International Journal of Business and Quality Research

https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

The Impact Of The Potential Development Of Tourism Villages On The Economy In Indonesia

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Abstract

This study aims to analyze the influence of the determinants of tourism village development on the increase of the economy in Indonesia. The main focus of the research is on the determinants of tourist villages. The method used includes quantitative data analysis from various tourism villages in Indonesia to understand the relationship between the development of tourism villages and the improvement of the economy in Indonesia, converted on Gross Regional Domestic Product (GRDP). The results of the study show that tourism villages do not have a significant effect on the Gross Regional Domestic Product (GRDP) at the district level in Indonesia, with a constant value of 9.535. Result of the value P>|t| of 0.567 with a t calculation of 0.57, which can be interpreted as tourism villages do not have a significant effect on the Gross Regional Domestic Product (GRDP) at the district level in Indonesia.

Keywords: Tourism, Tourism Villages, Gross Regional Domestic Product (GRDP), Rural Tourism.

INTRODUCTION

One of the sectors that can support the growth and development of the country's economy is the tourism sector. Tourism provides economic benefits and impacts on a country, this role is reflected in foreign exchange income, investment absorption, tax revenue, job creation and poverty reduction (Yudhoyono et al., 2021). The tourism sector not only plays a role in increasing economic growth but also makes an important contribution in providing job opportunities, reducing poverty, improving income distribution, creating additional demand for goods and services, providing additional tax revenues and foreign exchange reserves for the government (Ren et al., 2019). The economic

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contribution of tourism has a direct, indirect, and induced impact. The direct economic impact is created when realizing, such as: accommodation and entertainment, food and beverage services, retail opportunities, visitors, expenditure, or economic activities from the location of the tourism area. The indirect economic impact of the tourism sector is manifested by investment spending that encompasses the tourism sector; this investment may not be explicitly related to tourism. Induced impact is a contribution from the role of the tourism sector in general by spending expenses from tourists as visitors, having a direct or indirect impact on the tourism sector (Baiburiev and David, 2018).

The tourism sector has a diverse impact not only on the economic sector, but also on the environmental and socio-cultural dimensions (Navickas et al., 2021; Andrade and Franco, 2018). Tourism contributes to the environment, such as the conservation and protection of natural tourism areas, and even the characteristics and activities of tourism also affect the environmental sustainability of an area (Latip et al., 2020). Tourism can substantially support environmental conservation, the protection and sustainable use of natural attractions, and participate in the restoration of biodiversity of biological natural resources to keep the interest in natural tourism alive and lead to the development of wildlife parks and national parks (Kavan and Anděrová, 2020). The next impact of tourism on the environment is: revitalizing the environment, contributing to heritage and environmental awareness, and maintaining natural protected areas.

National development is prioritized by the government starting from the village level, with the increase in village development, it is necessary to collect data from the potential owned by each village, so that the potential is used to analyze the potential owned by the region and the potential related to the economy, culture, social and infrastructure of the region (Latif, 2018). Sulastri (2020) stated that rural tourism can improve community welfare, local and regional economic development. Furthermore, rural tourism can provide stimulation for village development, change poor villages into developing villages, and finally achieve independent villages (Damanik and Iskandar, 2019).

Rural areas that have tourism potential should be managed and developed for integrated and sustainable tourism development. Rural tourism is a new driving force for the development of a sustainable tourism industry (He et al., 2021). Rural tourism with rural life is aimed at enjoying the beauty of rural areas, such as agrotourism, a natural rural environment, and the culture of rural communities (Saaidin and Ahmad 2021). In addition, rural tourism is usually based on nature, wildlife, and landscapes, as well as resources from tourism that come from and are source from nature (Yachin and Ioannides 2020).

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This study examines the components of tourism resources in rural areas in the formation of tourism villages from the perspective of supply in Indonesia. The large number of resources offered in rural areas is being developed into rural tourism. Goeldner and Ritchie (2011) stated that the components of the tourism offer consist of four components, namely: natural resources and environment, built environment, operational sectors, and hospitality and cultural resources. Furthermore, the opinions of several researchers recommend that the tourism sector, especially in rural tourism, has an impact on the economy (Budiyah 2020; Sandiasa 2019; Sulastri 2020). The research conducted discusses only the contribution of the tourism sector to the welfare of the community at the village community level, as well as the impact of tourism villages on income growth and economic improvement from local communities. Meanwhile, this study discusses the impact of tourism villages on the economy in Indonesia, such as the impact of tourism villages on the Gross Regional Domestic Product (GRDP)

For this reason, the focus of this research is the analysis of the rural tourism development of tourist villages in Indonesia. So the analysis of the problems in this study is: How do the determinants of tourism villages affect the economy in Indonesia?

LITERATURE ANALYSIS AND METHODOLOGY

Rural tourism is a tourist activity in rural areas. Rural tourism should be seen as an activity that is based on regional resources and integrated through traditional cultural, economic, and social activities in the field of tourism (Remoaldo et al., 2017). Rural tourism includes programs, nature-based tourist attractions, historical heritage, and traditions embraced in rural areas (Kóródi and Dávid 2019). Rural tourism has developed as an alternative and a viable source of income in rural areas over the past few decades. The existence of social and economic benefits of tourism for rural areas is the development of tourism and the rural economy, so that social and economic benefits encourage the development of rural tourism (Firdaus, Hardjosoekarto, and Lawang, 2021).

Ramadhani, Suswanta, and Shaddiq (2021) state that the factors that must exist in rural tourism that make the main thing are the naturalness of the natural tourism that is still owned, the values that are embraced are still natural, have regional characteristics and peculiarities, and represent regional peculiarities. Coroş et al (2021) define rural tourism as a tourism activity that focuses on the use of rural natural beauty, artifacts, culture, and experiences of being in rural areas. Rural tourism provides an experience of rural life that aims to enjoy the natural beauty of rural areas, natural rural environments, culture, and folklore, all of which aim to attract visitors (He et al., 2021).

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Tourism is one of the important elements in the rural development mechanism, considering that rural tourism is cheaper and easier to implement than other areas of improvement (Cerro, Fernández, and Mogollón, 2017). Deller (2010) found that rural tourism and the development of rural tourist destinations resulted in lower local poverty rates, improvements in local social conditions, and improved local education and health.

METHODOLOGY

Population and Sample

The population is the entire group whose information meets the criteria in the research. population is described as a group of individuals, people, institutions, objects, and others that have similar characteristics that are used for the benefit of a researcher (Banerjee and Chaudhury, 2010). Secondary data in this study is all the lowest government administrative areas according to the government classification recorded by data collection from village potential in 2018 as many as 1,734 tourist villages spread across all provinces in Indonesia at the district level, as many as 308 districts.

The sample in this study is districts that have tourist villages in Indonesia. Based on data that has been collected from village data throughout Indonesia, which totals 83,931 villages spread across 34 provinces, Village Potential data (PODES) there are as many as 1,734 tourist villages from 962 sub-districts that are proxied into the district level so that data is obtained for 308 districts. So the sample in this study is as many as 308 districts.

Data Analysis

1. Endogenous Variable

   Endogenous variables are variables that are influenced or caused by the existence of independent variables (Ibrahim and Alturfi, 2022). In this study, there are endogenous variables, namely, variables from Gross Regional Domestic Product (GRDP) and tourism village variables (Z). The endogenous variables in this study consist of:

   1) Gross Regional Domestic Product (GRDP)

      Gross Regional Domestic Product (GRDP) is the value of the total amount of the added value of goods and services produced based on the overall economic activity in the district area, with the unit used being Rp in Billion.

2. Exogenous variables

   Exogenous variables are variables that affect or are the cause of changes and the emergence of endogenous variables, both positively and negatively (Ibrahim and Alturfi, 2022). In this study, there are twelve exogenous variables, namely: marine tourism (WB), river tourism (WS), lake tourism (WD), irrigation tourism (WI), Base Transceiver Station

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(BTS), road availability (Jl), food and drink availability (KMM), lodging availability (KP), travel agent availability (KTA), cultural heritage sites (SCB), marriage local wisdom (KLP) and tourism activity programs (PKW).

3. Analisis Two Stage Least Squares (2SLS)

The method used is the analysis of Two Stage Least Squares (2SLS). The Two Stage Least Squares (2SLS) method is a method used in estimating models in simultaneous equations because the Ordinary Least Squares (OLS) method cannot be used due to the interdependence between variables. The basic understanding of the Two Stage Least Squares (2SLS) Method is to use endogenous variables that are stochastic replaced by linear combinations with predetermined variables (non-stochastic) in the use of the model. The use of this combination as a variable can be explained by the substitution of the original variable (Soemartini 2016).

The analysis of Two Stage Least Squares (2SLS) is used to test the impact of tourist villages on the Indonesian economy. The ratio of tourist villages is used for the calculation in the analysis of Two Stage Least Squares (2SLS), where the ratio of tourist villages is influenced by the factors of the tourism supply component consisting of 12 variables that determine the development of tourist villages, then the equation model to be used is obtained as follows:

$$GRDP = DW (\beta 1WB + \beta 2WS + \beta 3WD + \beta 4WI + \beta 5BTS + \beta 6JL + \beta 7KMM + \beta 8KP + \beta 9KTA + \beta 10SCB + \beta 11KLP + \beta 12PKW + lnPop + lnBP) + \varepsilon$$

RESEARCH AND RESULTS

The Impact of Tourism Villages on Gross Regional Domestic Product (GRDP)

With the development of a village with tourism potential, both through its landscape, customs, culture, and uniqueness of the village itself. This will make one of them improve the welfare of the surrounding community in the economic field. The main positive economic impact of the development and development of tourist villages is that it will certainly provide new jobs in the village. Before there was tourism development in the village, the villagers only relied on the produce from livestock, agriculture, and plantations. However, along with the development of village potential in the tourism sector, which leads to the formation of tourism villages, it will be able to absorb the workforce from the tourism sector.

Activities from rural tourism have potential impacts and effects. There are three advantages obtained from the growing tourism in rural areas. First, making a significant contribution to regional income and, of course, to the local community. Second, the development of tourism in rural areas is able to reduce the number of unemployed due to the absorption of labor. Third, the emergence of entrepreneurial businesses and activities

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engaged in the tourism sector which has a direct or indirect impact. Fourth, the impact of rural tourism is able to enlarge and provide added value to the Gross Regional Domestic Product (GRDP) of a region (Nurhajati, 2018). Linear regression results of the impact of tourism villages on the economy:

Table 1. The Impact of Tourism Villages on Gross Regional Domestic Product

pdrb_ln	Coef.	St.Err.	t-value	p-value	[95% Conf	Interval]	Sig
dw	1.034	1.805	0.57	.567	-2.519	4.586	
Constant	9.535	.106	90.27	0	9.328	9.743	***
Mean dependent var	9.581	SD dependent var	1.201				
R-squared	.	Number of obs	308				
F-test	0.328	Prob > F	0.567				
*** p<.01, ** p<.05, * p<.1							

Based on the results of the regression analysis in Table 1, it can be seen that tourism villages do not have a significant effect on the Gross Regional Domestic Product (GRDP) at the district level in Indonesia, with a constant value of 9.535. Result of the value P>|t| of 0.567 with a t calculation of 0.57, which can be interpreted as tourism villages do not have a significant effect on the Gross Regional Domestic Product (GRDP) at the district level in Indonesia.

Analysis of the Variable Path of Tourism Village Development to Gross Regional Domestic Product (GRDP)

The growth of the tourism sector is due to an increase in the average income of the community, especially the middle class, and better transportation support. Information and communication technology connectivity is another supporting factor that is able to open up tourism potentials that can be realized in various forms. The world of tourism has a direct, indirect impact and impact on the economy at large, so that it becomes attractive for the government and the community to develop tourism. The tourism sector is included in the Government's mainstay. The development is carried out through the development of rural-based tourism, one of which is the development of tourist villages. The variables of determining the development of tourism villages consist of 12 variables, namely: marine tourism, river tourism, lake tourism, irrigation tourism, Base Transceiver Station, availability of roads, availability of food and drinks, availability of lodging, availability of

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travel agents, cultural heritage sites, local wisdom of marriage, and tourism activity programs. Figure 1 is a path analysis of 12 exogenous variables against 2 endogenous variables (tourism villages and GRDP).

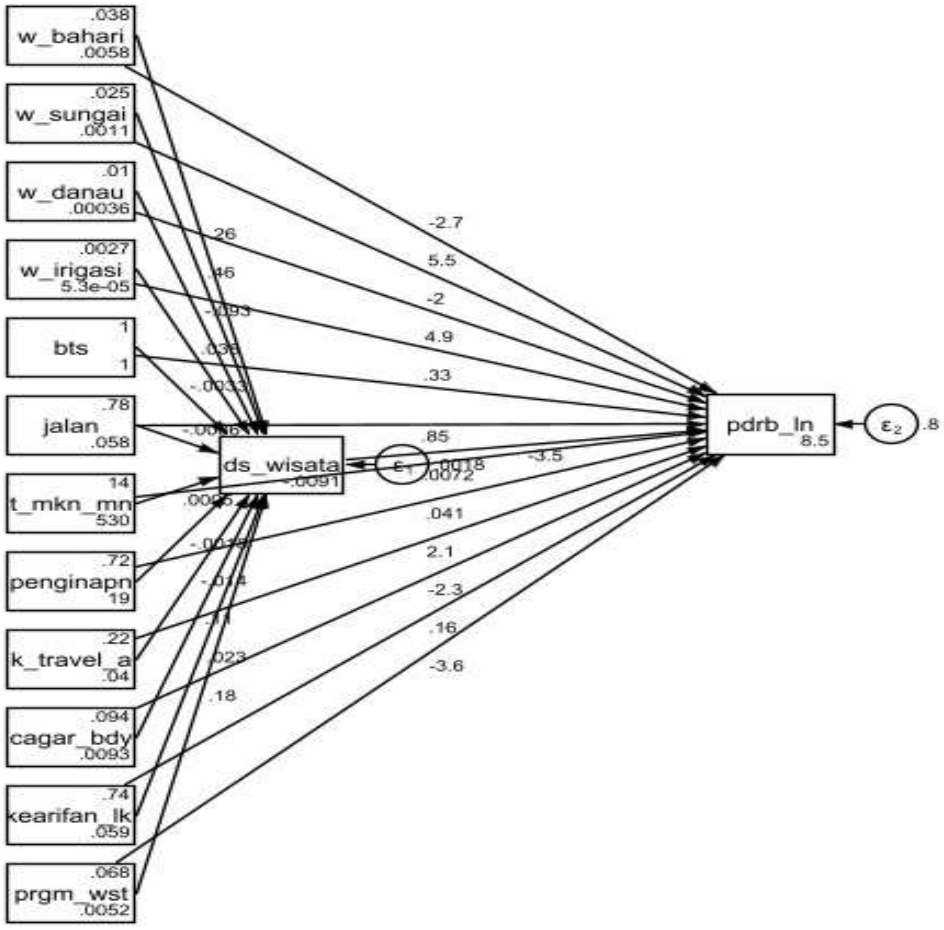


Figure 1.Analysis of the Variable Pathways of Tourism Village Development to GRDP

From Figure 1, it can be seen that the direct influence of the determinants of tourism village development consists of 12 variables, namely: marine tourism, river tourism, lake tourism, irrigation tourism, Base Transceiver Station, availability of roads, availability of food and drink, availability of lodging, availability of travel agents, cultural heritage sites, local wisdom of marriage and tourism activity programs on Gross Regional Domestic Income (GRDP). Not only looking at the direct influence, but also looking at the mediating effect of the endogenous variables of the tourism village. The analysis of the total influence showed the mediating effect of the tourism village that occurred between exogenous latent variables

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and endogenous latent variables. Pathway analysis also serves to determine whether tourism villages can increase or decrease direct influence on total influence.

Tabel 2. Total Influence Path Analysis PDRB

Path	direct influence		indirect influence		total influence	
	Coefficients	p-value	Coefficients	p-value	Coefficients	p-value
DW ke PDRB	-3.534503	0.004**			-3.534503	0.004**
WB ke PDRB	-2.65071	0.016**	-0.905171	0.011**	-3.555881	0.001**
WS ke PDRB	5.488428	0.007**	-1.635122	0.012**	3.853306	0.054*
WD ke PDRB	-1.955731	0.497	0.3275983	0.504	-1.628133	0.576
WI ke PDRB	4.914613	0.555	-0.1357133	0.922	4.7789	0.571
BTS ke PDRB	0.3286132	***	0.0117608	0.407	0.340374	***
JL ke PDRB	0.8509981	0.001**	0.0303367	0.492	0.8813348	0.001**
KMM ke PDRB	0.0072414	0.047**	-0.0017845	0.037**	0.005457	0.134
KP ke PDRB	0.0405875	0.029**	0.0062271	0.096	0.0468146	0.012**
KTA ke PDRB	2.098811	***	0.0484591	0.513	2.14727	***
SCB ke PDRB	-2.327149	0.003**	-0.402883	0.033**	-2.730032	0.001**
KLP ke PDRB	0.1567157	0.501	-0.081618	0.086	0.0750977	0.749
PKW ke PDRB	-3.639546	***	-0.6289337	0.021**	-4.26848	***

*** p<.01, ** p<.05, * p<.1

The components of the tourism village tourism offer on natural resources and environment, which consist of three variables, are obtained that there are two variables that affect the Gross Regional Domestic Product (GRDP). From Table 2, it is found that marine tourism has a significant effect on the Gross Regional Domestic Product (GRDP) at p-values of 0.016, thus, the influence of marine tourism on GRDP has a significant effect on p-values < 0.05. River tourism has a significant effect on the Gross Regional Domestic Product (GRDP) at p-values of 0.007, thus, the influence of river tourism on GRDP has a significant effect on p-values < 0.01. Meanwhile, lake tourism has no significant effect on the Gross Regional Domestic Product (GRDP) at p-values of 0.497.

The components of the tourism offer of tourism villages in the built environment, which consist of three variables, are obtained. There are two variables that affect the Gross Regional Domestic Product (GRDP). It was found that the Base Transceiver Station had a significant effect on the Gross Regional Domestic Product (GRDP) at p-values of 0.000, thus the influence of the Base Transceiver Station on GRDP had a significant effect on p-values < 0.01. The availability of roads has a significant effect on the Gross Regional Domestic Product

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(GRDP) at p-values of 0.001, thus the effect of road availability on GRDP has a significant effect on p-values < 0.01. Meanwhile, irrigation tourism has no significant effect on the Gross Regional Domestic Product (GRDP) at p-values of 0.555.

The components of tourism tourism offerings in the operating sectors consist of three variables, which are obtained that affect the Gross Regional Domestic Product (GRDP). It was found that the availability of places to eat and drink had a significant effect on the Gross Regional Domestic Product (GRDP) at p-values of 0.047; thus the effect of the availability of places to eat and drink on GRDP had a significant effect on p-values < 0.05. The availability of lodging has a significant effect on the Gross Regional Domestic Product (GRDP) at p-values of 0.029, thus the effect of lodging availability on GRDP has a significant effect on p-values < 0.05. The availability of travel agents has a significant effect on the Gross Regional Domestic Product (GRDP) at p-values of 0.000, thus the effect of the availability of travel agents on GRDP has a significant effect on p-values < 0.01

The components of tourism offer in the spirit of hospitality and cultural resources, which consist of three variables, are found to have two variables that affect the Gross Regional Domestic Product (GRDP). It was found that cultural heritage sites had a significant effect on the Gross Regional Domestic Product (GRDP) at p-values of 0.003, thus the influence of cultural heritage sites on GRDP had a significant effect on p-values < 0.01. Tourism programs and activities have a significant effect on the Gross Regional Domestic Product (GRDP) at p-values of 0.000, thus the influence of tourism programs and activities on GRDP has a significant effect on p-values < 0.01. Meanwhile, the local wisdom of marriage does not have a significant effect on the Gross Regional Domestic Income (GRDP) at p-values of 0.501.

In Table 2, it is found that there are four variables that determine the development of tourism villages, making tourism villages a variable that strengthens the influence of exogenous variables on Gross Regional Domestic Product (GRDP). So it can be concluded from these four variables that tourism villages can be mediators. Table 21 shows the results of the influence of lake tourism, the availability of Base Transceiver Stations, the availability of roads, and the availability of lodging on the Gross Regional Domestic Product (GRDP), with a total influence greater than the direct influence, meaning that tourism villages strengthen the influence of these four variables on the Gross Regional Domestic Product (GRDP).

The Relationship of Tourism Villages to the Economy in Indonesia

The development of tourism also encourages and accelerates economic growth. Tourism activities create demand, both consumption and investment, which in turn will give

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rise to production activities of goods and services. The Relationship of Tourism Villages to the Economy in Indonesia by Using the Control Variable of the Expenditure Function in the Tourism and Cultural (BP) Sector. To see the relationship between tourist villages and the Gross Regional Domestic Product (GRDP) of districts using the variables of the control of the expenditure function in the tourism and culture (BP) sector spread across 308 districts using a "bubble chart". The bubble chart is a division of the distribution of 308 districts consisting of two interrelated variables using the horizontal line, namely tourism villages, and vertical lines, which are the control variables of the spending function in the tourism and culture (BP) sector, with the display of "bubble size" and "bubble colour" is GRDP. Bubble size indicates the size of the value of a variable, where the larger the value of the variable, the larger the size of the "bubble size". Bubble colour indicates the color of the variable value, the reder the value of the variable. In Figure 2, data can be seen from the "bubble chart" of the relationship of tourism villages to the district's Gross Regional Domestic Product (GRDP), with the control variable being the expenditure function in the tourism and culture sector (BP) in Indonesia.

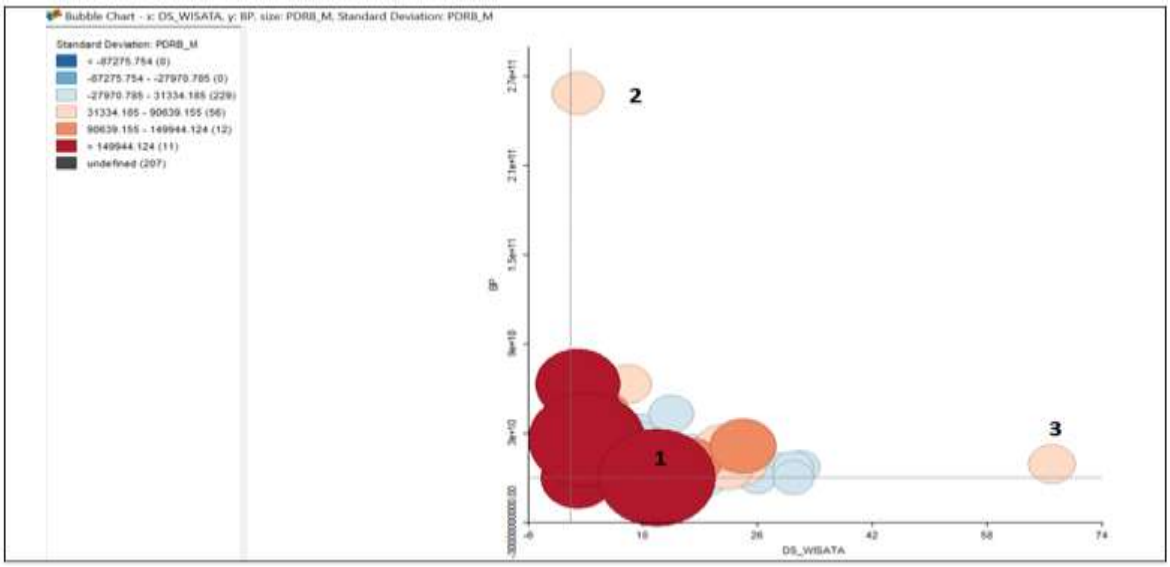


Figure 2. Shopping Map According to Tourism and Cultural Functions for Tourism Villages

Figure 2 is a "bubble chart" of the relationship of tourist villages to the Gross Regional Domestic Income (GRDP) of the district, with the control variable being the expenditure function in the tourism and culture (BP) sector in Indonesia. It can be explained from Figure

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59 on the "bubble chart" that no. 1 is the district that has the largest GRDP with the red and largest "bubble chart", namely South Jakarta, with a total GRDP of Rp 588,474 billion, with the number of tourist villages being 12. Meanwhile, the "bubble chart" no. 2 states that the district that has the highest spending function in the tourism and culture (BP) sector but with the number of GRDP is in the 4th category with lighter colors and a smaller "bubble chart" size with the highest number of spending functions in the tourism and culture (BP) sector is Badung Regency but the number of GRDP is low and the number of tourist villages is only 1, and for "bubble chart" number 3 states that the district that has the most tourist villages but with the number of GRDP is in the 4th category with lighter colors and a smaller "bubble chart" size with the number of tourist villages 67 is Berau Regency.

DISCUSSION

Based on the results of the analysis, it is known that tourism villages have no effect on the Regency GRDP. This proves that tourism villages do not have an impact on increasing the Regency GRDP. Economic growth describes the state of an increase in living standards. One way to see the progress of the Regency economy is to pay close attention to the value of the Gross Regional Domestic Product (GRDP). The effect of tourism villages on GRDP is because tourism villages do not contribute to GRDP, where the distribution of the percentage of tourism sectors in the Gross Regional Domestic Product (GRDP) contributes less than other sectors, such as the trade and agriculture sectors. Tourism has the potential to encourage economic improvement, the potential of tourism, especially in rural tourism and tourist villages, has been realized, but research on the influence of tourism, especially tourism villages, on the economy, has not received a large enough portion of research in Indonesia.

CONCLUSION AND RECOMMENDATIONS

The contribution of tourism villages to the economic sector in Indonesia. It was found that tourism villages did not have a significant effect on the Gross Regional Domestic Product (GRDP) at the district level in Indonesia in 2018. Tourism villages are tourism assets in Indonesia, which are based on the potential of villages with all their peculiarities, attractions, and uniqueness that can be developed and empowered. The results of this study stated that the determining factors of the development of tourism villages are influenced by six components in terms of tourism supply. The existence of natural potential from marine tourism and river tourism is a potential component that has a significant influence on the development of tourism villages sourced from natural tourism, the availability of places to eat and drink as well as the existence of cultural heritage sites, local wisdom and tourism

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communities from the surrounding village communities are the components that most influence the development of tourist villages.

So the implication of this study is that districts or regions that have the potential to develop village tourism, especially in tourist villages, by having the characteristics and potential of villages in the district area that have marine tourism, river tourism, availability of places to eat and drink, have cultural heritage sites, local wisdom, and tourism communities. This research provides an analysis offering to districts or cities that have the potential for marine tourism and river tourism to pay more attention to and manage this potential. The village with the potential for marine tourism and marine tourism is a supplier in providing tourism resource offerings at the village level. This is also the same with the government at the village level managing the potential of marine tourism and river tourism to further explore this potential so that it will have a positive reciprocal impact on the village and especially on the local village community.

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