JTEP Journal of Tourism Economics and Policy
P-ISSN 2775 - 2283 (print)
E-ISSN 2807 - 2839 (online)
JOURNAL OF TOURISM ECONOMICS AND POLICY
https://journalkeberlanjutan.com/index.php/jtep

COMMUNITY-BASED TOURISM IN IMPROVING COMMUNITY WELFARE IN WANAGIRI VILLAGE, SUKASADA DISTRICT, BULELENG REGENCY

Volume: 2
Number: 2
Page: 63 - 72

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Article History:
Received: 2022-07-27
Revised: 2022–08-11
Accepted: 2022-08-23

Abstract:
This study aims to determine the effect of community participation on the community's welfare through the quality of the destination. In this study, the population to be studied is the people who are directly involved in tourism activities and have economic relations with tourism activities in Wanagiri Village. The research sample was determined using the Slovin method, which in the application of this method provides a range of error rates of 1 percent, 5 percent, to 10 percent. The analytical technique used in this research is path analysis. The results of the study stated that community participation had a positive but not significant effect on the welfare of the community in Wanagiri Village, community participation had a positive and significant effect on the quality of destinations in Wanagiri Village, the quality of destinations had a positive and significant effect on the welfare of the people in Wanagiri Village. Wanagiri Village and community participation has an indirect influence. Directly on the welfare of the community through the quality of consumer destinations in Wanagiri Village, community participation has an indirect effect on community welfare. So it is hoped that for the development of tourist destinations, the involvement of local communities is expected.

Keywords: Society Participation; Public Welfare; Destination Quality, Tourism
Cite this as: NUGRAHA, I.G.P., ATIDIRA, R., AGUSTINA, M.D.P. (2022) "Community-Based Tourism In Improving Community Welfare In Wanagiri Village, Sukasada District, Buleleng Regency." Journal of Tourism Economics and Policy, 2(2), 63 -72.

INTRODUCTION

Community participation in development programs, especially tourism development, certainly has a high sustainability value. Community involvement since the planning, implementation, monitoring and evaluation stages will be able to respond to the needs and desires of the community in developing tourist destinations and increase community motivation to participate in improving the quality of tourist destinations in their area (Alvarez-Ferrer et al., 2018; Sara et al., 2020).

The benefits obtained by destinations based on community participation are: 1) Can form and improve the entrepreneurial spirit of the community, 2) motivate the community to improve their ability to develop tourist destinations in their area, 3) develop the destination according to the needs of the local community, and 4) reduce the dependence of the community with government assistance and subsidies so that the implementation of the development of these tourist destinations becomes more independent. The main goal of community-based tourism is full community involvement in the development of tourist destinations and the end, will create prosperity and preserve of local wisdom from these destinations (Rogerson & Baum, 2020; Rubio-Mozos et al., 2020).

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Bali as, a tourist destination, has experienced various changes and developments to improve the quality of tourist destinations. Tourist objects and attractions have also experienced very rapid development as an effort to increase the number of tourist visits to Bali. This is certainly highly expected to increase community participation in the development of tourist destinations so that the benefits will be fully felt by the community and will also improve the welfare of the community (Dewi, 2014; Putri & Saputra, 2022; Sutawa, 2012).

The main principle of developing a tourist village is to prioritize the process of local community participation in ideas, decision making and supervision. Development must also adapt to the local culture of a village and village characteristics. This will make the construction of tourism facilities carried out on a small scale so that it can be done entirely by the local community (Putri & Saputra, 2022; Sutawa, 2012).

Wanagiri Village in recent years, has become a hot issue to discuss related to the development of tourist villages in Bali. Taking advantage of social media trends that are increasingly reaching all circles of society and motivating social media users to upload their interesting experiences, the people of Wanagiri Village try to package their tourism potential into selfie spots that can attract tourists to visit Wanagiri Village, Sukasada District, Buleleng Regency (Ekayani et al., 2020; Saputra et al., 2020). There are various selfie spots provided such as a bamboo platform on the edge of a cliff that provides an interesting experience for tourists to witness the beautiful scenery of Lake Buyan and Lake Tamblingan from a height. There is also a swing hanging from a large tree trunk overlooking the ravine so that tourists will get a very satisfying photo sensation (Sujana et al., 2020). Of course, this will be a new tourist product, especially for tourists who have a hobby of photography (Modica et al., 2018).

The reason for choosing Wanagiri Village as the object of research is because this village has very interesting potential, which refers to the 4A concept (attraction, accessibility, amenities, and ancillary). In addition, this destination is a new place that is crowded with visitors (Rahmiati et al., 2020; Sudiarta & Suardana, 2016). This can be seen from the tourist visit data in 2019 where the tourist attraction in Wanagiri Village, namely Wanagiri Hidden Hill, the number of visitors reached 156,100 people which can be seen in the following table.

Table 1. Data on Tourist Visits to Buleleng Regency in 2019

NO	DTW name	THE YEAR 2019						
	Data Collection	Overseas		Domestic		Amount		Total
		L	P	L	P	L	P	
1	Les . Falls	1,669	1.193	568	330	2.237	1.523	3,760
2	Sanih Water	303	520	4.365	5.526	4.668	6.046	10,714
3	Meduwe Karang Temple	3.085	4.023	-	60	3.085	4.083	7.168
4	Beji Temple	10,034	11,000	1.315	1,287	11,349	12,287	23,636
5	Gitgit Waterfall	12,401	12,201	2,689	3.007	15,090	15,208	30,298
6	Munduk Waterfall	12,451	24,961	384	37	12.835	24,998	37,833
7	Banjar Hot Springs	24,813	23,908	21,668	21,831	46,481	45,736	92.217
8	Pulaki Temple	3.018	3.905	21,847	23,950	24,865	27,855	52,720
9	Jayaprana's Tomb	369	606	18,290	18,338	18,659	18,944	37,603
10	Lovina	20.148	18,903	10,625	12,062	30,773	30,965	61,738
11	Buleleng Harbor	1,298	1,731	959	385	2.252	2.116	4.368
12	Buleleng Museum	195	632	371	781	566	1.413	1979
13	Tamblingan Lake	5.512	2,987	3.6467	4.161	9.159	7,148	16,307
14	Buyan Lake	1,524	1.138	3.987	2,646	5.511	3,784	9,295

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15	**Sekumpul Waterfalls**	18,100	18.000	5.524	2.476	21,624	20,476	42,100
16	**Banyuwedang Hot Spring**	967	740	3.129	3,464	4096	4.204	8,300
17	**Campuhan Waterfall**	5.841	3.196	867	651	6,708	3,847	10,555
18	**Multilevel Waterfall**	518	501	38	-	556	501	1.057
19	**Banjar Temple**	18,191	21.203	3.281	3,483	21,472	24,641	46,113
20	**West Bali National Park**	-	-	100,576	971	100,576	971	101.574
21	**Coral Kerupit Lab. Aji**	-	-	38,200	19,496	38,200	19,496	57.696
22	**Selfie Spot Wanagiri**	28.147	27,874	49,889	50.190	78.036	78.064	156100

Source: Buleleng Tourism Office

But behind the very high level of tourist arrivals, the management is still not well organized and professional. For example, tourist visits to each tourist attraction in Wanagiri Village have not been properly recorded and there is no development of a structured Tourism Village that involves local communities in terms of planning (Chamidah et al., 2020; Jayawarsa et al., 2021; Lasso & Dahles, 2018). Local communities participate more in the implementation stage so it is not known whether the benefits of developing a tourist village in Wanagiri Village have been maximally felt by local communities (Wardana et al., 2021). This makes the development of tourist villages in Wanagiri Village very interesting to study regarding community participation and its influence on the quality of destinations and the welfare of local communities in Wanagiri Village (Saputra, 2020). Based on the description described above, the researchers chose to conduct a study entitled "Community-Based Tourism In Improving Community Welfare In Wanagiri Village, Sukasada District, Buleleng Regency".

METHODS

In this study, the population to be studied is people who are directly involved in tourism activities and have an economic relationship with tourism activities in Wanagiri Village, such as village tourism managers, home stays, restaurants, traders, and tourism organizations in Wanagiri Village. The sample size was determined using the Slovin method which in the application of this method gives an error rate range of 1 percent, 5 percent, to 10 percent. The calculation of the sampling method using the Slovin formula in this study is stated in the following formula.

$$n= N/(1-Ne^2) (1)$$

The independent variable in this study is community participation. The dependent variable in this study is community welfare. The mediating variable in this study is the quality of the destination. The indicators of community participation variables are involvement in planning (pm1), involvement in development implementation (pm2), involvement in management (pm3), involvement in monitoring and evaluation (pm4). The quality of tourist destinations is measured by indicators of attractions, facilities, accessibility and institutions. Community welfare is measured by indicators of income, fulfillment of basic needs, fulfillment of needs in the field of education and health conditions. In this study, the methods used in data collection are literature study, questionnaires and interviews. The analytical technique used in this research is path analysis. In this study using 1 (one) Independent variable, 1 (one) Dependent variable, and 1 (one) mediating variable, so the path analysis equation is as follows:

Sub Structure 1:

$Y1 = 1 X + e$ (2)

Sub Structure 2:

$Y2 = 1 X + 2 M + e$ (3)

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Description:

X = Independent Variable
Y1 = Mediator
Y2 = Dependent
E = residual value

RESULT AND DISCUSSION

The validity test was carried out on 50 respondents and the results were analyzed using a testing technique, namely the Pearson Correlation Product Moment with r count must be greater than r table or the calculated significance value is below the required significance value ($\alpha < 0.05$). The results of the model validity test show that all indicators have a significance value below alpha, so it can be said that all instruments in this study are valid (Saputra et al., 2019).

Table 2. Reliability Test Results

Variable	*Cronbach's Alpha*	Information
Community Participation (X2)	0.888	Reliable
Destination Quality (Y1)	0.876	Reliable
Community Welfare (Y2)	0.884	Reliable

Source: Processed Data, 2021

Table 2 shows that the value of Cronbach's alpha variables of community participation, destination quality, and community welfare is above 0.7. It can be interpreted that the constructs or variables in this research instrument are entirely reliable and consistent when the measurements are repeated, so that all constructs in this study can be used.

Table 3. Normality Test Results (One-Sample Kolmogorov-Smirnov)

Equality	Sig. Kolmogorov-Smirnov Z
Substructure 1	0.200
Substructure 2	0.037

Source: Processed Data, 2021

Based on the normality test using the One-Sample Kolmogorov-Smirnov Test, it shows that the value of Sig. Kolmogorov-Smirnov is equal to 0.200 and 0.037 Asymp value. Sig. Kolmogorov-Smirnov in Substructure 1 is greater than the alpha value of 0.05, indicating that the data used in this study is normally distributed. But on substructure 2 the value of asymp. Sig. Kolmogorov-Smirnov is smaller than the alpha value of 0.05, indicating that the data used in this study is not normally distributed. So it can be concluded that the model meets the assumption of normality.

Table 4. Multicollinearity Test Results

Substructure Equation	Variable	*Tolerance*	VIF
Y1= 1X2+ e1	X2	1,000	1,000
Y2 = 2X2 + 3Y1 + e2	X2	0.535	1,868
	Y1	0.535	1,868

Source: Processed Data, 2021

The tolerance value for community participation and destination quality variables in substructures 1 and 2 is greater than 10% (0.1), while the VIF value for these variables is less than 10. Both of these indicate that the regression equation model is free from multicollinearity.

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Table 5. Sub-structure Heteroscedasticity Test Results 1

Model	*Unstandardized Coefficients*		*Standardized Coefficients*	t	Sig.
	B	*Std. Error*	Beta		
(Constant)	18,682	3,448		5,419	,000
Community participation	-0.160	0.047	-0, 445	-3,443	.001

Source: Processed Data, 2021

The significance value (sig.) of the community participation variable is greater than 0.05 (0.001 < 0.05). This indicates that there is an influence between the independent variables on the absolute residual, thus the regression equation model made contains symptoms of heteroscedasticity.

The significance value (sig.) of the variables of community participation and destination quality is 0.055 and 0.844, respectively. Both values are greater than 0.05. This indicates that there is no influence between the independent variables on the absolute residual, thus the regression equation model made does not contain symptoms of heteroscedasticity. The results of the autocorrelation test carried out found that there was no autocorrelation found in Substructure 1, but there was autocorrelation in Substructure 2.

Table 6. Substructure Heteroscedasticity Test Results 2

Model	*Unstandardized Coefficients*		*Standardized Coefficients*	t	Sig.
	B	*Std. Error*	Beta		
(Constant)	6.585	1,751		3,761	,000
Community participation	-,054	0.028	-,361	-1,965	0.055
Destination quality	-,006	,031	-,036	-,198	,844

Source: Processed Data, 2021

Table 7. Sub-structure Path Analysis Results 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	29,229	7,018		4.165	0.000
Society participation	0.612	0.095	0.682	6,456	0.000
R square: 0.465					
F Stats: 41,677					
Sig. F test: 0.000					

Source: Processed Data, 2021

Based on the results of the path analysis of substructure 1 as presented in Table 7 above, the following substructural equations can be drawn up.

$$Y1 = 0.682\ X2 + e1$$

The regression coefficient value of the X2 variable is positive and the t-test significance value is less than 0.05 (0.00 <0.05). The magnitude of the influence of the independent variable on the dependent variable is indicated by the total determination value (R square) of 0.465. This means that 46.5% of the Y1 variable is influenced by variations in X2, while the remaining 53.5% is explained by other factors not included in the model.

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Based on the results of the analysis of substructure path 2 as presented in table 8 above, the following substructural equations can be drawn up.

$$Y2 = 0.093\ X2 + 0.610\ Y1 + e2$$

The regression coefficient value of each independent variable, namely X2 and Y1 is positive and the t-test significance value is less than 0.05. This indicates that the two independent variables have a significant positive effect on the dependent variable. The magnitude of the influence of the independent variable on the dependent variable is indicated by the total determination value (R square) of 0.457. This means that 45.7% of the variation in Y2 is influenced by variations of X2 and Y1, while the remaining 54.3% is explained by other factors not included in the model.

Direct effect occurs if a variable affects other variables without any mediating variables: The effect of X2 on Y1 is 0.682; The effect of X2 on Y2 is 0.093; The effect of Y1 on Y2 is 0.610. Indirect effect occurs when there are other variables that mediate the relationship between the two variables. This study has an indirect effect mediated by Y1 on the effect of X2 on Y1 of 0.682 x 0.610 = 0.41602. To understand the total effect, it can be done by adding the direct effect of X2 on Y2 of 0.093 and the indirect effect of X2 on Y2 through Y1 of 0.41602, then the results obtained are 0.093 + 0.41602 = 0.50902 or can be rounded to 0.51.

Table 8. Sub-structure Path Analysis Results 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	14,940	2,863		5,217	0.000
Society participation	0.029	0.045	0.093	0.632	0.531
Destination Quality	0.209	0.050	0.610	4,150	0.000
R square: 0.457					
F Statistics: 19,802					
Sig. F test: 0.000					

Source: Processed Data, 2021

The value of the total determination is 0.709. This means that 70.9% of the variation in Y2 is influenced by variations of X2 and Y1, while the remaining 20.1% is explained by other factors not included in the research model.

Based on the results of the analysis of the effect of community participation on the welfare of the community, a significance value of 0.531 was obtained with a beta coefficient of 0.093. The significance value of 0.531 > 0.05 indicates that H0 is accepted and H1 is rejected. These results indicate that the community participation variable has a positive but not significant effect on the welfare of the community in Wanagiri Village.

Based on the results of the analysis of the influence of community participation on the quality of the destination, a significance value of 0.000 was obtained with a beta coefficient of 0.682. The significance value of 0.000 <0.05 indicates that H0 is rejected and H2 is accepted. These results indicate that the community participation variable has a positive and significant effect on the quality of destinations in Wanagiri Village.

Based on the results of the analysis of the effect of destination quality on people's welfare, a significance value of 0.000 was obtained with a beta coefficient of 0.610. The significance value of 0.000 < 0.05 indicates that H0 is rejected and H3 is accepted. These results indicate that the destination quality variable has a positive and significant effect on the welfare of the community in Wanagiri Village.

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Table 9. Direct and Indirect Effects and Total Effects of Research Variables

Variable Effect	Direct Influence	Indirect Effects Through Destination Quality (β1 x 3)	Total Influence
X2 - Y1	0.682		0.682
X2 - Y2	0.093	0.41602	0.510
Y1 - Y2	0.610		0.610

Source: Processed Data, 2021

Based on these results, it can be concluded that the total influence of the community participation variable on the welfare of the community through the destination quality variable is greater than the direct influence of the community participation variable on the community welfare without going through the destination quality variable.

The results of the Sobel test conducted showed that the Z count was 3.477 (3.477> 1.96), this means that the destination quality variable (Y1) is a variable that can mediate the community participation variable (X2) on the community welfare variable (Y2), in other words On the other hand, community participation has an indirect effect on the welfare of the community through the quality of consumer destinations in Wanagiri Village. Based on the results of the analysis of the effect of community participation on the welfare of the community, a significance value of 0.531 was obtained with a beta coefficient of 0.093. The significance value of 0.531 > 0.05 indicates that the community participation variable has a positive but not significant effect on the welfare of the community in Wanagiri Village.

This is because the community has not fully experienced the benefits of tourism development in Wanagiri Village, even though they have actively participated in running their small businesses in Wanagiri Village tourist destinations. Mr. Made Suparanton as Perbekel Wanagiri Village, in an interview conducted on September 6, 2021, said that community participation in the development of tourist destinations in Wanagiri Village is still limited as small business actors. The community has not been well coordinated and tends to walk independently in running their business in several tourist attractions in Wanagiri Village. Based on the results of the analysis of the influence of community participation on the quality of the destination, a significance value of 0.000 was obtained with a beta coefficient of 0.682. The significance value of 0.000 <0.05 indicates that H0 is rejected and H2 is accepted. These results indicate that the community participation variable has a positive and significant effect on the quality of destinations in Wanagiri Village.

This is because the development of tourist destinations in Wanagiri Village makes local people motivated to participate in developing tourist destinations in their village to become more qualified. Local people's awareness began to arise to maintain the cleanliness of their village environment and local communities also participated in arranging their village environment to make it look more beautiful so as to attract tourists to visit their village. Based on the results of the analysis of the effect of destination quality on people's welfare, a significance value of 0.000 was obtained with a beta coefficient of 0.610. The significance value of 0.000 < 0.05 indicates that H0 is rejected and H3 is accepted. These results indicate that the destination quality variable has a positive and significant effect on the welfare of the community in Wanagiri Village.

This is mostly due to an increase in the quality of tourist destinations in Wanagiri Village, making the level of tourist visits to Wanagiri Village starting to increase. This also has a positive impact with the start of busy culinary businesses and several tourism businesses managed by local communities. Based on the narrative of Putu Arya Dana as chairman of the association of culinary traders in Wanagiri Village, that with the increasing number of tourist attractions in Wanagiri Village visited by tourists, the turnover of culinary traders in Wanagiri Village increased by up to 50% of their previous turnover. This shows that increasing the quality of destinations in Wanagiri

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Village has a positive and significant impact on the welfare of local communities. Community participation indirectly affects the welfare of the community through the quality of consumer destinations in Wanagiri Village. This is due to the quality of destinations resulting from the participation of local communities in the development of tourist destinations in Wanagiri village, increasing tourist visits which have an impact on increasing the income of local people in Wanagiri Village.

CONCLUSION

There are several conclusions that can be drawn in this study, including: Community participation has a positive but not significant effect on the welfare of the community in Wanagiri Village because the community has not fully felt the benefits of tourism development in Wanagiri Village, even though they have actively participated in running their small business. in the tourist destination of Wanagiri Village. Community participation has a positive and significant effect on the quality of destinations in Wanagiri Village due to the development of tourist destinations in Wanagiri Village, making local people motivated to participate in developing tourist destinations in their village to become more qualified. Destination quality has a positive and significant effect on the welfare of the community in Wanagiri Village which is mostly due to the improvement in the quality of tourist destinations in Wanagiri Village, making the level of tourist visits to Wanagiri Village starting to increase. This also has a positive impact with the start of busy culinary businesses and several tourism businesses managed by local communities. Community participation indirectly affects the welfare of the community through the quality of consumer destinations in Wanagiri Village due to the quality of destinations resulting from the participation of local communities in the development of tourist destinations in Wanagiri Village, increasing tourist visits which have an impact on increasing the income of local people in Wanagiri Village. This also has a positive impact with the start of busy culinary businesses and several tourism businesses managed by local communities. Community participation indirectly affects the welfare of the community through the quality of consumer destinations in Wanagiri Village due to the quality of destinations resulting from the participation of local communities in the development of tourist destinations in Wanagiri Village, increasing tourist visits which have an impact on increasing the income of local people in Wanagiri Village. This also has a positive impact with the start of busy culinary businesses and several tourism businesses managed by local communities. Community participation indirectly affects the welfare of the community through the quality of consumer destinations in Wanagiri Village due to the quality of destinations resulting from the participation of local communities in the development of tourist destinations in Wanagiri Village, increasing tourist visits which have an impact on increasing the income of local people in Wanagiri Village.

The suggestion for Wanagiri Village is that stakeholders and policy makers in Wanagiri Village, more actively involve local communities in the development of tourist destinations in Wanagiri, not only in the implementation stage, but also in the planning, organizing/management, and evaluation stages. That way the role of local communities will be more active and will further improve the quality of tourist destinations in Wanagiri Village. The local government is also expected to further facilitate the development of supporting infrastructure for Wanagiri tourist destinations in order to create quality tourist destinations.

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