in the Likupang SEZ, The sampling technique used the Accidental Sampling technique with an unknown population, the number of samples was determined using the Lemeshow formula, which was a minimum of 97 samples. Data collection uses questionnaires that are distributed directly to tourists who are found at tourist sites, data processing uses SPSS version 25. The result of this research is that Infrastructure affects Tourist Visiting Interests at the Likupang SEZ Destinations. In the analysis of factor data, it proves that Infrastructure, Cleanliness and Telecommunication Networks are factors in the Visiting Interest of tourists in the Likupang SEZ, by forming one factor, namely the Infrastructure Factor, so that to see the effect, additional analysis is used, namely simple regression analysis using Infrastructure Factors on Visiting Interest. The result of this research is that Infrastructure affects Tourist Visiting Interests at the Likupang SEZ Destinations. In the analysis of factor data, it proves that Infrastructure, Cleanliness and Telecommunication Networks are factors in the Visiting Interest of tourists in the Likupang SEZ, by forming one factor, namely the Infrastructure Factor, so that to see the effect, additional analysis is used, namely simple regression analysis using Infrastructure Factors on Visiting Interest. The result of this research is that Infrastructure affects Tourist Visiting Interests at the Likupang SEZ Destinations.

Key words: Tourists, Special Economic Zones.

Introduction

The establishment of the Likupang SEZ was proposed by PT Minahasa Permai Resort Development (MPRD), a subsidiary of the Sintesa Group. The proposal for stipulation was accepted at the SEZ National Council Session on August 15, 2019. Not long after, the government promulgated PP No. 84 of 2019 concerning the Likupang SEZ on December 10, 2019. This legal umbrella confirms the steps for economic development with the main activity in the tourism sector in the Likupang area (Nugraheni). and Irianto, 2022). The Likupang SEZ in North Minahasa is currently two years old since its establishment. In less than three years, the Likupang SEZ needs to attract an investment of at least Rp 7 trillion if it is to meet the government's expectations. In general, the government has set an investment target of Rp 7 trillion-Rp 70 trillion in each SEZ by 2024. In the initial draft, PT MPRD committed to invest Rp 2.1 trillion. This figure consists of 30 percent of assets and 70 percent of loans. This investment is expected to attract an investment of IDR 5 trillion by 2040. North Minahasa Regency (often abbreviated as MINUT) with its

administrative center and capital city in Airmadidi, is located in North Sulawesi Province. This district has a strategic location because it is between two cities, namely Manado and the port city of Bitung. North Minahasa Regency, which is right between 2 urban districts, namely Bitung City in the east and Manado City in the west. In addition, it can be described the position of Likupang in the northern part, North Minahasa Regency. Likuang is divided into 3 sub-districts, namely, East Likupang, South Likupang and West Likupang. Each sub-district has a tourist area that becomes the Likupang SEZ. East Likupang District has 18 villages namely, eh, Kahuku, Kalinaun, Kinunang, Libas, Likupang, Likupang Dua, Likupang Kampung Ambong, Likupang Satu, play, Marinsow, Pine granny, Posts, Reset elements, Rinondoran, Sarawet, Wineru, Winuri. South Likupang has 7 villages namely, Stone, Kaweruan, Kokoleh Two, Kokoleh One, paslaten, Wangurer, Werot. And for West Likupang has 20 villages namely, Airbanua, Bahoi, Bulutui, Ganga Dua, Ganga One, Jayakarsa, Kinabuhutan, Maliambao, Mubune, Munte, Palaes, Paputungan, Serey, Sonsilo, Talise, Fat, White Land, Tarabitan, thermal,Wawunian. The Likupang area is inhabited by residents of North Nusa and Sangir Talaud, as well as Minahasa, (Wikipedia.org). Google Trends analysis in the past year shows that Likupang keyword searches come from users in the Sulawesi region, especially North Sulawesi and Gorontalo. This portrait at least shows the low popularity of Likupang for the Indonesian people in general (Nugraheni and Irianto, 2022).Likupang is one of the areas in North Minahasa, North Sulawesi. The white coastline overlooking the Sulawesi Sea, savanna, and Wallace's unique biodiversity represent a little glimpse of this paradise on the edge of the island of Sulawesi. Inevitably, this area is encouraged to become a strategic area in the Likupang Special Economic Zone (SEZ) (Nugraheni and Irianto, 2022).The Likupang Special Economic Zones (SEZ) are Pulisan Village, Marinsow Village, and Kinunang Village. SEZ Likupang has the attraction of beaches with white sand, between Tanjung Pulisan, Pall Beach and the vast Savana, around it there is also Sampirang Beach and ecotourism Bahoi. The Likupang SEZ is supported by the PUPR Ministry which has built tourist villages, namely, the tourist villages of Marinsow, Pulisan, Kinunang, Bahoi, and Gangga Island. The PUPR Ministry provides a budget for the development of tourist villages such as the provision of homestays that are included in the five village businesses (Diah, 2021). The natural beauty of the Likupang Special Economic Zone (SEZ) is apparently still hampered by infrastructure. Road infrastructure is being built and the government is trying to make it easier to access the Likupang SEZ. But in reality, infrastructure doesn't always only talk about access roads. Mantiri said that the Bitung-Likupang road access was cut off in January 2022 due to inadequate drainage, heavy rains made the water flow harder and waterways collided against the road wall, causing the road to collapse. In addition, water that flows rapidly in several parts of the road body on the access road to the Special Economic Zone (SEZ) causes damage in the form of holes in the road body (Mais, 2022). In addition to drainage, there is also inadequate parking infrastructure in one of the Likupang SEZs, namely Kinunang, so tourists who bring vehicles must park their vehicles on the edge of the road on asphalt concrete, (Mais, 2022). Other DPSPs, the handling of waste problems in the field is still very slow, impact on SEZ development. Garbage disturbs the beauty of tourism in Likupang. Fenie revealed that garbage is the main problem in the Likupang SEZ, along the road from Manado to the road from Manado to Likupang, which you can see there are still many bottles of garbage, not only on the road, there seems to be a lot of garbage in the sea, not infrequently garbage is dumped on land and rivers ends up in the sea as a waste product. estuary, (Main Editor. 2022). In addition to infrastructure and cleanliness, Telecommunication Networks, especially the internet, are also still an obstacle in the Likupang SEZ, of the 3 villages that are included in the Likupang SEZ, 1 of them has not been facilitated with cellular connections, while the other 2 villages already have a network. telephone and internet, but also only one cellular operator. Tjaombah and Gabrilin (2021) explained that to get internet, the villagers of Kinunang were forced to search for a network in the area around the Village Hall Office which is located at an altitude. The phrase in the title of the article "Likupang is a Super Priority, but the Internet is 'Super Slow' is bad" proves the problem with the telecommunications network in the Likupang SEZ (Komentaren.Net).Unfortunately, various things have an impact on the SEZ development process, so that the goal of attracting tourists has

not been achieved, therefore investment in tourism has also not been achieved. Project Development Head of PT MPRD Paquita Widjaja Rustandi explained that the COVID-19 caused the planned investment from bank loans to be delayed. Meanwhile, COVID-19 tourism destinations create doubts for tourists to travel. Adaptation of new habits creates long considerations for tourists to travel (Nugraheni and Irianto, 2022).In 2019, Edwin Silangen as the Regional Secretary for the Province of North Sulawesi, explained the government's great hope for the Likupang SEZ to increase tourist visits to boost the Indonesian economy again, (Polakitan and Buchori, 2019). But unfortunately Super Priority Tourism Destinations (DPSP) have not been maximally attracted to tourists, because they still have inadequate facilities and accessibility. Doubts for tourists to travel are still very much felt to this day. Adaptation of new habits creates long considerations for tourists to travel (Nugraheni and Irianto, 2022).Some of the central government's focuses on developing Likupang are improving infrastructure and the quality of telecommunication networks because it is considered that this is very much needed by tourists when traveling (KEMENPAREKRAF/BAPAREKRAF, 2021).In research conducted by Ariowibowo, Lolowang, and Rengkung (2017) regarding the Strategy for Development of Natural Tourism Areas in North Minahasa Regency. Restructuring by considering the priority of tourist needs such as Infrastructure, Cleanliness and Prices in this tourist area so that it will be very influential, where travelers can feel the value of marine tourism areas at affordable prices.According to the description above, interesting researchers to research about Factors Affecting Tourist Interest in Visiting Tourist Destinations Locations for the Likupang Special Economic Zone (SEZ). By using Confirmatory Factor Analysis, the variables to be confirmed are Infrastructure, Telecommunications, and Cleanliness. However, due to time constraints in this research, I only took a few destinations, namely Pulisan, Pall, Kinunang, Bahoi, and Lihaga.

To be able to understand what infrastructure really is, you can review it starting from the meaning or meaning of infrastructure itself. Infrastructure means the embodiment of public capital (public capital) which consists of bridges, public roads, sewer systems, and others, is an investment invested by the government. Gusty, et al., 2022: 125). According to N. Gregory Mankiw, (2003) in Permanasari and Notoprayitno, (2021) Infrastructure is a system that supports the social and economic system which is also a liaison for the environmental system, where this system can be used as a basis for making policies. above, the researcher can conclude that infrastructure is all tangible facilities that can support human activities and human needs in terms of social and economic. Grigg in Wikipedia, Six broad categories of infrastructure:

1. Road groups (roads, highways, bridges);

2. Group of transportation services (transit, rail, port, airport);

3. Water groups (clean water, dirty water, all water systems, including waterways);

4. Waste management group (solid waste management system);

5. Group of buildings and outdoor sports facilities;

6. Energy production and distribution group (electricity and gas)

According to Andesita, Firmansyah, & Priyandoko (2019), the infrastructure included in the components of a tourist area includes road, electricity, clean water and telecommunications infrastructure. , 2020). There are three tourism facilities that can affect the length of time tourists stay at a tourism location, namely:

1. Basic Tourism Facilities

2. Tourism Complementary Facilities

3. Tourism Support Advice.

With the existence of infrastructure and several previous studies on tourism infrastructure, infrastructure indicators were raised, namely clean water, drainage and disposal, electricity

networks, roads, accessibility, parking lots, communication networks, administration, health and law (Lallo, Poluan and Waani, 2016).

2.1.2. Definition of Telecommunication Network or Internet

Telecommunications or the Internet is an information technology system that connects devices around the world to form a very wide network. The internet network that contains various information in the form of text, music, video, and others is accessed through the world wide web network. The public can access the internet by sending data using the Internet Protocol standard or what is known as IP. Information that can be accessed via the internet is very large and wide (Vinka and Michele, 2021). Understanding the internet according to internet experts is a medium that allows a communication process to take place efficiently by connecting it with various applications (Purbo, 2003 in Purbo, Muludi and Kurniawan, 2020: 3). Huda and Ardi (2021:142),

2.1.3. Definition of Cleanliness

According to the World Health Organization (WHO) in Wilsa (2020: 6) Environmental cleanliness is an environmental condition that can support the ecological balance that must exist between humans and the environment in order to ensure optimal conditions. health of every human being. Environmental Health is a clean environmental condition that can support the achievement of a healthy and happy quality of human life.

Environmental health is part of several basic health for modern society, environmental health is a health factor that includes all human health factors regarding the relationship with the environment.The intention is to maintain and also increase the degree of human health at the highest level by improving social factors, environmental physical factors, and some environmental characters and behaviors that affect health (MateriBelajar.co.id, 2021). The scope of Environmental Hygiene or health is

1. Provision of Clean Water for Use and Drinking Water

2. Waste management and pollution control

3. Waste disposal

4. Vector Control

5. Air Pollution Control

6. Radiation Control

7. Urban and Regional Planning

8. Occupational Health

9. Noise Control

10. Housing and Settlements

11. General Recreation and Tourism

12. Prevention and control of soil pollution by human excreta

13. Aspects of Environmental Health and Air Transportation

14. Accident Prevention

15. *Hygiene*Food

16. Sanitary measures related to epidemics and disasters

Environmental health or environmental cleanliness is a determining factor for tourism competitiveness. So that environmental health or environmental cleanliness is one of the priorities in tourism destinations (MateriBelajar.co.id, 2021).

2.1.4. Interested Visit

Interest in visiting is a form or manifestation of interest in behavior, according to Simamora (2002) in Ngajow, Tawas, Djemly (2021) theoretically interest in behavior is a potential tendency to react (attitude precedes behavior). Interest in visiting means potential consumers (visitors) who have and have never been and who are currently going to visit a tourist attraction. Interest in visiting someone arises because of a desire to enjoy the products and services offered by the company. At the stage of the emergence of interest, consumers realize that they like a particular product that they want to have (interest). According to Schiffman and Kanuk (2007:201) in Putra et all (2015) interest is a psychic activity that arises because of feelings and thoughts about a desired product or service.

2.1.5. Special Economic Zone

Special Economic Zones are another word for Integrated Industrial Estates, both of which have the same understanding. Before the term appeared, we were familiar with the term Bonded Warehouse in the 1970s, the term Industrial Estate in 1989, and then changed again to an Integrated Economic Development Zone (KAPET), and finally the development of a Special Economic Zone in 2009 (Yustike , et al., 2021:38). In many countries, the term Special Economic Zone is the same as the Industrial Park Zone in China to name the Shenzen industrial area, Free Zone in the industrial area in Dubai, Special Economic Zone such as India and Egypt..(Yustike, et al., 2021:38). According to Idham (2021:207) "The economic zone is designated regions in a country that operate under rules that provide special investment incentives, including Duty Free treatment for import and for manufacturing plants that reexport their products". is designed as a special area under the control of a State/Government which is operated under certain regulations and provides various investment plans, including exemption from import tax fees such as machineries and other materials for re-export of all these products. - Relevant to the meaning of the Free Tread Zone in question actually contains good intentions for the benefit of the community, especially in an effort to improve the welfare of the regional community (Idham, 2021).SEZs are developed through the preparation of areas that have geoeconomic and geostrategic advantages and function to accommodate industrial activities, exports, imports, and other economic activities that have high economic value and international competitiveness. The presence of SEZs is expected to build economic capability and competitiveness at the national level through value-added industries and tourism and value chains. Until 2022 there are 18 SEZs in Indonesia. From the above understanding, the author can conclude that Special Economic Zones are a strategy for several countries in controlling the economy, which initially focused on trade, exports and imports, and are now starting to explore areas that have other economic potential such as tourism, with the main goal of attracting investors, so that it can prosper the community.

Research Methods

3.1. Types of research

The type of research used by the author is categorized as quantitative research, where the measurement of variables with data analysis uses numbers. According to Sugiyono (2017:8) quantitative research can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses. . The author uses the associative research method which aims to determine the relationship between two or more variables, with this research it will be possible to build a theory that can function or explain, predict, or control a symptom (Siregar, 2017:17).

3.2. Research Location and Object

In this study, the researcher chose the object of research in the Tourism-Based Special Economic Zone, which is located in Likupang, North Minahasa Regency, North Sulawesi Province. Researchers took the object of this research because, Likupang is currently the government's choice in the focus of its tourism development, in order to encourage the country's economic

growth. In addition, Likupang also has many coastal and cultural tourism destinations, but they are less developed and not widely known to the public, especially nationally so that there are still few visitors. In addition, the location of this research is easy to reach by researchers.

3.3. Data Collection Method

3.3.1. Data Source

The data source is divided into 2 parts, namely primary data and secondary data

1. Primary data

What is meant by primary data is data obtained by researchers directly from the original source (not through intermediaries) in this case directly to tourists. Primary data were specifically collected to answer research questions. In this study, to obtain primary data, it can be done by distributing questionnaires to tourists from the Likupang Special Economic Zone.

2. Secondary Data

Secondary data in this study are literature studies, literature books and previous research related to the problems in this study.

3.3.2. Data Collection Techniques

To obtain the data needed to support this research, the researcher used data collection techniques by means of a survey method through questionnaires distributed to tourists, both those who had visited and those who had never. Other information is obtained through library research, namely through methods that examine various theories relevant to the preparation of this research such as data sourced from various references such as books and scientific journals in the form of theories related to the variables that the researcher adopts, namely, Infrastructure, Economic Products Creativity, Environmental Cleanliness, Internet Networks, Promotions, and Prices and Visiting Interests.

3.3.3. Population

The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then drawn conclusions. The population in this study is tourists who visit the Likupang Special Economic Zone.

3.3.4. Sample

In simple terms, the sample can be interpreted as part of the selected population that can represent the population. Determination of the sample The researcher used the Lemeshow formula as sampling because the number of population was unknown.

$$n = \frac{Za^2 \text{x P x Q}}{L^2}$$

Information:

N = Minimum number of samples required

Z = The standard value of the distribution according to the value of = 5% = 1.96

P = Outcome preference, because data has not been obtained, then 50% is used

Q = 1 – P

L = 10% accuracy rate

Based on the formula, then

$$n = \frac{(1.96)^2 \text{x } 0.5 \text{ x } 0.5}{(0.1)^2} = 96.04$$

Then the results obtained by the minimum number of samples required in this study were 97 respondents.

This study uses the basis of sampling with Non-Probability Sampling Accidental Sampling, which is a sampling technique based on chance, that is, anyone who coincidentally meets a researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source.

3.3.5. Data Analysis Techniques

The data analysis techniques used in the research are:

3.3.5.1. Factor Analysis

Factor analysis using SPSS 25 program. According to Sofyan (2013:33) factor analysis is part of the multivariate which is useful for reducing variables. The way it works is to collect correlated variables into one or several factors, where one factor with other factors is independent or uncorrelated. The basic principle of factor analysis is to extract a number of common factors from a group of original variables X1, X2, X3,…,Xp, so that:

1. The number of factors is less than the number of original variables X

2. Most of the information on the original variable X, is stored in factors.

Discussion

This study was made to discuss the factors that shape tourist interest in visiting the Likupang Special Economic Zone (SEZ) tourist destination using Confirmatory Factor Analysis.

4.1. Confirmatory Factor Analysis

Based on the results of the analysis describes all the variables studied, namely, Infrastructure, Cleanliness, and Telecommunication Networks confirmed to be a factor that forms one factor, namely the Infrastructure factor. This is because the value of KMO and Bartlett's Test in the Kaiser-Meyer-Olkin Measure of Sampling Adequacy column shows the number 0.823 which is more than 0.5 with the acquisition value of sig. smaller than 0.005, which is 0.000, it can be concluded that indeed the three variables raised, namely Infrastructure, Cleanliness, and Telecommunication Networks, are factors in determining the interest of visiting tourists in this study. San for the results of the Total Variance Explained table the total Initial Eigenvalue shows the Infrastructure variable can represent other variables of 73.235% Cumulative value, Furthermore, to see the effect of the variables formed, which is 73.235% of the Infrastructure variable on Visiting Interests, an auxiliary analysis tool or additional analysis tool is used, namely regression analysis and is determined using simple regression because the variables studied only use one dependent variable and one independent variable. The Influence of Infrastructure on Tourist Interest in Visiting the Likupang Special Economic Zone (SEZ) Tourism Destination.

4.2. Infrastructure Variable (X) Affects Visiting Interest (Y)

Based on the results of the analysis, it shows that the Infrastructure variable (X) has a positive and significant effect on the interest of visiting tourists to tourist destinations in the Likupang Special Economic Zone (SEZ). These results identify that the independent variable is a variable that can be used to predict the interest of visiting tourists. This means that interest in visiting can be formed through the availability of adequate infrastructure, the more adequate the existing infrastructure in tourist destinations, especially those that are always used by tourists such as Telecommunication Networks, and Environmental Cleanliness Facilities will increasingly attract tourists to come for tours, vacations and spend time in the Likupang SEZ. This is in line with research from

Ariowibowo, Lolowang, and Rengkung (2017) regarding the Strategy for the Development of Natural Tourism Areas in North Minahasa Regency. Restructuring by considering the priority of tourist needs such as Infrastructure will be very helpful. In Kawatak's research, Indriyanto and Waloni (2021) presented the results of their research, namely the strategy in tourism-based development in Likupang, namely the strategy of completing supporting facilities such as infrastructure needed by tourists. Gendong Songo Temple, Bandungan District" where the results of his research illustrate that "There is an influence between the development of infrastructure in the interest of tourist visits, where the infrastructure indicators that influenced the interest of tourist visits are the number of electricity customers and the length of the road in good condition with the resulting model." - The results of the study show that there is an influence between infrastructure development on the interest of tourist visits, where the infrastructure indicators that affect the interest of tourist visits are the number of electricity customers and the length of roads in good condition with the resulting model. According to Hamid (2013) revealed, "Some issues and challenges that will possibly hinder or impinge on tourism development at the local level. These challenges and were categorized into three major themes: Infrastructure, Tourism Institutional Framework and The Community. These research findings suggest that there are various elements that may possibly inhibit the development of tourism at the local level unless remedial actions are taken soon. – his research points to some of the problems and challenges that may hinder or affect tourism development at the local level. These issues and challenges are categorized into three main themes: one of them is Infrastructure. His research findings suggest that these elements may hinder tourism development at the local level unless immediate corrective action is taken. In research by Dalimunthe, et al, in line with this research, the results are that Infrastructure is not always only about Highways, but Infrastructure is also related to Economic, Social and Environmental. There is a lot of infrastructure that must be considered in the process of tourism development to attract tourists to travel at tourist sites. Such as the availability of parking lots, entrance counters, public transportation, gazebos, hotels, accommodation, restaurants, toilets, places of worship, health facilities, educational facilities, cultural facilities, safety signs, road signs, sports facilities, as well as environmental protection such as drainage, management waste, trash cans, and clean water. Everything can affect the desire of tourists to visit. So that in the development of tourism and tourism objects, all aspects of infrastructure must be considered. With a priority grouping strategy. Such as Top Priority, Achievement Priority, Low Priority, Over Priority. So that it will focus more on short-term development and/or long-term development. So that equitable development can occur and not cause jealousy or meaningful comparisons from each destination. Ishak in Public Relations Prov. KALTIM (2017) said that infrastructure development is the key to the success of developing the tourism sector in KALTIM. Due to the good infrastructure of roads, ports, airports, electricity, clean water, and telecommunications in tourist destinations, tourists will be happy to visit KALTIM. "Do not miss the construction of hotel facilities, restaurants and ATMs" which are one of the supporting infrastructure for the development and progress of the tourism sector in the region. As stated by Ishak, Telecommunications is also part of the Infrastructure, so it is very important to develop telecommunications networks in tourist attractions. The results of this study are in line with According to Bogar, Gosal and Undap, (2019) The problem of solid waste in North Minahasa Regency is currently very worrying, so it needs serious handling by various parties, especially local governments to carry out representative and adequate waste management. Large piles of garbage or scattered garbage on the side of the road can easily be seen on a number of district roads. As an area develops, a better management system is demanded. Infrastructure facilities in this case equipment or waste facilities must be available at tourist sites, because infrastructure and the availability of infrastructure will attract visitors to visit. According to Yulianto's research, and Wijayanti (2020) "Maintenance of tourist facilities is often an overlooked factor in developing tourist destinations. Managers are more focused on development efforts and bringing in visitors. This is because maintaining tourist facilities tends to incur costs rather than profits. This means that maintenance and development strategies can be formulated for build the telecommunications, two priority strategies, namely (1) building cooperation with telecommunications operators as a

preventive effort to improve the completeness of receiving facilities for cellular phone and internet signals through the provision of telecommunications signal amplifiers or with BTS, (2) adding to the completeness of tourist facilities with preventive and repressive maintenance for rotten wooden fences or being eaten by termites as well as protection of erosion cliffs with gabions as security measures for visitors" – "Maintenance of tourist facilities is often an overlooked factor in tourist destinations that are developing but can attract visitors. Managers are more focused on development efforts and bringing in visitors. This is because the maintenance of tourist facilities tends to bring in costs rather than profits. There are two priority strategies for the availability of telecommunications networks, namely (1) establishing cooperation with telecommunications operators as a preventive measure to improve the completeness of cellular telephone signal receiving facilities and the internet through the provision of telecommunication signal boosters or with BTS, (2) increasing the completeness of tourist facilities with preventive and repressive maintenance. for wooden fences that have rotted or eaten by termites and for securing the cliffs that are prone to landslides with gabions as a security measure for visitors". In the research of Irfan and Sukirno (2019) Telecommunication technology networks are important in tourism development. Because tourists today are very dependent on telecommunications networks. Many changes brought about by telecommunications technology, so that tourism actors must be sensitive to it if they want to advance their tourism. "Information Communication Technology—ICT progress and dynamics has been changing human behavior and life. Thus, the tourism industry has changed drastically because of the new media development. The changes in organizational order or structure, society, trend, and culture based on technology development have become the signifier of the postmodern era. ICT is responsible for the drastic change of tourist consumer behavior, tourist service companies, tourism marketing, and tourism business. That's called as deconstruction. Tourism business must be sensitive to the consmer behavior and consumer culture deconstruction in this digital era that occurs in the tourism trend by following the ICT usage trend. Tourism entrepreneurs must deconstruct their mindset from competition to collaboration." – "The progress and dynamics of information communication technology have changed human behavior and life. The tourism industry has also changed drastically due to the development of new media. Changes in order or structure in organizations, society, trends, and culture based on technological developments are markers of the era of postmodernism. Information Communication Technology—ICT is responsible for drastic changes in the behavior of tourism consumers, tourism service companies, tourism marketing and tourism businesses. This is what is known as deconstruction. The tourism business must be sensitive to the deconstruction of consumer behavior and consumer culture in the digital era that is happening in tourism trends by following the trend of using ICT. Tourism businessmen have to deconstruct the mindset of competition to turn into collaboration. Therefore, during the ongoing development period (SEZ), infrastructure must be built properly to make it easier for tourists to visit. Good for Economic infrastructure, Social Infrastructure, and Environmental Infrastructure. Because the three parts of the infrastructure are closely related to the needs of both domestic and international tourists. In Kawakibi's Book, Wayan, Zahari (2022) "Tourism as a Model, System, and Practice." argues that the development of public infrastructure in tourism destinations can meet the needs of visitors. Visitors use various public infrastructures during their tour. The ease of access and use of these infrastructure facilities has a significant positive impact on visiting interest and visitor perceptions of the destination, length of visit and stay, overall travel satisfaction and finally the possibility of repeat visits or world of mouth. In addition, equitable development in the SEZ development is also very necessary for the convenience of every traveler. So the comparison of each destination will not be so impactful. It would be better if wherever the destination is, visitors will still enjoy their tour. In addition, equitable development in the SEZ development is also very necessary for the convenience of every traveler. So the comparison of each destination will not be so impactful. It would be better if wherever the destination is, visitors will still enjoy their tour. In addition, equitable development in the SEZ development is also very necessary for the convenience of every traveler. So the comparison of each destination will not be so impactful. It would be better if wherever the destination is, visitors will still enjoy their tour.

Conclusion

Infrastructure Factors (F1), Cleanliness (F2), Telecommunication Networks (F3) are factors that encourage tourists' interest in visiting. Infrastructure (F1), Cleanliness (F2), Telecommunication Networks (F3) form one factor that can represent the three factors, namely the Infrastructure factor. Then it becomes the Infrastructure Variable (X) that affects the Visiting Interest of tourists (Y). Infrastructure variable (X), has a positive and significant effect on the interest of tourists visiting the Likupang Special Economic Zone (SEZ) tourist attraction.

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