

Community Based Rural Tourism (CBRT) : The Impact on Local Residents Quality of Life in Indonesia

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Abstract. Kemiren village is well known today as one of the tourist destinations that has a distinctive appeal to the culture of the Osing tribe, which is one of the tribes found on Java. The purpose of this study is to examine the impact of community-based rural tourism (CBRT) activities with an approach to the economic, socio-cultural and natural environment dimensions associated with the quality of life of residents in Kemiren village. The results of the research conducted show that tourism activities in the area have been able to become a source of income for most households in order to improve the standard of living of the Kemiren villagers. However, the development of tourism activities that occurs has an impact on changes in the livelihoods of local residents because of the high profits obtained from tourism activities. Increased job opportunities have also led to a high flow of people working there. Protection of the environment is seen as not a priority in relation to tourism activities in development carried out by local governments. However, Kemiren village's resident still have high concern and are actively involved in preserving the environment. Local people believe in development of tourism activities will impact their welfare.

1 Introduction

Tourism is a powerful economic weapon for improving people's lives. In the tourism industry, the support of the local community is one of the keys to success in realizing sustainable tourism both in cities and villages [1] [2] [3]. This is because the tourism industry can provide economic, socio-cultural and environmental benefits. From an economic standpoint, the existence of tourism can increase income and new job opportunities, otherwise it can also trigger the emergence of new businesses in rural areas, which can encourage the government to improve infrastructure to support the economic sustainability of the community. [4]; [5]; [6]; [3]; [7]. In its development, local residents have a perception about the benefits they receive from tourism activities which illustrates their attitude towards tourism development in their village [8]; [9]; [10]. Therefore regional tourism requires support from the entire community to create sustainable tourism, this is because local residents are important actors in providing rural-based tourism experiences, which offer local services and hospitality to visitors. [11]; [12]; [13]; [14].

The existence of tourism activities has had both positive and negative impacts on the local population, resulting in fluctuations in the welfare and quality of life of the population. [15]. The positive impact of tourism is the improvement of tourist facilities by the government, resulting in an increase in the welfare of the local population. However, this also triggers the pollution that

is presented due to tourist visits which can cause environmental degradation such as increased waste, exploitation of natural resources, and high population density in tourist areas. [16]; [17]. This condition can certainly reduce the quality of life of the local community, which in turn can affect the tourist attractions in the area.

Indonesia is one of the countries that is concerned with tourism activities. This is because Bali, which is one of the provinces in Indonesia, is a world tourist destination. Tourism in Bali is also a significant contributor to GRDP for its region. Bali's fame as one of the tourist destinations that supports the Indonesian economy encourages other areas around the island of Bali to offer new tourist-friendly tourist attractions, one of which is Banyuwangi Regency. Banyuwangi Regency under the leadership of Regent Anas continues to encourage the emergence of new tourist attractions based on culture and natural tourism. This regent's support is due to the position of Banyuwangi Regency which is close to Bali Island and is the entrance to Bali from the island of Java.

Banyuwangi Regency has a lot of tourist destinations, one of which is famous for its cultural tourism in Kemiren Village, Glagah District. This village offers cultural tourism typical of the Osing tribe, this tribe is the original tribe of Banyuwangi Regency. From 2017 to 2019 visitors to this village continued to increase. The increasing number of visitors can have an impact on risen up the income of local residents, and indirectly will

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improve the quality of life of the people of Kemiren Village. On the other hand, the environmental impact in the form of waste can make environmental quality worse and have an impact on decreasing the quality of life of the community. Therefore the aim of this study is to determine the impact of community based rural tourism on the quality of life of the people of Kemiren Village.

2 Literature Review

Definition of health according to the World Health Organization (WHO) is a condition where it is not only free from disease or weakness, but also there is a balance between physical, mental and social functions. Quality of life related to health includes three areas of function, namely: physical, psychological (cognitive and emotional), and social. The quality of life for a person reflects the degree of well-being felt by a person or a group [18]; [19]. WHO further states the quality of life as an individual's perception of his position in life in the context of cultural life and the value system in which they live in relation to their goals, expectations, standards, and concerns. It consists of four dimensions, such as, material well-being, community well-being, emotional well-being and health and safety well-being [12]. A study by Biagi [20] explains that the presence of tourists visiting the Mediterranean Coast is important for local residents and tourists to contact them and mutual responsibility in being access to local tourist facilities which indirectly affects their perceptions of the quality of life. Furthermore, in the tourism literature, it is stated that the impact of tourism is focused on four important domains, which is economic, social, environmental, and cultural. Implication of tourism in these domains has a significant influence on the quality of life of local residents.

2.1. Economic Sustainability

Economic factors affect the quality of life of local residents such as job opportunities, increased income, business opportunities and so on. Several studies have shown that CBRT has a positive influence on new job opportunities in tourism, increases family income and stimulates the growth of new entrepreneurs, which can further boost the standard of living of local residents to support the sustainability of local tourism [21]; [22]; [23]; [24]. On the other hand, there are drawbacks from the existence of tourism from an economic aspect, namely the higher the cost of living and the rising prices of goods and services [25]. Based on this theory and the results of previous research, we propose the following hypothesis:

H1: Economic aspects affect the quality of life of local residents

2.2 Social Cultural

Culture is the most important thing for local residents. Basically, local people really uphold the culture they have. In the context of tourism, the presence of tourists

can be an arena to promote and preserve their culture. Previous research states that the culture in an area can be an asset for that area to attract tourists to visit these tourist attractions. Furthermore, the development of community-based tourism can have a positive impact on the preservation of local culture and customs which in turn can improve the quality of life for local residents [26]; [27]; [28]. Based on this theory, we build the following hypothesis:

H2: Socio-cultural aspects affect the quality of life of local residents

2.3 Environment

Environmental aspects are the concern of all world organizations for various fields, especially economic activities that must pay attention to the environmental impacts they cause. In tourism development, it is important for in-depth research on the physical conditions of the environment, and how the implications of tourism development are for environmental sustainability [29]; [30]; [31]. Through good planning and management, CBRT can improve the quality of life of residents, increase respect for local culture and can preserve biodiversity [31]. If tourism development is not well planned, for example, environmental management problems will become a serious problem for local residents such as waste pollution and decreased biodiversity. Based on this theory, we build a hypothesis as follows:

H3: the environment affects the quality of life of local residents

3 Method

This research is located in Kemiren Village, Glagah District, Banyuwangi Regency (Indonesia). As discussed, this study attempts to build a relationship between community-based rural tourism which consists of 3 dimensions, namely economic, social and environmental perceptions of the quality of life of local residents. Thus the main constructs in this study include perceptions of economic sustainability, social sustainability, environmental sustainability and perceptions of life satisfaction in the community. Local people's perceptions of the quality of life of sustainable tourism are measured through a scale adapted from the guidelines developed by Hung Lee and Hauh Jan [32]. There are 12 question items using a five-point Likert scale, namely (1 strongly disagrees to 5 on strongly agree). Meanwhile, the public perception of economic sustainability consists of 5 question items, 6 question items for social sustainability and 3 question items for environmental sustainability. Methods of data analysis using SmartPLS 3.

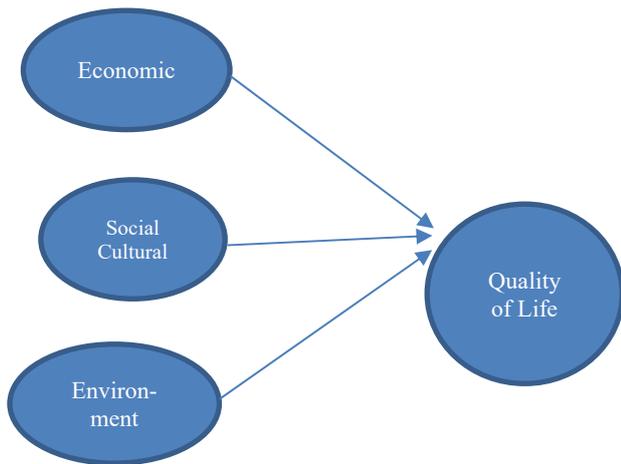


Fig 1 Research Model

4 Result

4.1 Profile of Respondents

This study used 100 respondents from Kemiren Village, Glagah District, Banyuwangi Regency (Indonesia). Respondents were 71.9% male and 28.1% female. Based on status, there are 81.9% married, 16.3% single, and 1.9% divorced. The majority of respondents were aged 25 - 34 years (62.5%). Other respondents were 35-44 years old

(29.4%), over 45 years old (6.9%), and under 25 years old (1.3%). Based on education level, 50 respondents (50%) were high school students, 25 respondents with bachelor's degrees (25%), 25 respondents with diploma degrees (25%). Based on total income, 85 respondents (90.6%) had an income of more than IDR 3,000,000 per month, 15 respondents (9.4%) had an income of less than IDR 3,000,000 per month.

4.2 Validity and Reliability

An indicator is declared valid if it has a loading factor above 0.5 [33]. Measuring the validity of the indicators that form latent variables can also be done through discriminant validity. Validity discrimination can be done by comparing the AVE Root coefficient ($\sqrt{\text{AVE}}$ or Square root Average Variance Extracted) of each variable with the correlation value between variables in the model. A variable is said to be valid, if the root of AVE ($\sqrt{\text{AVE}}$ or Square root Average Variance Extracted) is greater than the correlation value between variables in the AVE research model is greater than 0.50. While a measurement can be said to be reliable, if composite reliability and Cronbach alpha have a value greater than 0.70. Composite reliability and Cronbach alpha are measures of reliability between indicator blocks in the research model. The following table shows the results of the validity and reliability tests:

Table 1. Measurement model quality criteria

Variable	Item	Loading	AVE	CR	Cronbach's Alpha
Economics Sustainability	ECO1	0767	0606	0885	0838
	ECO2	0825			
	ECO3	0.793			
	ECO4	0.704			
	ECO5	0.779			
Social and Cultural	SOS1	0765	0559	0873	0824
	SOS2	0719			
	SOS3	0.777			
	SOS4	0.641			
	SOS5	0.806			
	SOS6	0.769			
Environment	EN1	0,696 0,883 0,783			0,871
	EN2	0815			
	EN3	0.815			

Quality of Life	QL1	0728	0550	0924	0909
	QL2	0708			
	QL3	0.648			
	QL4	0.638			
	QL5	0.741			
	QL6	0.759			
	QL7	0857			
	QL8	0.777			
	QL9	0.778			
	QL10	0.823			

Based on table 1 above shows that the AVE value as seen from the original sample value of all constructs > 0.50, namely the economic sustainability variable of 0.606, the socio-cultural variable of 0.559, the environment variable of 0.696, and the variable quality of life of 0.550. So that the criteria for the AVE value meet valid requirements based on the discriminant validity criteria. The reliability test shows that the composite reliability and Cronbach Alpha values of all constructs have shown a value greater than 0.70, with details that the economic sustainability variable is 0.838, the social variable is 0.824, the environmental variable is 0.783, and the quality of life variable is 0.909. So that it meets the requirements of being reliable based on the criteria of composite reliability.

4.3 Structural Model Evaluation through R-Square (R²)

R-Square (R²) can indicate the strength of the effect caused by the dependent variable to the independent variables. R-Square (R²) also can indicate the strength of a research model. According to Hair [34] the R-Square (R²) value of 0.67 is classified as a strong model, R-Square is 0.33 as a moderate model, and an R-Square (R²) value of 0.19 is classified model weak.

Table 2 Evaluation of the Structural Inner Model

	R-Square
Quality of Life	0.582

Based on Table 2 The above shows that the value of R² of the independent variable is quality of life for 0583 based on the criteria Chin, (1995), then the model including criteria for a model moderate, its meaning is the variation of economic sustainability, social, cultural, environmental and able to explain the quality of life amounted to 58.2 percent and the remaining 41.8 percent is explained by variations from other variables.

4.4 Hypothesis Testing

Path Analysis and Hypothesis Testing, what is expected is that Ho is rejected or a sig value <0.05 (or a statistical t value > 1.96 if the test is with a significant level of 0.05). Table 3 shows the results of processed data in hypothesis testing in this study. The data were processed using PLS-SEM bootstrapping. The results confirmed that there was a significant positive relationship between economic variables and the quality of life of the local population ($\beta = 0.380$, $t = 3.477$, $p < 0.001$) so that H1 was accepted. while the socio-culture and quality of life of the local population ($\beta = 0.193$, $t = 2.913$, $p < 0.122$) this study was unable to explain the relationship between socio-culture and the quality of life of the local population. It is different with the relationship between the environment and the quality of life of the local population ($\beta = 0.283$, $t = 1.548$, $p < 0.04$) so that H3 is accepted.

Table 3. Hypotheses testing

Hypotheses	Path	Mean	SD	T Statistics (O / STDEV)	P Values	Decision
ECO à QL	0.380	0.371	0.109	3.477	0.001	H1 accepted

SOS à QL	0.193	0.204	0.125	2.913	0.122	H2 rejected
EN à QL	0.283	0.282	0.097	1.548	0.004	H3 accepted

Based on Table 3 it is known that the p-value significance is $0.007 < 0.05$, then H_0 is rejected. This means that the economy has a positive and significant effect on the quality of life in Kemiren Village, the original sample value of the economy is 0.380, this means in other words if the economic dimension increases, the quality of life of the local residents of Kemiren Village increases by 0.380. So that the first hypothesis in this study is accepted. Unlike the case with the relationship between socio-culture with the quality of life of the local population, the significance value of the p-value is $0.122 > 0.05$, so H_1 is rejected. This means that social has a positive effect but has a low influence on the quality of life in Kemiren Village, the original sample value of socio-culture is 0.193, this means in other words if the socio-cultural dimension increases, the quality of life of the local residents of Kemiren Village increases by 0.122. So that the second hypothesis in this study is accepted. Finally, the relationship between the environment has a positive and significant influence on the quality of life of the local residents of Kemiren Village, where the p-value is $0.004 < 0.05$, then H_0 is rejected. This means that a healthy environment will affect the quality of life of the local population by 0.282. so that the third hypothesis is accepted.

5 Discussion

This research shows that there is a positive relationship between economic aspects and the quality of life of the residents of Kemiren Village. This can illustrate that if there is an increase in new employment opportunities due to tourism development in Kemiren Village, it will increase the income of the Kemiren Village residents, which will also improve the quality of one's life. This is in line with research [35] that the ownership of assets in the form of land affects the perceptions of local communities in viewing local economic development. Furthermore, [9] argued that the number of tourist visitors influenced their attitude towards the importance of tourism to be developed in their area. The right scenario for CBRT to benefit the local population is of course one that has a direct impact on diverse households and sustainable livelihoods. If the empowerment of the local community continues, the real benefit for the local population could alleviate poverty in Kemiren Village.

However, on the other hand, this study shows that the socio-cultural influence on the quality of life of the Kemiren Village residents has a positive but weak influence. It can be interpreted that socio-culture has little influence on the quality of life of the people of Kemiren Village. This is in line with research [25] which showed that demographic, gender, age, ethnicity and income did not significantly influence the perception

that investing in cultural events and attractions for tourists is a good thing for local residents. However, the results of this study are contrary to the results of research by [36] which explained that with the presence of tourism, local residents can promote local culture and food which is one of the tourist attractions. From this, Kemiren Village must be able to export deeper into their culture and typical food to become a tourist attraction for visiting their village.

The results of further research indicate a significant influence between environmental sustainability and the quality of life of the Kemiren residents. This shows that natural damage due to the impact of excessive tourist visits can reduce the quality of life of the residents of Kemiren Village. This is in line with research from [37] which states that the existence of ecotourism can increase their income, but the higher the number of visitors, the impact on their lack of awareness in preserving their environment. In theory, the relationship of the natural environment must be mutual and beneficial. Tourists can enjoy the beauty of nature and the income paid by tourists is used to protect and preserve nature for the sustainability of tourism. The relationship between nature and tourism does not always have a symbiosis of mutualism that supports and benefits. The conservation, appreciation, and education are carried out so that the relationship between the two is sustainable, but in fact the relationship between both actually creates conflicts. Tourism development often exploits the natural environment

6 Conclusion

The purpose of this paper is to determine the relationship between CBRT (economic, socio-cultural and environmental) and the quality of life of the residents of Kemiren Village. This study uses primary data. To measure responses from respondent it use Likert scale. The hypothesis shows that the economy affects the quality of life of the residents of Kemiren Village, and shows a significant relationship. However, the socio-cultural aspect has a weak influence on the quality of life of the people of Kemiren Village. While the environment has a significant influence on the quality of life of the residents of Kemiren Village.

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