

Uncovering the Appeal of Bukit Lubang Kilat: Factors Shaping Tourist Visits in Delang Subdistrict

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ABSTRACT

This study investigates the effect of travel costs, income, distance, and age on the number of tourist visits to Bukit Lubang Kilat, a natural tourism destination located in Delang Subdistrict, Lamandau Regency. Employing a quantitative descriptive approach, the research was conducted over the period of February to March 2023. Primary data were gathered directly from visitors and analyzed using multiple linear regression with the support of SPSS software. The findings reveal that travel cost and distance have a negative and statistically significant effect on the number of visits, indicating that higher expenses and longer distances discourage tourists from visiting. In contrast, income has a positive and significant effect, suggesting that individuals with higher income levels are more likely to visit the destination. The age variable, however, shows no significant effect, indicating that tourist age does not substantially influence their decision to visit Bukit Lubang Kilat. Despite age being insignificant individually, the simultaneous test results indicate that travel costs, income, distance, and age collectively have a significant influence on tourist visit numbers. These results emphasize the importance of economic and geographical considerations in tourism planning, especially in remote or rural areas. To enhance tourist attraction to Bukit Lubang Kilat, local governments and tourism managers should focus on reducing travel-related burdens by improving access, infrastructure, and offering incentives. Additionally, marketing strategies should target higher-income tourists while ensuring affordability and accessibility for broader segments. This research contributes to understanding the determinants of tourist behavior in rural tourism contexts and supports evidence-based policy for sustainable tourism development.

Keywords: travel cost, income, distance, age, tourism behavior

I. INTRODUCTION

Indonesia is a country blessed with abundant natural beauty and rich cultural diversity. These natural resources are considered essential national assets, particularly when developed as tourism destinations. Recognizing this potential, the government has intensified its efforts to promote tourism development. Tourism not only contributes to national economic growth but also generates employment for local communities, fosters entrepreneurship, and serves as a platform to promote Indonesian culture globally. Encouraging tourism aligns with the broader goal of preserving cultural heritage, nurturing national identity, and strengthening social unity. According

to Mayor Polak, social status can be influenced by tourism activities as individuals may gain higher recognition within their communities through tourism-related engagement.

Tourism is a crucial source of income for many countries. For local governments, especially those managing prominent destinations, tourism can substantially increase regional revenue. Additionally, tourism meets various personal needs, such as stress relief, recreation, creative stimulation, shopping, and spiritual or cultural enrichment. As leisure time increases due to shorter working hours and rising income, tourism activities are expected to grow in parallel (Wiyasa, 1997). Tourism operates within a complex system, forming part of broader national development and linked with other subsystems. As noted by Parikesit and Trisnadi (1997), its impact is multi-dimensional and context-dependent, necessitating well-planned strategies to mitigate negative effects.

The Indonesian tourism sector plays a vital role in economic development. It not only increases state revenue through foreign exchange but also creates jobs and improves local livelihoods. Local vendors such as snack sellers and souvenir merchants benefit directly, thereby reducing unemployment and poverty (Yoeti, 2011). Tourism development, however, requires the collaboration of multiple stakeholders. According to Indonesia's Law No. 10 of 2009, at least three key actors are responsible: the government, the private sector (both domestic and foreign), and the local host community. Their synergy is essential in fostering a sustainable tourism environment.

Community-based tourism offers additional advantages by involving local residents as key stakeholders in sustainable tourism development. Community participation enhances accountability in social and environmental dimensions, allowing residents to influence decision-making processes and benefit from tourism activities. This includes creating decent jobs, fostering economic empowerment, and establishing new market opportunities. Effective tourism governance necessitates strong coordination among all stakeholders: government, private sector, and the community. Poor management can lead to environmental degradation and the erosion of local cultural identity due to the imposition of foreign values (Putri & Akhmad, 2023).

Delang Subdistrict, part of Lamandau Regency in Central Kalimantan, is geographically remote and largely untouched by modernization. Its natural landscapes dense forests, pristine waterfalls, and unspoiled terrain make it an attractive destination for eco-tourism. Although the region is a three-hour drive from the nearest urban center, its remoteness has not deterred tourists from visiting. On the contrary, Delang has become a popular destination due to its natural appeal. Among the various attractions in Delang is Bukit Lubang Kilat, located in Riam Tinggi Village. This hill-based destination offers panoramic views, including stunning sunrises and sunsets. Other nearby attractions include rubber rafting in Lopus Village and the scenic Setongah River, which lies near the border of Central and West Kalimantan. These sites highlight the district's rich tourism potential.

Interviews conducted with local authorities, including the Delang Subdistrict Head, confirm that tourism has significantly improved the socio-economic conditions of the local community. Residents benefit directly from tourist spending, which enhances their income and quality of life. Local tourism managers also acknowledge these positive outcomes, noting increased business activity around tourist sites.

Further insights from local entrepreneurs and service providers reveal that weekend earnings can reach up to IDR 1,000,000, while weekdays yield around IDR 250,000. These figures demonstrate tourism's direct economic contribution to the community. Improved infrastructure has also increased tourist interest, signaling a promising future for the local economy. However, disparities remain, as some community members may not benefit equally. While vendors enjoy higher income, other residents may remain passive observers, highlighting the need for more

inclusive tourism planning (Darain & Rusmin, 2023).

In summary, tourism in Delang Subdistrict offers both economic opportunities and social challenges. The involvement of all stakeholders government, private sector, and the community is essential to ensure sustainable and inclusive growth. Policies must be tailored to strengthen infrastructure, expand community participation, and preserve the cultural and natural integrity of the destination.

II. LITERATURE REVIEW

Tourism has increasingly been recognized as a powerful engine for local development, particularly in rural and nature-based destinations. The contribution of tourism to regional development lies not only in its economic outcomes but also in its ability to stimulate community participation, preserve natural and cultural heritage, and reduce rural poverty. In the context of Indonesia, the tourism sector is a strategic pillar that supports both national economic growth and cultural diplomacy. As stated by Darain and Rusmin (2023), sustainable tourism development requires the integration of investment, infrastructure, and local empowerment to ensure that growth benefits are shared equitably across communities.

Rural and remote areas such as Delang Subdistrict offer distinctive tourism appeal due to their pristine environments and cultural uniqueness. However, the effectiveness of tourism in such locations depends significantly on accessibility, affordability, and visitor motivation. Factors such as travel cost, income level, distance, and demographic characteristics play important roles in influencing travel decisions. According to Pradina and Adhitya (2023), individual travel behavior is shaped by a combination of push and pull factors, including personal income, perceived value of the destination, and the logistical ease of reaching the site. These factors collectively determine a destination's attractiveness and the frequency of visits.

Travel cost is one of the most prominent barriers to tourism participation, particularly for destinations located in remote or hard-to-reach areas. The cost associated with transportation, accommodation, and entrance fees often discourages low-income travelers from accessing natural tourist attractions. Saputera et al. (2022) argue that perceived high travel costs reduce tourist intention, especially in the absence of well-developed transport infrastructure. For destinations like Bukit Lubang Kilat, where visitors must travel significant distances from urban centers, minimizing travel-related expenditures becomes crucial in encouraging more visits. Strategies such as transport subsidies, road improvements, and collaborative transport services may effectively lower this barrier.

Income is another variable that exerts a direct influence on travel behavior. Households with higher income levels are generally more likely to engage in recreational travel due to greater financial flexibility. In their study of tourism demand patterns in Indonesian rural areas, Putri and Akhmad (2023) found that income not only affects the frequency of travel but also determines the type and quality of tourism experiences sought by visitors. Higher-income tourists tend to prefer destinations that offer unique, meaningful, and comfortable experiences, often with ecological or cultural value. This indicates that for Bukit Lubang Kilat to attract such segments, improvements in service quality and amenity availability may be required.

Distance to a destination has also been widely discussed in tourism literature as a critical factor affecting tourist decision-making. Longer distances typically imply higher travel costs and time investments, which can deter potential tourists. However, if the perceived value or uniqueness of a destination outweighs these costs, visitors may still be willing to undertake the journey. Triyowati and Julmina (2020) noted that the uniqueness of a natural attraction can mitigate the negative effects of distance. For Bukit Lubang Kilat, which offers rare scenic

experiences such as sunrise and sunset views over untouched landscapes, the challenge lies in ensuring that such natural appeal is effectively promoted and maintained.

Age as a demographic factor has been shown to influence preferences in tourism activities and destination types. Younger travelers are generally more inclined toward adventure and nature-based tourism, while older tourists may seek comfort and cultural enrichment. However, the influence of age is often mediated by other variables such as health, income, and leisure time. According to research by Hassudungan et al. (2024), age alone is not a strong determinant unless examined in conjunction with lifestyle factors and personal motivations. This suggests that while age may offer insight into visitor preferences at Bukit Lubang Kilat, it should be interpreted alongside other socioeconomic indicators.

Community-based tourism has emerged as a dominant framework in rural tourism development, advocating for the direct involvement of local residents in tourism planning and operation. Community participation enhances the sense of ownership and ensures that tourism benefits are equitably distributed. As stated by Widjajanto et al. (2020), active engagement of the local community increases the sustainability of tourism ventures and reduces the risk of social friction. In the context of Delang Subdistrict, the involvement of villagers in guiding, providing homestay facilities, and selling local products not only supports their livelihoods but also enriches the visitor experience by offering authentic cultural interaction.

Moreover, the integration of tourism with local economic activities can stimulate broader economic growth. For instance, small traders, transport providers, and artisans can benefit from increased tourist flow. Widyawati et al. (2021) noted that tourism development in rural settings significantly contributes to micro and small enterprise growth, especially when supported by government incentives and local policy alignment. The presence of tourism infrastructure and services in Delang is expected to generate similar multiplier effects that improve household incomes and reduce unemployment.

Despite its potential, tourism development must consider the risks associated with poor planning and overexploitation. Environmental degradation, cultural commodification, and economic inequality can arise if tourism is pursued without sustainable frameworks. According to Sitorus et al. (2025), the absence of long-term planning often leads to seasonal booms followed by stagnation or collapse of tourism ventures. Therefore, destinations like Bukit Lubang Kilat must adopt principles of sustainable tourism, focusing on ecological preservation, cultural respect, and long-term economic resilience.

In summary, the appeal of natural destinations such as Bukit Lubang Kilat is shaped by a complex interplay of economic, geographic, and demographic factors. Travel cost, income, distance, and age each contribute uniquely to tourist behavior. At the same time, the role of local communities and policy frameworks cannot be overlooked. Building sustainable and inclusive tourism requires a comprehensive approach that combines infrastructure development, market accessibility, community empowerment, and environmental stewardship. Continued research into the dynamics of tourist motivation and local readiness will be essential in supporting the long-term success of rural tourism destinations in Indonesia.

III. METHODS

This study employed a descriptive quantitative approach aimed at analyzing the influence of travel cost, income, distance, and age on the number of tourist visits to Bukit Lubang Kilat in Delang Subdistrict, Lamandau Regency. Quantitative methods are characterized by systematic and structured procedures used from the outset of research design to the analysis phase. As suggested by Sugiyono (2011), this approach is rooted in positivist philosophy, relying on data

collection instruments and statistical analysis to test predefined hypotheses.

The study was conducted at Bukit Lubang Kilat during the period of February to March 2023. The research population comprised visitors to the tourism site, and the data were collected using purposive sampling techniques. Respondents were selected based on specific criteria: having stayed at the location for a minimum of 30 minutes, visiting only one tourism site during the trip, residing either within or outside the tourism area, and traveling for recreational purposes. A total of 50 respondents were chosen, in accordance with the central limit theorem which recommends a minimum of 50 samples for statistical robustness (Gujarati, 2007).

Data used in this study include both primary and secondary sources. Primary data were collected through structured questionnaires and direct interviews with tourists, while secondary data were obtained from the tourism management office of Bukit Lubang Kilat to complement the analysis. Data collection techniques comprised observation, documentation, interviews, and literature review.

The analytical methods employed in this study include descriptive analysis and multiple linear regression analysis. Descriptive analysis was used to profile visitor characteristics and summarize the conditions of the tourism area based on primary and secondary data. The regression analysis was applied to measure the influence of independent variables—travel cost, income, distance, and age—on the dependent variable, namely the number of tourist visits. The regression model was formulated as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$$

Where Y represents the number of tourist visits, X_1 is travel cost, X_2 is monthly income, X_3 is travel distance in kilometers, X_4 is age in years, β_0 is the constant, β_1 to β_4 are the regression coefficients, and ε is the error term.

To validate the model, several classical assumption tests were conducted, including tests for normality using probability plots, multicollinearity using Tolerance and Variance Inflation Factor (VIF), heteroscedasticity using the Glejser test, and autocorrelation using the Durbin-Watson statistic. Hypothesis testing was performed using the t-test to examine the partial effect of each independent variable, and the F-test to assess their joint significance. Additionally, the coefficient of determination (R^2) was calculated to determine the proportion of variance in the dependent variable explained by the independent variables.

Operational definitions of variables in the study are as follows. The dependent variable is the number of tourist visits, measured by the number of times a visitor visits Bukit Lubang Kilat. The independent variables include travel cost, measured in rupiah including transport, food, ticket, and parking expenses; income, referring to net monthly income in rupiah; distance, measured in kilometers from the tourist's home to the site; and age, measured in years. These variables were quantified to establish their statistical relationship with tourist visit frequency. Overall, the methodological design of this study is intended to provide empirical evidence on the key determinants of tourism demand in rural nature-based destinations, with the aim of informing more targeted and effective tourism policies.

IV. RESULTS AND DISCUSSION

This study aims to analyze the influence of travel cost, income, distance, and age on the number of tourist visits to Bukit Lubang Kilat. A multiple linear regression model was applied using data from 50 respondents who visited the destination. Prior to regression analysis, a series of classical assumption tests were performed. The results showed that the residuals were normally distributed, the data were free from multicollinearity, heteroscedasticity, and autocorrelation. Therefore, the regression model meets the basic assumptions and is suitable for inference.

The results of the multiple linear regression analysis are presented below:

Table 1. Results of Multiple Linear Regression Analysis

Variable	Unstandardized Coefficient (B)	Std. Error	t value	Sig.	Interpretation
Constant	5.236	0.720	7.273	0.000	Significant
Travel Cost (X_1)	-0.174	0.078	-2.236	0.030	Negative and significant effect
Income (X_2)	0.324	0.129	2.508	0.016	Positive and significant effect
Distance (X_3)	-0.113	0.054	-2.078	0.043	Negative and significant effect
Age (X_4)	-0.010	0.026	-0.391	0.697	No significant effect
R^2	0.583				Model explains 58.3% of visit variation
F-Statistic	16.235			0.000	Simultaneous effect is statistically significant

The regression equation is expressed as:

$$Y = 5.236 - 0.174X_1 + 0.324X_2 - 0.113X_3 - 0.010X_4$$

From the table, it is evident that travel cost has a negative and significant effect on the number of visits. This finding supports the theory that price is a major barrier to tourism participation, especially in rural areas (Putri & Mahfud, 2023). As travel cost increases, tourists are less likely to visit, which emphasizes the importance of affordable access in tourism planning. This result is consistent with Darain and Rusmin (2023), who highlighted that price sensitivity is a key factor influencing tourism demand in underdeveloped regions.

Income shows a positive and significant relationship with tourist visits, indicating that tourists with higher disposable income are more likely to engage in travel activities. This supports the findings of Pradina and Adhitya (2023), who demonstrated that income is directly correlated with travel frequency and choice of destination. Higher-income individuals tend to seek recreational activities that provide nature-based and leisure value, as seen in destinations like Bukit Lubang Kilat.

Distance also negatively and significantly affects visit frequency, confirming that accessibility plays a major role in travel decision-making. Long distances imply higher effort and cost, thus discouraging spontaneous or frequent travel. This aligns with Saputera et al. (2022), who found that distance remains a strong determinant in rural tourism participation, particularly when public transportation is limited or underdeveloped. In the case of Delang Subdistrict, its remote location from the urban center amplifies the effect of distance on visit intention.

In contrast, the age variable has no significant effect on the number of visits. This suggests that Bukit Lubang Kilat appeals equally to different age groups and is not restricted to specific demographics. A similar observation was made by Hassudungan et al. (2024), who stated that while age may influence travel style or purpose, it does not always significantly affect travel frequency in nature-based tourism settings. This could be due to the universally attractive natural landscape and the rise of digital promotion that transcends generational barriers.

The F-test value of 16.235 with a significance level of 0.000 indicates that all independent variables jointly have a significant effect on tourist visits. Moreover, the R^2 value of 0.583 means that 58.3% of the variation in the number of tourist visits can be explained by the four

independent variables. The remaining 41.7% could be influenced by external factors such as seasonality, tourism promotion, infrastructure quality, and visitor satisfaction, which were beyond the scope of this study.

These results highlight the importance of reducing travel-related costs, improving infrastructure, and targeting segments with sufficient income in order to boost tourism. Policy interventions such as road development, transport subsidies, and local promotion could help increase tourist visits to Bukit Lubang Kilat. Furthermore, ensuring inclusive access regardless of age while maintaining the ecological integrity of the destination would support long-term sustainability.

V. CONCLUSION

This study examined the influence of travel cost, income, distance, and age on the number of tourist visits to Bukit Lubang Kilat in Delang Subdistrict, Lamandau Regency. Using a multiple linear regression model, the results revealed that three out of four independent variables travel cost, income, and distance had a statistically significant impact on tourist visit frequency. Specifically, travel cost and distance negatively affected visits, while income showed a positive effect. In contrast, age was found to be statistically insignificant, indicating that the destination appeals to a wide range of age groups.

The model was statistically robust, with an R^2 value of 0.583, meaning that the selected variables explained 58.3% of the variance in tourist visit numbers. These findings confirm the critical role of economic and geographical factors in shaping tourism behavior in rural destinations. High travel costs and long distances act as deterrents, while higher income levels facilitate participation in tourism activities. Therefore, efforts to enhance tourism in Bukit Lubang Kilat should focus on improving infrastructure, minimizing travel expenses, and targeting higher-income segments without excluding lower-income or older visitors.

In summary, Bukit Lubang Kilat holds strong potential as a nature-based tourism site. However, unlocking its full value requires strategic planning, particularly in accessibility and cost reduction. Further studies are recommended to explore other variables such as tourist satisfaction, digital promotion, or environmental factors that may also influence travel decisions to this destination.

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