

The Effect of Community Based Tourism Perceptions on Sustainability Performance through Mediation of Community Participation in Pinggan Tourism Village



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ABSTRACT: This study aims to determine how the role of community participation in mediating the relationship between perceptions of community based tourism and the sustainability performance of the tourism industry. This research was conducted in Pinggan Village by taking 100 samples with stratified random sampling method. The approach used in this research is Partial Least Square (PLS) with Structural Equation Modeling (SEM) equation model. The result of this study is that community participation has a positive effect on the perception of community based tourism. Community based tourism has a positive effect on the sustainability of the performance of the tourism industry. Community participation mediates the relationship between community based tourism and the sustainability performance of the tourism industry. The results of this study can be used as a reference in viewing and making decisions regarding the performance of villages tourism in Indonesia and countries that have natural and unique cultural wealth.

KEYWORDS: Participation, Community Based Tourism, sustainability Performance, Village Tourism, Tourism

PRELIMINARY

Bali Province is one of the provinces in Indonesia which has a diversity of culture, nature, and ethnicity. Due to the impact of the Covid-19 pandemic in 2019, there was an increase in the number of unemployed, especially for people who work in the tourism industry such as hotels, restaurants, and other industries related to tourists. The concept of Tri Hita Karana adopted by the Balinese teaches people to be able to return to a good relationship with the environment, society, and God, so that people can live comfortably and properly (Windia, 2011). The concept of Tri Hita Karana when applied to the tourism industry will be able to reduce the costs needed because its management relies on natural resources such as natural scenery, rivers, seas, forests and community culture which is unique between one region and another in the province of Bali, so that artificial attractions or other tourism support in the form of artificial accommodation that requires high costs to operate, is no longer considered relevant today (Suprpto, 2020). One form of tourism that is being developed in Bali Province is Tourism Village, a tourist village is formed by looking for the uniqueness and characteristics possessed by the village, then promoting the village as one of the preferred tourist destinations in Bali (Widya, 2016). Through the development of technology and information, tourism village development activities will not experience many obstacles in terms of marketing and other structural support aspects, but in tourism village development, community support and participation is very much needed, because only the community really knows what the potential is owned by the tourist village (Mulyasari, 2015).

In research conducted by Andriyani (2017), it was concluded that community participation contributes more than 80 percent in the development of regional tourism potential, people living in an area are agents of stakeholders as well as agents of originators of ideas in the goal of improving the regional economy through tourism. In a study conducted by Boronyak (2010) in Australia, community based tourism is a very good strategy in increasing the number of tourists from abroad. This concept focuses on community or community activities that are an attraction or characteristic enjoyed by tourists, which cannot be found anywhere else. The involvement and recognition of a community or society is able to ensure the sustainability of the environment and culture that exists in an area, so that community based tourism is one of the concepts that can be developed in the Province of Bali (Setiawina, 2020). Kintamani District, Bangli Regency is one of the tourism destinations that can survive the crisis due to the pandemic. Most tourism businesses in the Kintamani area rely heavily on natural scenery and attractions that support tourism activities. Balinese people recognize the concept of Tri Hita Karana, namely the relationship between humans and God, humans and humans, and humans and nature, which has indirectly applied the concept of ecotourism, so that the Tourism Village model becomes a tourism business model that has great potential to be developed (Saputra, 2016).

Pinggan Village is a village in Bali Province which is located on Mount Batur, beautiful scenery, beautiful and natural areas make Pinggan Village included in one of the Tourism Villages in Kintamani District in accordance with Bangli Regent

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Regulation Number 4 of 2018 concerning Villages Tourism in Bangli Regency. However, in reality what happens in the field, there are still many people in Pinggan Village who are not yet part of the tourism awareness group, which contributes to village tourism activities, even though Pinggan Village is one of the villages included in the criteria for a tourist village. The object of this research is the community and business actors in Pinggan Tourism Village, this research will focus on the magnitude of community participation and the application of the concept of community based tourism to measure the sustainability performance of the tourism industry in Pinggan Tourism Village.

In a study conducted by Dewi (2013) about the effect of implementing Community based tourism on community participation, The results show that the Community based tourism variable has a direct and significant effect on the participation variable . The concept of community based tourism can only be implemented if there is an agreement and action between the people in the tourism object to demonstrate a cultural value that characterizes the area. Therefore, we obtained the hypothesis that: H1: community based tourism has a positive and significant direct effect on community participation. Culture is the attraction of a tourism destination, if the original culture that characterizes a tourist attraction is lost, then tourism will also disappear by itself. According to research conducted by Nurhidayati (2012) to improve the performance of sustainable tourism, the role of community participation is very large, both in terms of ideas and ideas, as well as in terms of capital. If in a tourist area, the community gives all ideas and has a high sense of ownership of a tourist attraction, then the sustainability of tourism will be able to be achieved. From this we take the hypothesis, namely: H2: community based tourism has a positive and significant direct effect on the sustainability of the Performance of the tourism industry. Rahayu (2016) in his research explains that community based tourism it will have a very strong influence on the sustainability of the tourism industry if the community understands and uses the concept of community-based tourism, so that it will be easier for people to carry out their tourism activities because the culture that is highlighted has been part of people's lives for a long time. Based on the results of these studies, we can take the research hypotheses: H3: community based tourism has a positive and significant indirect effect on the sustainability of the performance of the tourism industry through mediating community participation.

RESEARCH METHODS

This research is a quantitative study with an associative approach which aims to see the magnitude of the influence of one variable on other variables through the mediating variable. In showing the relationship between variables, a quantitative approach is used to test the theory and provide the results of processing data obtained from the field, so as to be able to explain the phenomenon that is the subject of research through hypothesis testing based on previous research. This research will be carried out in Pinggan Village, Kintamani District, Bangli Regency. The data used in this study is primary data obtained directly through structured interviews and focus group discussions with village heads, communities, and managers of Pinggan Tourism Village. Secondary data in this study is data obtained from BPS Bali Province and BPS Bangli Regency regarding the number of tourist visits to Bali Province.

The population in this study is the entire community and tourism village managers who carry out activities in Pinggan Village. The number of samples used in this study were 100 respondents, with a stratified random sampling method that divided the sample based on the type of work that had been determined previously. The sample community is divided into three types of work, farmers, entrepreneurs, and tourism village managers, so they are expected to be able to represent the population in the research area.

In this study, there are three types of variables tested, namely, the independent variable (X1) community based tourism , the dependent variable (Y2) Sustainability performance of tourism industry, and the community participation intervening variable (Y1). The questionnaire was measured using a Likert scale of one to four to prevent any intermediate values that often lead to bias. A scale of 1 strongly disagrees and a value of 4 is strongly agree. Inferential statistical analysis used in processing the data in this study is Partial Least Square (PLS) with a Structural Equation Modeling (SEM) equation model based on variance. PLS has similarities with regression but is able to simultaneously connect models from Path analysis, therefore this study uses PLS because it is considered feasible in making conclusions obtained from the results of processing sample data. The conceptual framework in this research:

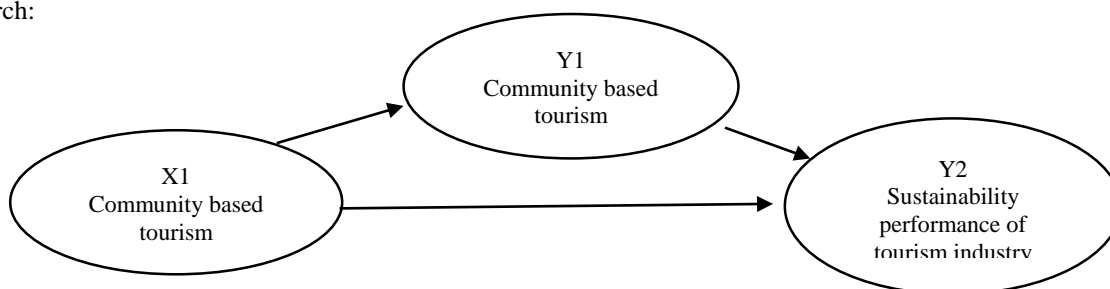


Figure 1 . Conceptual Framework Formulation

Source : 2022 research data

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RESULTS AND DISCUSSION

The results of this study were processed using SEM data analysis techniques with the application of the Smart PLS program, this study evaluated 2 models, namely the outer model and the inner model. Evaluation of the measurement model (outer model) This study was conducted to see whether the questions in the questionnaire were valid and reliable, so that they could proceed to the next stage. Meanwhile, the evaluation of the structural model (inner model) was used to see the level of accuracy in the model used in this study. The indicators in this study are considered valid if the results of the outer loading on the PLS program are above 0.5 or the t-statistic value is above 1.96. This value shows the magnitude of the influence of the indicator on the latent variable, the higher the value, the greater the contribution in relation to the latent variable.

In table 1 it can be seen that the three indicators that measure the community based tourism variable (X1) have an outer loading value above 0.5 and followed by a t-statistic value above 1.96, this means that all indicators are valid indicators to measure community based variables. Community Based tourism (X1) on the variable (Y1), the three variables have an outer loading value above 0.5 and a t-statistic value of 1.96, which means that all indicators are valid as a means of measuring community participation variables (Y1). For the variable sustainability performance of tourism industry (Y2) the three indicators have an outer loading value above 0.5 and followed by a t-statistic value above 1.96, this means that all indicators forming the sustainable performance of tourism industry (Y2) variable are valid.

Outer model test and the value of the outer loading for each indicator on the three variables can be seen in Table 1.

Table 1. Outer Model

Variable	Indicator	Outer Loading	t-statistics
Community based tourism (X1)	X1.1	0.621	7,372
	X1.2	0.593	10,754
	X1.3	0.521	6,032
Community Participation (Y1)	Y1.1	0.702	7,025
	Y1.2	0.628	8,293
	Y1.3	0.640	8,422
Sustainability performance of tourism industry (Y2)	Y2.1	0.523	9,260
	Y2.2	0.782	7,215
	Y2.3	0.638	7.502

Source: Data processed, 2022

Composite reliability values are used to see the reliability between indicator variables and their constituent variables. The results of the composite reliability are said to be good if they have a test value above 0.70, which means that the relationship between the variables and their constituent variables is reliable. The measurement reliability values in this study are presented in Table 2.

Table 2. Reliability Test

Variable	Composite Reliability y
Community based tourism (X)	0.792
Community Participation (Y1)	0.865
Sustainability performance of tourism industry (Y2)	0.724

Source: Data processed, 2022

Table 2 shows that the three variables have a composite reliability value of the three latent variables above 0.70, so the indicator variables used to measure the three variables are reliable. To test the research hypothesis, a t-test was conducted on each path that describes the relationship between research variables directly, or partially through mediating variables, while the results of the t-test are presented in Table 3.

Table 3. Test of Direct and Indirect Effects Through Mediation

Variable Relationship	Path Coefficient	t-statistics	Results
X1 with Y1	0.428	3,219	Significant
X1 with Y2	0.551	5,742	Significant
X1 with Y2 through Y1	0.462	4.045	Significant

Source: Data processed, 2022

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Based on the results of data processing that has been carried out, it is found that the Community based tourism variable (X1) has a significant effect on the community participation variable (Y1) and is indicated by a positive path coefficient of 0.428 with a t-statistic value of 3.219 (greater than 1.96). This shows that H_0 is rejected, which means the hypothesis is proven by showing a significant and positive influence between the Community-based tourism (X1) variable on the community participation variable (Y1), so the higher the level of public perception of community based tourism, the greater the community's participation in the management of tourism villages. This opinion is also supported by research conducted by Setyaningsih (2015) which states that Community-based tourism is a concept that provides an understanding that community is important in supporting sustainable tourism activities, so that if the community understands the concept of Community-based tourism well then Indirectly, the community will participate in building tourism objects with the aim of mutual welfare. Regardless of the form of participation carried out by the community, a sense of belonging must be instilled first, so that through a sense of togetherness an association will emerge with shared goals and obligations, from which will arise the desire to participate voluntarily. Nurhidayati (2012) in his research states that people who live in tourist villages are actors, managers, and decision makers in the development of tourist areas. If the community wants to create sustainable tourism, the community must first increase their perception of community based tourism, so that participation is carried out not only for material purposes, but also socially for the common good.

Based on the results of data processing that has been carried out, the results show that the community participation variable (Y1) has a significant effect on the variable Sustainability performance of tourism industry (Y2) and is indicated by a positive path coefficient of 0.551 with a t-statistic value of 5.742 (greater than 1.96). This shows that H_0 is rejected, which means the hypothesis is proven by showing a significant and positive influence between the community participation variable (Y1) on the variable Sustainability performance of tourism industry (Y2), so the higher the level of community participation, the higher the sustainability performance of the village. tourism or Sustainability performance of the tourism industry (Y2). The results in this study are supported by the results of Laksana's (2013) research which provides an overview of the high participation by the community in any form will significantly improve the sustainability performance of the tourism industry, this is influenced by the level of concern and desire to achieve common goals, which will later provide results which is better than what was planned. In Wihasta (2012) the importance of cultivating a sense of responsibility and a sense of belonging in the community will be able to increase the desire to participate in building sustainable tourism. Tourist objects do not only belong to a few people or groups, but are owned by people who live, know, and make a living in these attractions.

Based on the results of data processing that has been carried out, it is found that the Community-based tourism variable (X1) has a significant effect on the variable Sustainability performance of tourism industry (Y2) through the mediation of the community participation variable (Y1). The results of the mediation of the community participation variable (Y1) are indicated by a positive path coefficient of 0.462 with a t-statistic value of 4.045 (greater than 1.96). This shows that H_0 is rejected, which means the hypothesis is proven by showing a significant and positive mediating effect between the community participation variable (Y1) on the Sustainability performance of tourism industry variable (Y2). So it can be seen that the higher the community participation (Y1), the higher the sustainability performance of the tourism industry. The community is the main part in sustainable tourism, to improve the performance of the sustainability of the tourism industry, a sense of togetherness and belonging must be the most important thing before building a tourist attraction. Skilled human resources, having initiative are the key to the sustainability of tourism objects, so that without community participation, sustainable tourism will be difficult to achieve (Warow et al., 2018). There are many factors that affect the sustainability of a tourist attraction, not only from the community but also other factors such as natural wealth, culture, foreign investment, and other things that have not been investigated in this study. The limitations in this study are an opportunity for the research team to carry out further research, so that a lot of similar literature is needed in the process of supporting future activities.

CONCLUSIONS AND SUGGESTIONS

The results of the analysis and discussion in this study concluded that simultaneously there was a positive and significant relationship between the research variables. The first variable is the community based tourism variable on community participation, the second is the community based tourism variable on the sustainability performance of tourism industry, and the third is the mediation of the participation variable on the community based tourism variable and the sustainability performance of tourism industry variable.

This study was conducted by collecting data on tourist villages in the province of Bali, the number of tourist villages that exist, making the research team want to see how active and effective the activities of the tourist village are. The need for accurate data is still an obstacle in this study, samples in the study are difficult to find, because various activities carried out by residents make the research time longer than planned. Tourism awareness groups have not been formed in several tourist villages, so if each tourist village already has a structured organization, it will be easier to gather the community to discuss plans and problems in the village. In the future, it is hoped that the government's role in providing data, and access to village managers will be easier to reach,

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so that the research team will be more careful in mapping and helping solve problems in the village, given that every village in the province of Bali has its own uniqueness and characteristics. , both in terms of culture and natural charm.

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