

Analysis of Tourism Development Strategies Through Community Based Tourism Models at Maria Village Cultural Tourism

Trisna¹, David Kaluge², Dias Satria³

Metro Joyo, Malang, Indonesia

Universitas Brawijaya, Malang, Indonesia^{1,2,3}

Corresponding author: trisnaa@student.ub.ac.id

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ABSTRACT

The variables used in this research are community participation, job creation, relationships between communities, environmental and cultural preservation and cultural tourism in Maria Village. The aim of this research is to determine the influence of community participation, job creation, relationships between communities, environmental and cultural preservation on Maria Village cultural tourism. The population in this study was the Maria Village community, while the sample used was the community who participated in the development of Maria Village tourism. The sampling technique in this research is a simple random sampling technique. The data collection method used (instrument) used was a questionnaire. This research uses quantitative research methods. The results of this research are that community participation (X1) has an effect on Maria Village tourism (Y), job creation (X2) has an effect on Maria Village tourism (Y), relations between communities (X3) have an effect on Maria Village tour (Y). Cultural and environmental sustainability (X4) influences Maria Village tourism (Y).

Keywords: Tourism Development; Community Based Tourism Model; Cultural Tourism

INTRODUCTION

Indonesia, with its social and cultural diversity, has economic potential, one of which is in the tourism sector. Different geographic conditions add to the potential in this sector. Natural and biological diversity with different natural conditions consisting of wide-spread forests, long coastlines and towering mountains spread over various islands has become a favorite tourist destination for domestic and international communities. Seeing this potential, tourism helps encourage Indonesia's economic growth, especially in terms of Gross Domestic Product (GDP). This is because tourism is able to absorb labor and increase the contribution of the service sector to GDP. Thus, tourism development in Indonesia is a priority in the government's efforts to encourage national economic growth.

The contribution and potential of the tourism sector is so large that the government continues to strive to maintain and improve the sector, including by; revitalization, reconceptualization or redesign of tourist locations based on innovation and creativity, creation of new tourist locations, and involving the community through community empowerment programs. In addition to the condition of the Indonesian economy which has been hit by the Covid-19 pandemic, the Government is also focusing on recovery. Recovery in this sector will take a long time. Tourism conditions will return to normal in 2024 with an estimated contribution of 4.5%. Meanwhile, in 2019, the contribution of the tourism sector was 4.7% (Lokadata, 2020). Tourism is one of the sectors affected by the COVID-19 pandemic. The tourism sector is one of the sectors that is effective in increasing the country's foreign exchange earnings (Memet,2024).

One of the areas with tourism potential in Indonesia is the Province of West Nusa Tenggara (NTB). West Nusa Tenggara consists of the two largest islands, namely Lombok and Sumbawa. The attraction of this province can be divided into two types of natural scenery, the first is the island of Lombok with a fairly straight coastline - the central part to the eastern part is in the form of mountains and the lowlands form the east coast. Meanwhile, the second is Sumbawa Island with a curved coastline due to the many headlands and bays with hills and limestone mountains in the middle.

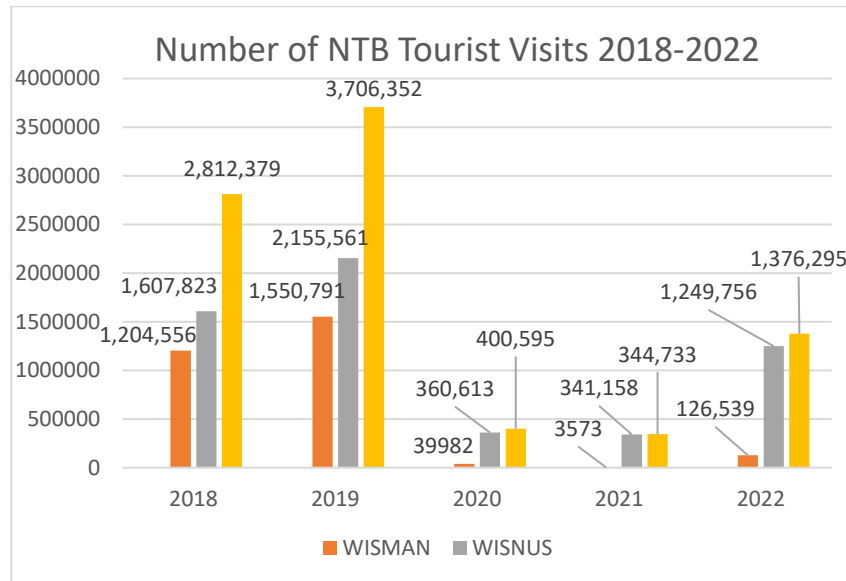


Figure 1.1 Number of NTB Tourist Visits

Maria Village in Bima Regency faces a number of challenges in tourism development including; The government is considered not to have the courage to issue policies to maximize this potential. Then, even though community participation is very active, limited infrastructure such as lack of accommodation facilities is the main obstacle. Protecting and maintaining the preservation of local culture and the natural environment is an important focus to prevent damage to traditional values and natural resources that are crucial for this destination. Limitations in resource management and problems in effective promotion are also issues, with the potential for conflict between economic interests and environmental sustainability expanding which must be managed carefully. A holistic and collaborative approach is needed from all relevant parties to achieve sustainable and enriching tourism development for Maria Village.

Several studies have shown that the community based tourism model can increase community participation in tourism development. For example, Khartishvili's research on the application of the concept of community based tourism in the Caucaus shows that the application of the concept of community based tourism is very important in tourism development and community development. Because this concept focuses on community-based product service. Ernawati et al's (1018) research on the Impact of tourism in Ubud Bali Indonesia: a community based tourism perspective shows that stakeholders need to operate and support tourism in an environmentally sustainable way. Based on the background explanation, the title can be proposed, namely **"Analysis of Tourism Development Strategy through the Community Based Tourism Model" Case Study in Maria Village Cultural Tourism.**

LITERATURE REVIEW

Community Empowerment Theory in Tourism Concepts

In Chris Hall's book, (2012) on "Aspects of Tourism: Critical Debates in Tourism" Chris Hall discusses interesting ideas regarding how consumerism, travel, and the concept of voluntary simplicity are interrelated in the tourism industry. In his explanation, Hall encourages us to rethink common views of happiness and satisfaction that are often associated with consumption. It explores the connection between travel experiences and human satisfaction, challenging us to dig deeper into whether true happiness can be achieved through experiences rather than the accumulation of possessions. The theory opens our minds to how consumerism influences every aspect of travel, from destination selection to travel experiences. Through the concept of voluntary simplicity, Hall invites us to consider whether reducing consumption can bring more genuine satisfaction. Overall, the theory provides a critical and in-depth perspective on the true meaning of happiness in the tourism context. "Economic base theory divides a regional economy into two categories: base sectors and non-base sectors" (Firdaus qtd. in Miska 136).

Community Empowerment

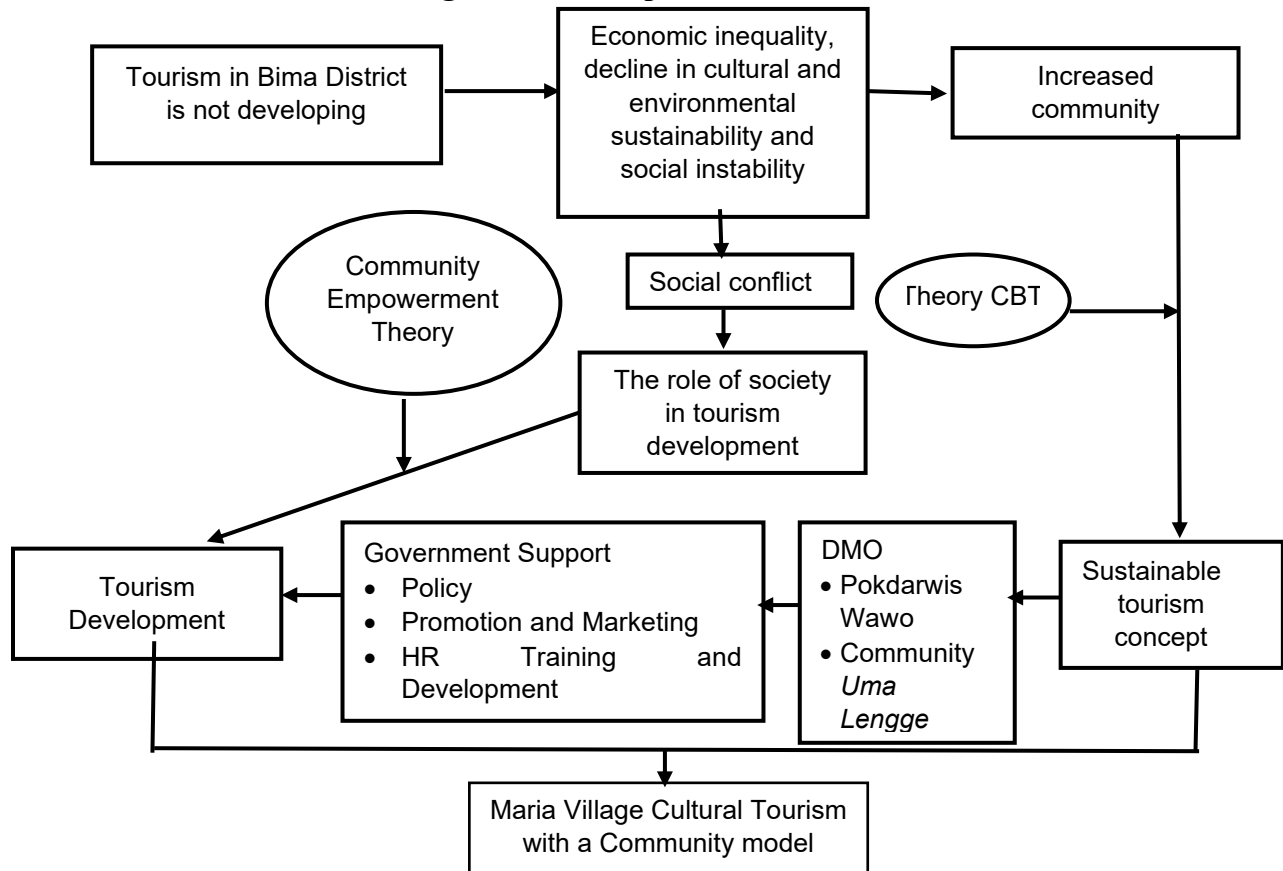
According to Hulme & Turner (1990) empowerment can be carried out using 3 (three) strategic approaches, including; 1) Welfare approach. This approach leads to a humane approach and is not just used in political situations and processes so that empowerment activities for poverty are used as a gimmick but rather towards strengthening community empowerment in a center of power approach, which is based on the local potential strength of the community itself. 2) Development Approach. This approach aims to develop development projects to increase community capacity, independence and self-reliance. 3) Empowerment Approach. This approach sees poverty as a result of the political process, and seeks to empower or train people to overcome their powerlessness.

Community based tourism (CBT) is a tourism development approach carried out by local communities (whether directly involved or not) in the form of providing opportunities or access in tourism management and development which leads to political empowerment through a more democratic life, including in sharing the benefits of tourism activities are fairer for local communities (Hausler, 2003).

"Desa Wisata is an area or rural area that has a special attraction that can become a tourist destination. In a tourist village, the community preserves its traditional customs and culture. Supporting activities like agriculture, gardening, and traditional food practices further enhance the vibrancy of the tourist village. Beyond these aspects, the presence of original and well-preserved

environmental factors is a crucial element for the existence of a tourist village, as emphasized by Zakaria and Suprihardjo (2014)" (Pratiwi 12).

Figure 2.1 Conceptual Framework



REASEARCH METHOD

This research will be carried out at Maria Village Cultural Tourism, Wawo District, Bima Regency, West Nusa Tenggara Province. Maria Village has various cultural tourism potentials. One of them is the Uma Lengge area. Uma Lengge is a traditional building or a form of local wisdom used by residents to store agricultural products and of course its culture is an attraction for tourists. The Uma Lengge Complex consists of 113 traditional buildings. This research uses quantitative research methods. The data collection method used (instrument) used was a questionnaire. sample. The sample in this research is the Maria village community who are actively involved in the tourism development process. The way to determine the sample size using simple random sampling is:

$$n = \frac{Z^2 \cdot p(1-p)}{e^2}$$

This research uses 2 research methods, namely descriptive quantitative analysis method and factor analysis.

Descriptive Analysis

Quantitative Descriptive Analysis aims to provide a statistical description of the distribution and basic characteristics of a data set. In the context of this research, descriptive analysis can involve calculating the mean, median, standard deviation, and frequency of the variables being measured. For example, research can present the average of community perceptions of the impacts of tourism or the frequency of levels of agreement or disagreement with certain statements in a questionnaire.

Structural Equation Model (SEM) Analysis

After testing the validity, reliability and multicollinearity of each latent variable, the next step was SEM analysis. In SEM analysis using SmartPLS 3.0, normalization and checking for multicollinearity of data are carried out automatically by the software before the SEM analysis process (Kock, 2015). So the prerequisites needed in SEM modeling, such as normal multivariate assumptions, the absence of multicollinearity or singularities and outliers are no longer needed. SEM can also be considered as a combination of regression analysis and factor analysis (Solimun, 2002). The SEM analysis stages in SmartPLS are grouped into two, namely:

1. Test Outer Model
2. Test Inner Model
3. hypothesis testing

CFA Factor Analysis

Factor analysis is used to group the variables measured in research into groups that have a significant correlation or relationship. This helps understand the structure and patterns between variables, so that elements of tourism impact can be grouped into categories that are easier to understand. For example, the variables tourist density, use of natural resources, and cultural impact can be grouped together in one factor. Data analysis was carried out using the SEM (Structural Equation Modeling) statistical package.

Kaiser-Meyer-Olkin (KMO) And Bartlett's Test Of Sphericity

$$KMO = \frac{\text{Total variances of observed variables} + \text{Total variances of errors}}{\text{Total variances of observed variables}}$$

The results of the KMO calculation will give a value between 0 and 1. A higher KMO value indicates that the data is more suitable for Factor Analysis. The interpretation is as follows: 1. $0 \leq KMO < 0.5$: Not Matched 2. $0.5 \leq KMO < 0.6$:

Fairly Suitable $3.0.6 \leq KMO < 0.7$: Good 4. $0.7 \leq KMO < 0.8$: Very Good 5. $KMO \geq 0.8$: Exceptionally Good.

RESULTS

Overview of the Research Location

West Nusa Tenggara Province is the 14th region/province in Indonesia which was formed based on Law of the Republic of Indonesia Number 64 of 1958. Currently West Nusa Tenggara Province has 2 cities and 8 regencies including Mataram City, Bima City, East Lombok Regency, Lombok West, Central Lombok, North Lombok, Sumbawa Besar, Sumbawa, Dompu and Bima. Geographically, NTB province is located between the Java Sea to the west and the Lombok Strait to the east. This makes the NTB region/province part of Lesser Sunda which is located to the east of Java Island.

This Maria cultural tourism village holds many traditional and cultural attractions of the local community. So because of this, Maria Village has become a cultural tourism destination in Bima Regency. From year to year this village experiences development, the combination of natural, cultural and historical attractions makes this tourist village attractive to tourists. Maria Village is categorized as a cultural tourism destination because it has a rich culture and local traditions that are interesting for tourists to learn and explore, including; Mpa'a Kapanca, Ntumbu, Buja Kadanda, Kareku Kande, Mpa'a Sampari, Maka Tua, Lepi Wei, Rawa Mbojo, Sagele, Dzikir Kapanca, Dende, Rumbe, Do'a Dana and the Ampa Fare Tradition.

Respondent Character

The samples in this research are people who participate in tourism development and work in business units or around the Maria Village cultural tourism area. The data collection in this research was by distributing questionnaires. The questionnaire was distributed via Google form and obtained 132 respondents

Table 1. Respondent Characteristics

No.	Respondent Characteristics	Amount	%
1.	Respondent's Area Of Origin		
	Native of Maria Village	109	82,9%
	Comer	23	17,1%
	Total	132	100%
2.	Respondent's Age		
	18 – 30 Age	65	49,4%
	31 – 45 Age	53	40,0%
	46 – 60 Age	11	8,6 %
	61 – 70 Age	3	2%
	Total	132	100%

3.	Respondent's Gender		
	Man	64	48,6%
	Woman	68	51,4%
	Total	132	100%
4.	Respondent's Occupation		
	Farmer	68	51,35%
	Student	13	10,20%
	Civil Servants/Private Employees	9	6,47%
	Businessman	31	24,07%
	Other	11	8,02%
	Total	132	100%

Source: Processed Research Data (2024)

Table 2. Maria Village Tour

Items	STS		TS		N		S		SS		Average
	n	%	N	%	N	%	N	%	N	%	
Y11	1	1%	7	5%	17	13%	46	35%	61	46%	4,205
Y12	1	1%	6	5%	24	18%	38	29%	63	48%	4,182
Y13	1	1%	6	5%	28	21%	43	33%	54	41%	4,083
Y14	1	1%	6	5%	21	16%	50	38%	54	41%	4,136
	Maria Village Tour (Y)										4,152

Source: Processed Research Data (2024)

The Maria Village tourism variable (Y) was measured using 4 statement items with a five response scale, namely Strongly Disagree to Strongly Agree answers. The results of the description show that the most answers are in the Agree and Strongly Agree options, with an overall average of 4.152 variables. These results indicate that respondents have a perception of Maria Village (Y) tourism in the high category, or it can be stated that respondents have a high level of Maria (Y) Village tourism.

Table 3. Construct Validity Test Results

Variabel	AVE	Condition	In.
Community Participation (X1)	0,757	>0,50	Fulfilled
Job Creation (X2)	0,749	>0,50	Fulfilled
Inter- Community Relations (X3)	0,790	>0,50	Fulfilled

Cultural and Environmental Sustainability (X4)	0,744	>0,50	Fulfilled
Maria Vilage Tour (Y)	0,817	>0,50	Fulfilled

Source: *Processed Research Data (2024)*

The results of the construct validity test using the Average Variance Extracted value show that the test results meet the test criteria of more than 0.500 so that each variable is community participation (X1), job creation (X2), relations between communities (X3), cultural and environmental sustainability (X4) , and Maria Village tourism (Y) has met construct validity. Community (X3), cultural and environmental sustainability (X4), and Maria Village tourism (Y) have met discriminant validity.

Table 4. Coefficient of Determination Test Results

Variabel	R Square	R Square Adjusted
Cultural and Environmental Sustainability (X4)	0,652	0,644
Maria Vilage Tour (Y)	0,734	0,726

Source: *Processed Research Data (2024)*

The results of the coefficient of determination of the influence on cultural and environmental sustainability (X4) obtained an R square value of 0.652, which means that the influence on cultural and environmental sustainability (X4) can be explained by 65.2 percent by community participation (X1), job creation (X2), relations between communities (X3), while the rest is explained by other variables. The results of the coefficient of determination of the influence on Maria Village tourism (Y) obtained an R square value of 0.734, which means that the influence on Maria Village tourism (Y) can be explained by 73.4 percent by community participation (X1), job creation (X2), relationships between society (X3), cultural and environmental sustainability (X4), while the rest is explained by other variables.

Table 5. Hypothesis Test Results

hypothesis	influence	Koef. Track	T Stat	P	In.
H1	X1 -> X4	0,177	2,232	0,013	Significant
H2	X2 -> X4	0,400	2,958	0,002	Significant
H3	X3 -> X4	0,340	3,177	0,001	Significant
H4	X1 -> Y	0,163	2,221	0,013	Significant

H5	X2 -> Y	0,167	2,199	0,014	Significant
H6	X3 -> Y	0,408	3,809	0,000	Significant
H7	X4 -> Y	0,242	2,726	0,003	Significant
H8	X1 -> X4 -> Y	0,043	1,654	0,049	Significant
H9	X2 -> X4 -> Y	0,097	1,845	0,033	Significant
H10	X3 -> X4 -> Y	0,082	2,216	0,014	Significant

Source: Processed Research Data (2024)

H8: community participation (X1) influences tourism in Maria Village (Y) with the mediation of cultural and environmental sustainability (X4)

The hypothesis of the influence between community participation (X1) on Maria Village tourism (Y) and the mediation of cultural and environmental sustainability (X4) obtained a path coefficient of 0.043 with a statistical t value of 1.654 and a significance value of 0.049. These results show that the t statistical value is more than t table (t stat > 1.645) and the significance value is less than 0.05 (sig < 0.05) so that it is stated that community participation (X1) has a positive and significant influence on Maria Village tourism (Y) with the mediation of cultural and environmental sustainability (X4), meaning that the higher/better community participation (X1) will influence the higher/better cultural and environmental sustainability (X4), and indirectly will influence the higher/better tourism in Maria Village (Y). These results show that the hypothesis is proven correct.

H9: job creation (X2) influences Maria Village tourism (Y) mediated by cultural and environmental sustainability (X4)

The hypothesis of the influence between job creation (X2) on Maria Village tourism (Y) and mediation of cultural and environmental sustainability (X4) obtained a path coefficient of 0.097 with a statistical t value of 1.845 and a significance value of 0.033. These results show that the t statistical value is more than t table (t stat > 1.645) and the significance value is less than 0.05 (sig < 0.05) so that it is stated that job creation (X2) has a positive and significant influence on Maria Village tourism (Y) with the mediation of cultural and environmental sustainability (X4), meaning that the higher/better job creation (X2) will influence the higher/better cultural and environmental sustainability (X4), and indirectly will influence the higher/better village tourism Mary (Y). These results show that the hypothesis is proven correct.

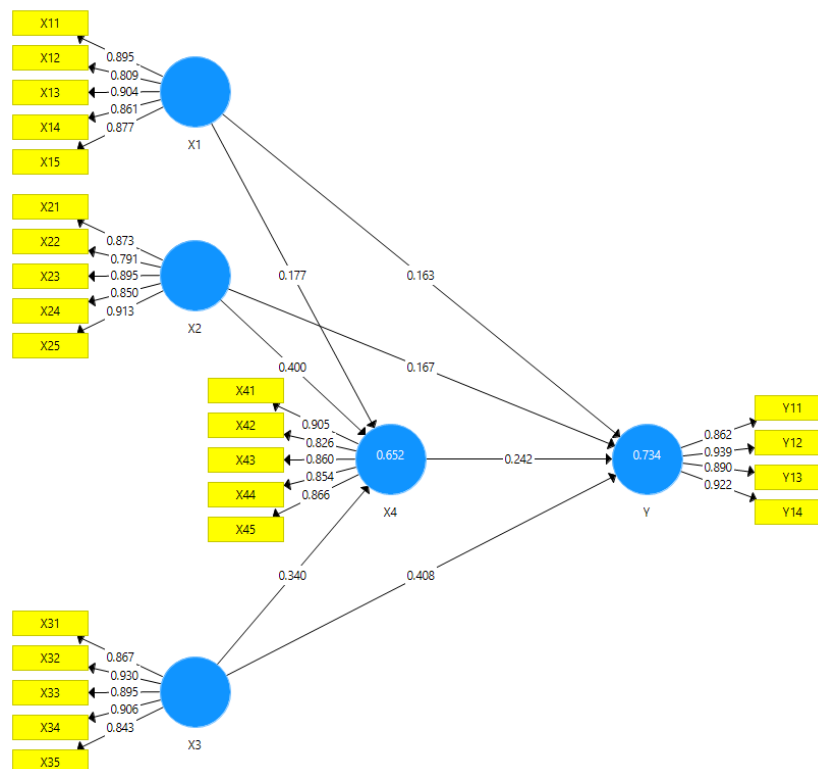
H10: relations between communities (X3) influence tourism in Maria Village (Y) through the mediation of cultural and environmental sustainability (X4)

The hypothesis of the influence between inter-community relations (X3) on Maria Village tourism (Y) and the mediation of cultural and environmental sustainability

(X4) obtained a path coefficient of 0.082 with a statistical t value of 2.216 and a significance value of 0.014. These results show that the t statistical value is more than t table ($t_{stat} > 1.645$) and the significance value is less than 0.05 ($sig < 0.05$) so that it is stated that relations between communities (X3) have a positive and significant influence on Maria Village tourism (Y) with mediation of cultural and environmental sustainability (X4), meaning that the higher/better the relationship between communities (X3) will influence the higher/better cultural and environmental sustainability (X4), and indirectly will influence the higher/better village tourism Mary (Y). These results show that the hypothesis is proven correct.

Research Model Development

Figure 5.2 Research diagram



The influence between the variables of community participation (X1), job creation (X2), relations between communities (X3), cultural and environmental sustainability (X4), and Maria Village tourism (Y) shows a positive influence as indicated by the path coefficient worth more than 0. This is the same as the Community-based Tourism (CBT) theory expressed by Garrod (2001) which emphasizes the importance of active involvement of local communities in the management and development of tourism as a strategy for achieving economic,

social and environmental sustainability. This approach focuses on community participation (X1), job creation (X2), relationships between communities (X3), and cultural and environmental sustainability (X4), all of which contribute to sustainable tourism development. In the context of this research, the results show that these variables have a positive influence on cultural tourism in Maria Village (Y). High community participation ensures that local communities feel ownership and responsibility for the tourist destination, while job creation improves the community's economic well-being. Harmonious inter-community relations strengthen cooperation in the preservation and promotion of local culture, as well as environmental conservation. The combination of these four factors forms a strong basis for the development of sustainable community-based tourism in Maria Village, as proposed by Garrod in his theory. Thus, the CBT approach not only supports local economic development but also ensures social and environmental sustainability, in line with the finding that all these variables have a positive influence on cultural tourism in Maria Village.

CONCLUSION

Based on the results of the research above, conclusions can be drawn: This research shows that Maria Village has significant economic potential due to cultural tourism activities which are supported by various factors. Community participation in cultural tourism in Maria Village has a positive impact on the attractiveness and quality of the tourist experience. The involvement of local communities in various cultural activities enriches the tourist experience and increases the sense of ownership and responsibility for preserving local culture, thus contributing to increasing the number of tourists and village economic income. Job creation related to the tourism industry reduces unemployment and increases people's income and this also supports the sustainable development of cultural tourism. Harmonious relationships between community members influence the success of cultural tourism, with good cooperation creating a friendly environment for tourists and encouraging cultural preservation. Unique and well-maintained culture and environment also have an important role in attracting tourists, with unique local culture and beautiful natural environments increasing the attractiveness of the village. Based on the results of the coefficient of determination test on the influence on Maria Village tourism (Y), an R square value of 0.734 was obtained, which means that the influence on Maria Village tourism (Y) can be explained by 73.4 percent by community participation (X1), job creation (X2), relations between communities (X3), cultural and environmental sustainability (X4), while the rest is explained by other variables.

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