

The Role of Government in Community Based Tourism and Sustainable Tourism Development at Penglipuran Traditional Village - Bali

I Nyoman Rasmien Adi¹, Made Suyana Utama², Made Kembar Sri Budhi³,
Ida Bagus Putu Purbadharmaja⁴

¹(Faculty of Economic, Undiknas University, Indonesia)

^{2,3,4}(Faculty of Economic and Business, Udayana University, Indonesia)

Abstract: Penglipuran village located in the province of Bali is one of the famous tourist village with a spatial pattern and unique traditional architecture, cultural traditions and social life a typical community, where lush bamboo forest, and the presence of a hero memorial monument for pilgrimage tourism. There are fears of the sustainability of tourism in Penglipuran. The threat of such a threat bamboo forest sustainability and change traditional architecture of houses into modern buildings. Therefore, the role of government to be very important in empowering people to become actors of tourism in the environment, but still protecting the environment to realize sustainable tourism. The purpose of this study was to determine the effect of the government's role towards community based tourism and sustainable tourism development. The study was conducted by questionnaire to households in Penglipuran. Furthermore, the data were analyzed by SEM-PLS. The results showed that the government's role and significant positive effect on the community based tourism and sustainable tourism development in the Penglipuran traditional village. It is recommended that the government promote the conservation of nature-based tourism in Penglipuran. Moreover, every government program in order to stimulate public participation should be cooperating with the local indigenous institutions.

Keywords: The Role of Government, Community Based Tourism, Sustainable Tourism Development

I. Introduction

Traditional Village is located in the Kubu district of Bangli Regency in Bali Province. It has an area of 112 hectares. Penglipuran has a tourist attraction in the form of a spatial pattern and unique traditional architecture, traditions and social and cultural life of society is typical, where lush bamboo forest, and the presence of a hero memorial monument for pilgrimage tourism. But on the other hand, recently raised concerns about the sustainability of tourism development in the village's, the existence of home building traditional population began to shift in line with the development of modernization and improvement in the economies of local communities, and the shift in cultural values of traditional society towards a modern society, as well as the existence of bamboo plants around the yard of vulnerable populations will be putting land into residential land.

Tourist destination which has proven to bring in sources of income in the local community does not automatically realize the preservation of local culture [1]. Preservation of culture will be determined by the participation of the local population (stake-holder) in the presence to response tourism businesses that generate revenue on one hand. Despite the support that the tourism sector is an engine of growth that can promote economic growth, impact on the welfare of the people and the expansion of employment as well as being a potential source of foreign exchange, but the impact of tourism on local cultural preservation of high value is a challenge that deserves attention. There is a scenario for Bali tourism that bring economic benefits to the risk of cultural interventions that can damage the joints of the basic culture of Bali which is known to have high value [2]. Balinese society on the one hand have a culture of high value, but with a relatively low income level (economically poor), while the foreign tourists who have high income levels (economically rich) but has a low value culture that tends to be materialistic. The influence of foreign cultures on local culture occurred as a result of tourism transaction, so that the Balinese people will accept the risk of threatened local cultural values such high value as a result of the transaction the two sides in tourism activity. The pattern of transactions between foreign travelers with locals as commoditization transaction, namely the transfer of sacred dance and miscellaneous items intended only for sacred ceremonies chance to move to the tourist attractions and even held by hotels and tourist destinations specified [3]. Therefore, the role of government to be very important in empowering people to become actors of tourism in the environment, but still protecting the environment to realize sustainable tourism. The purpose of this study was to determine the effect of the government's role towards community based tourism and sustainable tourism development.

II. LITERATURE REVIEW

1. Government Role

The role is an act that a person or group of people in an event [4]. Based on the above definitions and concepts can be concluded that the role of an adjustment function which is owned by a person or group that has no place in society. If the concept is associated with the function of the government, we can conclude the definition of the role is the government organization that runs the tasks of state and local government functions. The local government has a role to develop the tourism potential of the region, namely [5]:

1) Motivator

In the development of tourism, the role of local government as a motivator necessary for stretching the tourism business continues to run. Investors, communities, and entrepreneurs in the field of tourism is the main target that needs to continue to be provided motivation for the development of tourism can be run well.

2) Facilitator

As a facilitator of tourism potential development of the role of government is to provide all facilities to support all programs organized by the government. Practically, governments can make cooperation with various parties, both public and private.

3) Dynamist

In the pillars of good governance, so that the ideal development can take place, the government, private sector and the public should be able to synergize well. The local government as one of the stakeholders in tourism development has a role to synergize the three parties, in order to create a symbiotic mutualism including for the development of tourism.

2. Community Based Tourism

Currently, community-based tourism which is known as CBT (Community Based Tourism) is very popular made in forming a development strategy in the field of tourism. This concept has the aim to perform an increasing intensity of community participation, so as to provide an increase in the economy and society have the power in decision-making for managing the development of tourism.

Community-based tourism should pay attention to the involvement of local communities is a prerequisite for achieving sustainable tourism development. The management should be done by local people whose lives and livelihood are affected by this development [6], so it will lead to a community-based management system as the main actors in tourism.

CBT as tourism that takes into account aspects of environmental sustainability, social and cultural rights [7]. CBT is a community development tool and environment conservation. In other words CBT is a tool to achieve sustainable tourism development. The main aspects of the development of CBT in the form of five dimensions, which are as follows.

- 1) The economic dimension, the indicators in the form of funding for community development, job creation in the tourism sector, and the emergence of local people's income from the tourism sector;
- 2) The social dimension of the indicator improved quality of life; increase community pride; equitable division of roles between men, women, youth, and parents; build community organizational strengthening;
- 3) Cultural dimension with indicators such as encouraging people to respect different cultures, fosters the exchange of culture, development culture embedded in the local culture;
- 4) Environmental dimensions, with a carrying capacity study indicator area, set garbage disposal, increase awareness of the need for conservation;
- 5) Political dimension, with indicators: increasing the participation of the local population, the increase in power of a larger community, to guarantee the rights in the management of natural resources.

3. Sustainable Tourism Development

WTO defines sustainable tourism development as development that me filled the traveler needs today, while protecting and encouraging opportunities for the future. Lead to management of all resources in such a way that the needs of economic, social and aesthetic can be fulfilled while maintaining cultural integrity, essential ecological processes, various biological and life support systems. Sustainable tourism product is operated in harmony with the local environment, society and culture, so that they become permanent beneficiaries and not the victims of tourism development. In this case the policy of sustainable tourism development focused on the use of natural resources and the use of human resources for the long term [8]. Sustainable tourism development put forward by the World Tourism Organization (WTO) [6], there are three principles that must be considered, as follows.

1) Ecological sustainability

A sustainable tourism development should be supported sustainability in the use of natural resources (ecology) as support. In this case the question is able to reduce the negative impact on the physical

environment as a result of tourist activity Ecological sustainability. A sustainable tourism development should be supported sustainability in the use of natural resources (ecology) as support. In this case the question is able to reduce the negative impact on the physical environment as a result of tourist activities through the establishment of a limited capacity (carrying capacities) at the tourist attraction.

- 2) Economic sustainability
Sustainability in economic field capable of benefiting local communities, tourists and tourism businesses in the tourism attraction.
- 3) Social and cultural sustainability
Sustainability in social areas, where local communities are expected to participate in the sustainable development. Be it in planning, executing, and overseeing the operations of a development, so that the public is able to sort out the good things and bad that goes in the social order society. Cultural sustainability by interactions with the tourists who have a sedentary lifestyle, customs and traditions with the local community. Necessary precautions against distortion of the culture of local communities so that local culture remains sustainable.

III. RESEARCH METHOD

This research was relational, ie to find a relationship between the roles of government and community-based tourism, and sustainable tourism development. The conceptual framework of this study are presented in Figure 1.

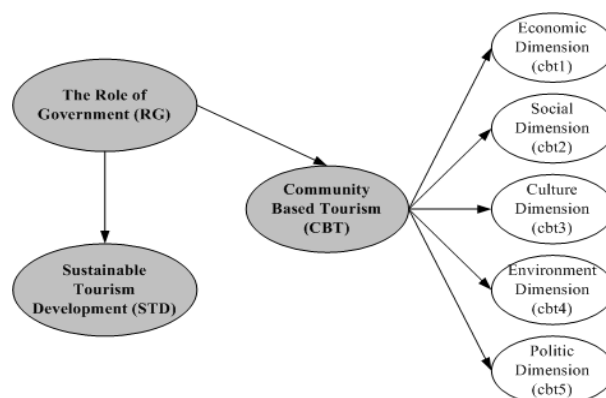


Figure 1. Conceptual Framework Research

Based on the conceptual framework of the research, it can be arranged the following hypotheses:

H1 : The role of government and significant positive effect on the community based tourism.

H2 : The role of government positive and significant impact on sustainable tourism development. The population in this study were 237 households in the village of Penglipuran. The total sample of 75 respondents as calculated using the Slovin's formula. Sampling using random sampling techniques. Instruments in this study was a questionnaire. The collected data were then analyzed with the approach of structural equation modeling (SEM) based on partial least square (PLS).

IV. DATA ANALYSIS AND DISCUSSION

1. Results of Data Analysis with SEM-PLS

Models outer Evaluation conducted by validity and reliability. Construct validity indicates the level of suitability of use of a measurement with the theories used to define a construct. How to test the construct validity (construct validity) is to measure the strength of the correlation between the constructs with items. Construct validity is achieved when there is strong correlation between the constructs and items the question and a weak association with other variables. Testing can be done by testing the validity of outer loading (Appendix 1) and cross-loading test (Appendix 2). Appendix 1 shows that all indicators have a loading factor above 0.7 and AVE above 0.5, meaning that all the indicators are valid. Appendix 2 shows that the correlation indicator construct has a higher value than the correlation of these indicators with other constructs, it is said constructs have a high discriminant validity. The reliability of a construct shows the consistency of the results to measure a concept or a variable (Cooper and Schindler, 2006). Reliability can be measured by looking at the value of Cronbach's Alpha and Composite Reliability and the results are shown in Appendix 3. It is seen that the value of Cronbach's Alpha, rho_A and Composite Reliability for each construct all scores greater than 0.70, and the Average Variance Extracted (AVE) greater than 0.50 so that the model said to be reliable. Once the outer test the model, then performed an estimate of the inner workings of the model by analyzing the R-square values (Table 1) and the f-square analysis or effect size to determine the effects of exogenous latent constructs when present or absent on endogenous variables (Table 2).

Table 1: The Value of R-square for Endogenous Construct

Endogenous Construct	R Square (R2)	Remark
Community Based Tourism (CBT)	0405	Moderate
Sustainable Tourism Development (STD)	0373	Moderate

Table 2: The Value of f-square or Effect Size

Relation between Construct	f Square (f2)	effect Category
The Role of Government (RG) → Community Based Tourism (CBT)	0405	Strong
The Role of Government (RG) → Sustainable Tourism Development (STD)	0373	Strong

Next stage is to test the influence between the variables, Output of direct effect according Table 3.

Table 3: Path Coefficients Value

Construct Relations Between	Coefficient	Standard Deviation	T statistics	P values
The Role of Government (RG) → Community Based Tourism (CBT)	0637	0109	5835	0000
The Role of Government (RG) → Sustainable Tourism Development (STD)	0611	0100	6117	0000

2. Results of Hypotheses Testing

Based on Table 3, it can be tested against the hypothesis of the study. With regard to the value p-value (cut off <0.05), and t statistics (cut off > 1645), the hypothesis testing results can be summarized as in Table 4.

Table 4: Result of Hypothesis Testing

Hypothesis Number of	Result of Hypothesis Testing	Description
1.	Hypothesis accepted	The role of government has a positive and significant effect to the community based tourism
2.	accepted hypothesis	The role of government has a positive and significant effect to the sustainable tourism development

3. The Role of Government in Community Based Tourism at Penglipuran Traditonal Village

Hypothesis testing results shows that the government's role and significant positive effect on the community based tourism at the Penglipuran traditional village. The results of this study indicate when the dominant role of government is reflected as a motivator to be improved, it will be able to improve the community based tourism which is reflected by the dominant social dimension, of the economic, social, cultural, environmental, and political. The government's role as a motivator as the driving force of society, as well as entrepreneurs in the tourism sector has been able to improve and grow the movement of tourism businesses in the Penglipuran traditional village.

In addition, the role of government to facilitate the development of tourism potential by providing all the facilities according to the program government as well as the cooperation of the various parties, both private and public have also been able to encourage tourism businesses. The government has been able in synergy with the private and public to develop tourism. These findings concur with those of Budiasa and Ambarawati that the role of government policy turned out to be positive and significant impact on travel destinations based CBT in Buleleng [9]. Community-based tourism (CBT) developed by balance and harmony principle between the interests and roles of the various stakeholders in tourism development, such as government, private, and community [10]. Suasapha research results on the implementation of the concept of community-based tourism in Kedonganan Beach, suggesting that local government support is one factor supporting the implementation of CBT [11].

4. The Role of Government in Sustainable Tourism Development at Penglipuran Traditional Village

Hypothesis testing results show that the government's role and significant positive effect on sustainable tourism development in the Penglipuran traditional village. The facts show that the motivational programs to foster tourism business stretching the training provided by the government seems to have not been able to push the Sustainable Tourism Development. According to respondents, the impetus given by the government given by the government interpreted as a matter of course and have not touched the problem for the concrete faced by respondents. Chances that the program received by the respondent motivation is not the real motivation program expected. Development of the competitiveness of the business world as a tourist village requires government institutions in order to create the framework conditions that allow developing productive assets to gain an

increasingly competitive market share [12]. Within the framework of the competitiveness of rural development perspective as a form of business travel, the presence of government policy that determines the role of facilitator in institution building both formal and non-formal.

Sustainable tourism is meeting the needs of tourist and its destination in the rescue efforts and provide the opportunity to become more attractive again in the future. This is a consideration as an invitation to the government so that all available resources can be utilized in the future for the purpose of economic and social that can be used to maintain the integrity fascination with cultural diversity supported by a system of life [13].

V. CONCLUSION AND IMPLICATION

Results showed that the government's role and significant positive effect on the community based tourism and sustainable tourism development in the Penglipuran traditional village. That is, if the role of the government is getting better, then the implementation of community-based tourism and sustainable tourism development will also be getting better. It is recommended that the government hold a variety of events, including the nature of nature conservation, at the Penglipuran traditional village, with the aim of disseminating the bamboo forest preservation in Penglipuran as the support of tourism sustainability. Moreover, every government program in order to stimulate public participation should be cooperating with the local indigenous institutions for the local community is very obedient to the customs regulations.

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Appendix 1.

Outer Loading Value

Construct / Dimension		Indicator Symbol	Loading Factor
The Role of Government (RG)		RG1	0.762
		RG2	0.872
		RG3	0.826
Community Based Tourism (CBT)	Economic Dimension (CBT1)	CBT11	0.894
		CBT12	0.819
		CBT13	0.855
	Social Dimension (CBT2)	CBT21	0.839
		CBT22	0.867
		CBT23	0.898
		CBT24	0.836
	Culture Dimension (CBT3)	CBT31	0.776
		CBT32	0.868
		CBT33	0.826

	Environment Dimension (CBT4)	CBT41	0.853
		CBT42	0.942
		CBT43	0.947
	Politic Dimension (CBT5)	CBT51	0.821
		CBT52	0.928
CBT53		0.944	
Sustainable Tourism Development (STD)	STD1	0.848	
	STD2	0.842	
	STD3	0.842	

Appendix 2.
Cross Loading Value

Indicator Symbol	Construct Symbol						
	RG	CBT					STD
		CBT1	CBT2	CBT3	CBT4	CBT5	
RG1	0.762	0.464	0.460	0.450	0.343	0.395	0.477
RG2	0.827	0.546	0.575	0.541	0.638	0.582	0.519
RG3	0.826	0.371	0.422	0.426	0.482	0.449	0.476
CBT11	0.473	0.894	0.679	0.720	0.641	0.649	0.733
CBT12	0.606	0.819	0.691	0.778	0.654	0.612	0.793
CBT13	0.407	0.855	0.690	0.698	0.691	0.708	0.701
CBT21	0.596	0.706	0.839	0.780	0.730	0.722	0.831
CBT22	0.414	0.612	0.867	0.742	0.747	0.843	0.720
CBT23	0.598	0.700	0.898	0.764	0.835	0.843	0.753
CBT24	0.489	0.742	0.836	0.809	0.752	0.758	0.755
CBT31	0.385	0.700	0.660	0.776	0.606	0.618	0.700
CBT32	0.523	0.748	0.840	0.868	0.798	0.847	0.793
CBT33	0.545	0.666	0.710	0.826	0.804	0.708	0.807
CBT41	0.541	0.755	0.810	0.882	0.853	0.811	0.855
CBT42	0.553	0.670	0.807	0.784	0.942	0.831	0.711
CBT43	0.880	0.697	0.827	0.798	0.947	0.857	0.730
CBT51	0.534	0.721	0.739	0.817	0.731	0.821	0.808
CBT52	0.500	0.616	0.853	0.761	0.837	0.928	0.708
CBT53	0.579	0.732	0.886	0.814	0.885	0.944	0.756
STD1	0.471	0.715	0.736	0.841	0.732	0.726	0.848
STD2	0.509	0.730	0.760	0.818	0.709	0.747	0.842
STD3	0.559	0.747	0.751	0.710	0.683	0.661	0.841

Appendix 3.
Cronbach's Alpha and Composite Reliability Value

Construct		Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
The Role of Government (RG)		0.730	0.738	0.847	0.648
Community Based Tourism (CBT)	Economic Dimension (CBT1)	0.817	0.818	0.892	0.733
	Social Dimension (CBT2)	0.883	0.884	0.919	0.740
	Culture Dimension (CBT3)	0.764	0.774	0.864	0.679
	Environment Dimension (CBT4)	0.902	0.902	0.939	0.838
	Politic Dimension (CBT5)	0.880	0.885	0.927	0.809
Sustainable Tourism Development (STD)		0.799	0.803	0.881	0.712