

Sustainable Tourism in Serangan Village Bali, Indonesia

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Abstract

Serangan Village as a potential area is a representation of Denpasar City Government's policy on environmental conservation, history, and cultural values, the interests of the world of education, and the interests of cultural tourism full of attractions. The purpose of this study is to identify the role of government in the development of sustainable tourism in the Serangan Village, Denpasar, the role of the community in developing sustainable tourism in the Serangan Village, the role of social capital in the development of sustainable tourism in the Serangan Village, and analyze the influence of the role of the government, community participation, and social capital towards destination quality and sustainable tourism development in the Serangan Village. The method used in this research is descriptive qualitative and quantitative with partial least square (PLS). The results of this study are the role of government does not significantly influence the quality of destination in the village of Serangan. While community participation and social capital have a positive and significant effect on the destination quality in the Serangan Village. The role of government has a significant effect on sustainable tourism development, while community participation and social capital have no significant effect on sustainable tourism development in the Serangan Village. Destination quality has a positive and significant effect on sustainable tourism development. The quality of the destination does not mediate the effect of the role of government on sustainable tourism development in the Serangan Village. Destination quality mediates the effect of community participation on sustainable tourism development. Destination quality significantly mediates the effect of social capital on sustainable tourism development.

Keywords: government role, community participation, social capital, destination quality, community welfare, Serangan

1. Introduction

Tourism is one of the largest and fastest-growing industries in the world that is capable of generating economic growth, especially in terms of providing employment, increasing income, living standards, and stimulus for the development of other sectors (Neto, 2003). Sustainable tourism can be used as a vehicle to protect the Amazon rainforest in Guyana as long as there is a mechanism to ensure that it is developed in a way that does not damage forests and biodiversity but ensures the welfare of the communities it supports (Butts and Singh, 2010). The trend of rural tourism that develops in Indonesia is marked by the growing interest in doing nature-based tourism and is interested in enjoying rural tourism experiences (Sastrayuda, 2010), and the emergence of village tourism. To optimize tourism potential in the tourism village, it is necessary to participate in local communities through community empowerment efforts. Apart from positive socio-economic impacts, the industry is beginning to have negative environmental impacts in the area such as the ecological destruction of an area of noise pollution and poor waste management (Mbaiwa, 2003). The festival tourism industry in the context of the entertainment era can improve the industry's ability to capitalize on social trends and philosophical changes (Bernick and Boo, 2013).

Community-based tourism (CBT) is a form of developing tourist destinations through efforts to empower local communities. Small cities can innovatively succeed using tourism resources available to them, including national tourism, wilderness, and national park attractions, gay tourism, animal husbandry, and hunting (Toerien, 2018).

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The development of sustainable and responsible rural tourism cannot be achieved without the application of ecological thinking. As a result, tourism ecology naturally helps develop rural tourism based on local natural, social and cultural resources (Dávid, 2011).

Community participation is the most important component in efforts to grow independence and the empowerment process (Adiyoso; 2009). Drake (1991) says that local communities have a very substantial control role, participate fully in the development and management of tourism, and provide the greatest proportion of benefits to local communities. It was further explained that in the development of community-based tourism, aspects of local community participation were a fundamental issue. This aspect of local community participation is an initial step towards various strategic impacts related to the development of local community-based tourism.

The development of tourism villages in Bali was started by the Provincial Government in 1993 with the stipulation of three villages, namely Penglipuran, Sebatu, and Jatiluwih as Tourism Villages by the Governor of Bali (Putra and Pitana, 2010:72). Building sustainable tourism is a process that integrates all elements in a region. The policy of sustainable tourism development is directed towards the use of natural resources and the use of human resources for the long term (Sharpley, 2002). Serangan Island as one of the tourism objects in Bali did not escape the attention of many parties, especially those who intend to develop tourism by seeing the potential possessed in Serangan village. If seen physically, before the Serangan Island development project, the total area of the Serangan island was initially 112 hectares. Since the existence of the Serangan island development project by PT. Bali Turtle Island Development (BTID) then there is a very clear change that has taken place in the shape of the Serangan island. This is due to the addition of land area through the reclamation of 379 hectares so that the total area after reclamation becomes 491 hectares (Wisnawa, 2002). In the context of the Ecology of Serangan Village, it has a wealth of marine life along with the mangrove forests and also the panorama that is given. Activities related to this is the release of hatchlings and Green Turtle, Coral Reef Foster, Mangrove Planting, and exploring Green and Marine Tourism. For aspects of education (environmental conservation), traditional and modern arts and cultural creativity are held in the village of Serangan, Student Green Camp facilities, out-door recreation facilities, and traditional marine technology study centers such as traditional Jukung boats and all methods of service. There are also a variety of activities and hobbies that have adventure nuances such as photography, aeromodelling, fishing, biking, and trekking.

In its development as a tourist village, Serangan Village has begun to be well-known by both domestic and foreign tourists. From the community side, the efforts of the community to fight for independence in managing their resources show that the community has a firm desire to fight for their rights in managing their village to provide full benefits to the local community of Serangan Village (Suartha et al. 2017). But the benefits of the development of the Tourism Village in Serangan Village are not felt by the local community. Also, there are impacts from the existence of several problems related to tourism destination development projects on the environment of the Serangan Village which would threaten the sustainability of the Serangan Village tourism destination. In the economic activities of the community, there was degradation during the reclamation carried out by BTID which caused marine biota to decrease so that the catch of fishermen was reduced and would certainly cause poverty. In socio-culture, there is also a change in the livelihoods of residents who initially as fishermen tried to switch to the service sector as a result of tourism development in the Serangan Village (Suryawan, 2015). During the increasingly fierce competition in destinations, tourism villages must continue to improve their quality to remain sustainable. This is an obligation to realize the development of tourism that can provide welfare not only to the local community but also to the tourism industry and most importantly can provide satisfaction to tourists while still paying attention to the quality of the local environment and culture. Government, community participation, and social capital have a very important role in improving the quality of the destination. The role of the government will certainly be in vain if it is not supported by local communities and strong social capital in the development of tourism development in the region.

The purpose of this study is to identify the role of government in the development of sustainable tourism in Serangan Village, identify community participation in the development of sustainable tourism in Serangan Village, identify the role of social capital in the development of sustainable tourism in Serangan Village, and analyze the influence of the role of government, community participation, and social capital towards destination quality and sustainable tourism development in Serangan Village.

2. Research Methods

This study aims to examine the impact of community participation in the management of tourism villages on the economy, socio-culture, and the environment by taking objects in one of the villages located in Denpasar City, namely Serangan village. The location of this study is in Serangan Village, Denpasar City which has been a tourist village since 2015 by Mayor Decree No. 188.45/472/HK/2015 concerning the Establishment of a

Tourism Village in the City of Denpasar. There is a growing tourism potential in this Serangan Village. There are two data sources used in this study, namely primary data sources and secondary data sources.

In this case, primary data were collected from key respondents including information from local communities who participated directly in the management of tourism villages such as community leaders, managers of community tourism villages, and tourists who were visiting. Secondary data is data collected and published through media tools by certain agencies and institutions related to the substance of the research being carried out. The population in this study were all residents of Serangan Village, amounting to 968 households, using Slovin formula obtained a minimum sample size of 169 which is a tourism business in the Serangan Village. Data collection in this study used a survey method with an instrument in the form of a questionnaire. This questionnaire describes the characteristics of respondents, respondent's perceptions about the role of government, participation, and social capital on the quality of the destination, and sustainable tourism development (STD). The research data were analyzed using qualitative and quantitative descriptive methods with the SEM PLS approach.

3. Result and Discussion

The results of this study indicate that the role of the government in the development of Tourism Villages in the Serangan Village began with the issuance of Decree No. 188.45/472/HK/2015 on March 23, 2015, concerning the determination of tourist villages in Denpasar City. Furthermore, Serangan Village facilitates the formation of a tourism awareness group (Pokdarwis) under the guidance of the Denpasar City Tourism Office which has a mission to realize a quality tourism village in all fields of tourism. Furthermore, the government plays a role in providing intensive and effective guidance and direction to the community.

The community is actively involved in the planning stage of the Tourism Village. After forming Pokdarwis, the community immediately looked for the tourism potential of Serangan Village and developed the concept of developing Serangan Village tourism village. The community facilitated by the headman of Serangan Village and also held a routine FGDs about the development of local tourism which involved the Government, Customary Institutions, and local communities. Community participation is very active not only in implementation but also in the planning, management, and evaluation stages. This can be seen from the tourism business in the Serangan Village which is dominated by local community ownership.

The strong role of the government in developing tourism villages in the Serangan Village certainly greatly increases the value of trust in the community, thereby contributing to encouraging local communities to be more enthusiastic about participating in this tourism village development program. Norms will influence togetherness in forming the foundation of social capital that can be a supporting indicator as a guideline in the development of community-based tourism (CBI) in the Serangan Village. As for some of the agreements that apply in Serangan Tourism Village related to norms are more implemented than the activities regulated by their traditional villages. From this, it can be seen that social capital norms in traditional villages in Serangan village are still strong and have an important role in improving the quality of destination in Serangan village.

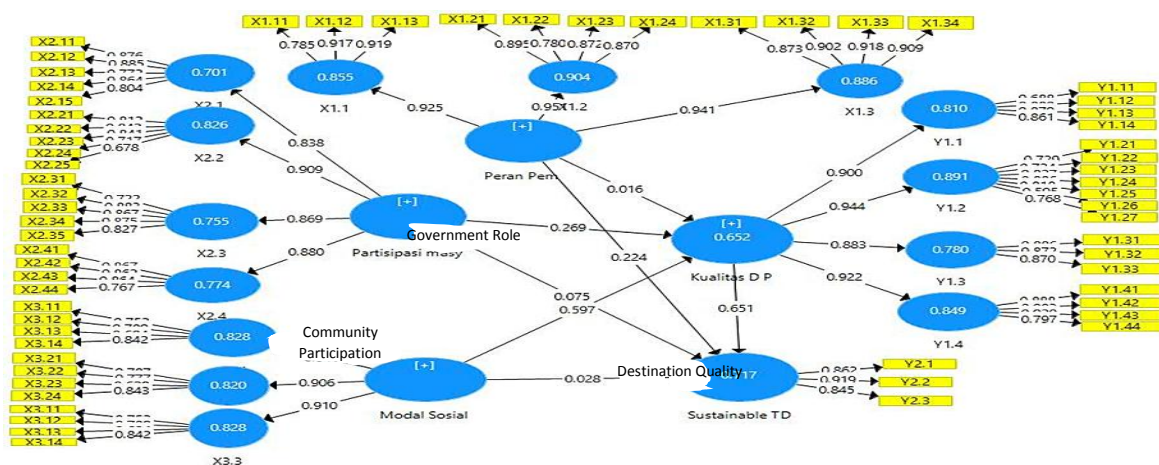


Figure 1. Full Model Test Results Influence of Government Role, Participation, Social Capital on the Quality of destination and Sustainable Tourism Development in the Tourism Village of Serangan Village, Denpasar City (Source: Data processed, 2020)

Table 1.
Direct Effects Value of Government's Role, Participation, Social Capital on the Quality of destination and Sustainable Tourism Development in the Tourism Village of Serangan Village, Denpasar City

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Destination quality -> Sustainable TD	0.651	0.630	0.100	6.515	0.000
Destination quality -> Y1.1	0.900	0.900	0.019	48.078	0.000
Destination quality -> Y1.2	0.944	0.944	0.011	82.814	0.000
Destination quality -> Y1.3	0.883	0.881	0.028	31.796	0.000
Destination quality -> Y1.4	0.922	0.921	0.014	67.663	0.000
Social Capital -> Destination quality	0.597	0.597	0.066	9.089	0.000
Social Capital -> Sustainable TD	0.028	0.045	0.095	0.291	0.771
Social Capital -> X3.1	0.910	0.911	0.016	57.934	0.000
Social Capital -> X3.2	0.906	0.906	0.015	60.102	0.000
Social Capital -> X3.3	0.910	0.911	0.016	57.934	0.000
Community Participation -> Destination quality	0.269	0.276	0.099	2.708	0.007
Community Participation -> Sustainable TD	0.075	0.088	0.080	0.941	0.347
Community Participation -> X2.1	0.838	0.838	0.031	26.778	0.000
Community Participation -> X2.2	0.909	0.910	0.016	56.403	0.000
Community Participation -> X2.3	0.869	0.868	0.025	35.186	0.000
Community Participation -> X2.4	0.880	0.880	0.024	37.107	0.000
Government's Role -> Destination quality	0.016	0.006	0.086	0.186	0.853
Government's Role -> Sustainable TD	0.224	0.215	0.064	3.484	0.001
Government's Role -> X1.1	0.925	0.925	0.014	67.081	0.000
Government's Role -> X1.2	0.951	0.951	0.009	103.387	0.000
Government's Role -> X1.3	0.941	0.942	0.013	71.096	0.000

Source: Data processed, 2020

Table 1 shows that the role of government has a positive but not significant effect on destination quality while the other two variables of community participation and social capital have a positive and significant effect on destination quality. This is evidenced by the value of p-value where the value of the p-value of the government's role on the quality of the destination is greater than 0.05. While the p-value of community participation and social capital on the quality of the destination is smaller than 0.05.

The path coefficients table also shows that the influence of social capital and community participation is positive but not significant to sustainable tourism development (STD) where the p-value is greater than 0.05, while the role of government has a positive and significant effect on sustainable tourism development (STD) with p-value is less than 0.05. Destination quality has a positive and significant effect on sustainable tourism development where the p-value is less than 0.05.

Based on table 1 it can be seen that the direct effect of the government's role on destination quality is 0.016. The direct influence of the role of government, community participation, and social capital which most influence the quality of the destination is social capital with a coefficient of 0.597. The most direct influence between the role of government, community participation, social capital, and destination quality on sustainable tourism development (STD) is destination quality with a coefficient of 0.651.

Table2.
Indirect Effects Value of the Government's Role, Participation, Social Capital on the Quality of destination and Sustainable Tourism Development in the Tourism Village of Serangan Village, Denpasar City

Variable	Original Sample	Standard Deviation	T Statistics	P Value
Social Capital ->Destination quality -> Sustainable TD	0,389	0,068	5,695	0,000
Community Participation ->Destination quality -> sustainable TD	0,175	0,060	2,930	0,004
Government's Role ->Destination quality -> sustainable TD	0,010	0,057	0,183	0,855
Social Capital ->Destination quality -> Y1.1	0,537	0,063	8,522	0,000
Community Participation ->Destination quality -> Y1.1	0,242	0,089	2,703	0,007
Community Participation ->Destination quality -> Y1.2	0,253	0,093	2,721	0,007
Government's Role ->Destination quality -> Y1.2	0,015	0,081	0,186	0,853
Social Capital ->Destination quality -> Y1.3	0,527	0,065	8,129	0,000
Community Participation ->Destination quality -> Y1.3	0,237	0,085	2,779	0,006
Government's Role ->Destination quality -> Y1.3	0,014	0,076	0,186	0,852
Social Capital ->Destination quality -> Y1.4	0,550	0,062	8,800	0,000
Community Participation ->Destination quality ->Y1.4	0,247	0,091	2,721	0,007
Government's Role ->Destination quality -> Y1.4	0,015	0,079	0,186	0,852

Source: Data processed, 2020

Based on Table 2, it appears that all mediation relationships in this test are positive. The role of government has a positive but not significant effect on sustainable tourism development after being mediated by destination quality variables with a p-value greater than 0.05. While community participation and social capital have a positive and significant effect on sustainable tourism development after being mediated by destination quality variables with a p-value of less than 0.05.

The role of the government does not significantly influence the quality of destinations in the Serangan Village. This means that the government's role is still not optimal as a stimulus to encourage improvement in the quality of tourist destinations in the Serangan Village. Community participation has a positive and significant effect on the quality of destinations in Serangan Village. This means that community participation is a dominant stimulus in improving the quality of destinations in the Serangan Village.

Social capital has a positive and significant impact on the quality of destinations in Serangan Village. This means that the higher the social capital, the better the quality of tourist destinations in the Serangan Village. This shows that the presence of social capital can be expressed as supporting the improvement of the quality of tourist destinations in the Serangan Village.

The role of government has a significant effect on sustainable tourism development. The existence of the government that was present in the village tourism program turned out to directly encourage the realization of sustainable tourism development in the Serangan Village.

Community participation does not significantly influence sustainable tourism development. This means that direct public participation does not encourage the sustainability of tourism development in the Serangan Village. Social capital with its three indicators namely trust, network, and norms does not significantly influence sustainable tourism development. The role of social capital cannot encourage the sustainable development of tourist destinations in Serangan Village.

Destination quality has a significant effect on sustainable tourism development. This means that the better the quality of the destination, the more sustainable the development of tourism in the Serangan Village. The quality of the destination does not mediate the significant influence of the role of government on sustainable tourism development. This means that the quality of the destination cannot mediate the effect of the government's role on the sustainability of tourism development in the Serangan Village.

Community participation can indirectly provide a positive and significant influence on sustainable tourism development through destination quality. Increasing the quality of the destination will encourage the spirit of the community to participate in the Serangan Village so that the community will always maintain the sustainability of the development of the tourist destination to remain quality.

Destination quality significantly mediates the effect of social capital on sustainable tourism development. This means that by increasing the quality of the destination it will increase the social capital in the Serangan Village so that the community will be motivated to maintain the quality of the tourist destinations in the Serangan Village.

Another study by Tosun (1999:5) developed a typology of community participation in tourism by classifying types of community participation into three main sections, each of which has subsections. The three main parts are spontaneous community participation, community participation due to coercive participation, and community participation because people are encouraged to do so (induced participation). According to Hausler (2005:1), there are three important elements of CBT, namely the involvement of local communities in the management and development of tourism, equitable economic access for all levels of society and political empowerment (capacity building) of local communities that aim at putting local communities as decision-makers. Okazaki's research (2008) shows that there is community participation in the tourism planning process that advocates how to implement sustainable tourism.

The research findings presented in this study relate to the role of government, community participation, and social capital on the quality of the destination and the sustainability of the development of tourist destinations in Serangan Village, where social capital is the basis of strength in realizing community-based tourism that will improve the quality of the destination while supporting sustainability. the destination. Miscommunication often occurs between the government and local communities in the development of sustainable tourism in the Serangan Village due to a lack of coordination in the planning of tourism villages in the Serangan Village.

4. Conclusions and Recommendation

4.1. Conclusion

Based on the formulation of the problem, theoretical studies, and the results of the analysis in the form of quantitative and qualitative analysis, conclusions can be drawn as follows:

1. The role of the government in the development of the Tourism Village in the Serangan Village began with the issuance of Decree No.188.45/472/HK/2015. The Serangan Village facilitates the formation of a tourism awareness group (Pokdarwis). The Denpasar City Tourism Office took an important role in providing infrastructure and facilities to support tourism development in the Serangan Village. The government also held FGDs that involved government agencies, academics, private parties, village community organizations, Pokdarwis, and also local communities to find the right solution in overcoming obstacles and problems that arose in the development of tourist villages.
2. In developing the Tourism Village in Serangan Village, the community was actively involved from the planning stage of the Tourism Village. Active community participation is not only in implementation but also in the planning, management, and evaluation stages. This can be seen from the tourism business in the Serangan Village which is dominated by local community ownership.
3. Tourism development activities in the Serangan Village and other villages included in the tourism village in Denpasar City have been increased by the government in line with the current government program which is focused on the development of culture-based tourism and local wisdom. Norms will influence togetherness in

forming the foundation of social capital that can be a supporting indicator as a guide in the development of community-based tourism (CBT) in Serangan Village.

4. The role of the government does not significantly influence the quality of destinations in the Serangan Village. Community participation has a positive and significant effect on the quality of destinations in Serangan Village.

Social capital has a positive and significant effect on the quality of the destinations in Serangan Village. The role of government has a positive and significant impact on sustainable tourism development. Community participation does not significantly influence sustainable tourism development. Social capital with its three indicators namely trust, network, and norms does not significantly influence sustainable tourism development. The role of social capital cannot encourage the sustainable development of tourist destinations in Serangan Village. Destination quality has a significant effect on sustainable tourism development. Destination quality does not have a significant mediating effect on the government's role in sustainable tourism development. Community participation can indirectly provide a positive and significant influence on sustainable tourism development through destination quality. Destination quality significantly mediates the effect of social capital on sustainable tourism development.

4.2. Recommendation

Based on the analysis that has been concluded in this study, it can be recommended as follows.

1. The role of the government as a dynamist needs to be improved, namely by conducting and conducting harmonious cooperation with the community, private parties, and tourism businesses in the Serangan Village to improve the quality of tourist destinations in the Serangan Village such as by providing assistance and training about destination governance, tourism services to the tourism village manager in Serangan Village.
2. The government needs to be more focused in managing tourism in the tourism villages, namely by inventorying the existing tourism potential, providing supporting facilities that do not yet exist in the tourism village, helping Pokdarwis performance in packaging the existing potential into a tourism product that is suitable for marketing, and empowering and motivate local people to increase their participation in the development of tourist villages in the Serangan Village.
3. The government, traditional villages, Pokdarwis, and local communities are expected to work together in developing tourism villages in the Serangan Village to avoid miscommunication and polemic potential caused by lack of coordination related to concepts and visions in developing tourism villages in the Serangan Village.
4. The community is advised to increasingly maintain social capital, especially the norms that exist in society in the form of togetherness, cooperation, and awareness of tourism behavior.
5. It is very necessary to strengthen the tourism village network coordinated by Pokdarwis in collaboration with traditional villages and villages to establish cooperation with industries such as ASITA, HPI, and PHRI, as well as universities and conduct comparative studies with developed tourism villages, it is necessary to strengthen and increase the institutional role between the customary village and the village office and Pokdarwis in the tourism village to overcome and find solutions to the obstacles faced in the implementation of the development of the tourism village in the Serangan Village.

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