

# The Role of Governance, Social Welfare, and Community Participation on Sustainable Tourism Village: A Case Study in Pioneering Tourism Village, Bogor Regency, Indonesia

Maidar Simanihuruk<sup>1</sup>, Willy Arafah<sup>2</sup>, Myrza Rahmanita<sup>3</sup>, Prasetyo Hadi<sup>4</sup>

<sup>1,2,3,4</sup>Tourism Doctoral Program, Trisakti Institute of Tourism, Jakarta 12330, Indonesia

Corresponding Author: Maidar Simanihuruk

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## ABSTRACT

The maximum potential of sustainable tourism development is significantly impeded by the 53 pilot tourism villages in Bogor Regency. In order to address the low percentage of tourist villages that are still pioneering, it is imperative to prioritize the enhancement of local communities' awareness and understanding of tourism. It is anticipated that the establishment of community-based tourism villages will bolster the local economy, enhance community welfare, and promote local wisdom as a critical component of sustainable tourism initiatives. The purpose of this research is to investigate the impact of governance, social welfare, and local community involvement on sustainable tourism villages. Quantitative research techniques are employed to provide more thorough, valid, trustworthy, and objective data. The samples were collected from 259 village communities in six experimental pioneering tourism villages in Bogor Regency. Factor and regression analyses were used for the data analysis. The study's findings indicated that the sustainable tourism village is positively correlated with governance, social welfare, and local community involvement. The strong relationship between these factors underscores their importance in promoting

the success and desirability of tourist villages.

**Keywords:** Governance, Social Welfare, Local Community Involvement, Sustainable Tourism Village, Pioneering Tourism Village

## INTRODUCTION

The development of pioneering tourism villages in Bogor Regency, particularly community-based tourism, is a critical issue that necessitates significant consideration. This study is primarily concerned with the phenomenon of the low percentage of developed tourist villages and the high percentage of pioneering tourism villages in Bogor Regency. Lack of awareness, desire among local communities to develop tourist villages, and a failure to optimize the role of tourist village administrators in inspiring the community are among the temporary allegations about this phenomenon. Previous study has offered an overview of the significance of creating pioneering tourism towns that prioritize excellent governance, increased social welfare, environmental attractiveness, and local community engagement (1–7). However, there is still a research gap related to the high number of tourist villages in Bogor Regency and the lack of in-depth data regarding this phenomenon in West Java.

Consequently, the objective of this research is to develop a pioneering tourism village development model that can significantly contribute to the growth of the tourism industry in Bogor Regency. It is anticipated that quantitative data will be generated through a quantitative approach that directly engages the community as respondents, thereby serving as a foundation for the development of a sustainable tourism village development model. This research has a number of shortcomings, one of which is the fact that there is still a significant amount of data on pioneering tourist villages in West Java. Additionally, there is a significant number of pioneering tourism villages in Bogor Regency, namely 83.81 percent of the total 64 tourism villages in Bogor Regency. This research will also offer recommendations in accordance with the Bogor Regency Tourism Development Master Plan for 2020-2025 and Law Number 10 of 2009 concerning tourism (8). These recommendations will be used to establish pioneering tourism villages that prioritize environmental, social, and economic factors, while also preserving local culture and traditions. Therefore, this research aims to address the lack of information on the establishment of pioneering tourism villages and is anticipated to have a substantial impact on the overall growth of the tourism sector in Bogor Regency.

## **LITERATURE REVIEW**

### **Governance**

In the context of tourism governance, it encompasses the character and organization of a set of regulations, as well as the process by which an institution develops a policy that will be subsequently implemented to address extant issues (9). Governance is a set of procedures that are implemented within an organization and subsequently employed as a guiding principle for the execution of organizational activities. Indonesian organizational governance guidelines are developed in accordance with five fundamental principles: accountability,

transparency, responsibility, independence, and equity (10). This will enhance the performance of an organization and expedite the attainment of its objectives by establishing well-organized and structured governance principles that adhere to regulations. The objective of this governance is to generate additional value for stakeholders who are intrigued. According to the definition offered by the World Tourism Organization (UNWTO) in 2011, tourism governance is defined as systems and procedures intended to identify strategies and carry them out in order to attain competitiveness and sustainable development (11). In this view, tourist governance includes decision-making procedures, coordination, and collaboration between different stakeholders to create harmony between economic, environmental, social, and cultural goals in addition to concentrating on elements of tourism destination management.

### **Social Welfare**

According to (12) in 1817, economist David Ricardo asserted that social welfare is contingent upon the equitable distribution of income in a macro context. These varying connotations demonstrate that the interpretation of well-being can differ based on the scientific discipline and perspective employed. Social Welfare can be defined as the fulfillment of self-interest, the satisfaction of fundamental physical requirements, or the consideration of an individual's emotions of happiness. Social welfare is a government-subsidized system and service that assists the population in meeting the social, economic, educational, and health needs that are critical to the community's well-being (13). In addition to the quantity of individuals involved, the success of tourism's contribution to community welfare in tourist villages is evaluated by four criteria (14–16), namely (1) preserve the dignity of humanity; (2) equitable allocation of expenses and revenues; (3) possess a network of connections to local and regional

economies, and (4) maintain and enhance the cultural and traditional heritage of the region.

### **Community Participation**

The most critical aspect of participation is mental and emotional engagement, which can lead to a sense of responsibility for the achievement. This, in turn, will result in a sense of responsibility for the achievement (17). Community participation is important in development planning, this is in accordance with Conyers' opinion in (18). Participation is community involvement in an activity through remarks and actions. Participation also means community involvement in development efforts (19). Four criteria comprise the parameters of community participation in development: decision-making implementation, utilization of results, and evaluation (20,21).

### **Tourism Village**

A tourism village is a rural region that has the potential to develop a variety of tourism components and offers a diverse range of social, economic, and cultural activities (4). A tourism village is a rural area that embodies authenticity in its socio-cultural aspects, customs, daily life, traditional architecture, and village spatial structure, as well as its integration of tourism components (22). The definition of a tourist village demonstrates that it serves as a strategy for the advancement of sustainable tourism. The classification or type of tourism village development is divided into four levels: pioneering/embryonic tourism villages, developing tourism villages, advanced tourism villages, and independent tourism villages (16).

### **Pioneering Tourism Village**

According (16) Pioneering Tourism villages is tourism villages that have the potential to become tourist destinations have limited infrastructure, tourist facilities, and public awareness of their tourism potential is beginning to increase. Additionally, tourists

are beginning to visit them, and there are already administrators in place.

### **Sustainable Tourism Village**

Sustainable tourism is interested in the future, as well as the physical environment, economic viability, and social justice (23). Prior studies (24,25) elucidate that sustainable rural tourism development plays a crucial role in striking a balance between the socio-economic requirements of rural communities, the demands of tourists and the tourism industry, and the preservation of the community's natural environment and cultural resources. Sustainable tourist sites may only prevent the adverse effects of tourism on society by following this approach. The four dimensions of sustainable rural tourist development, specifically social, cultural, economic, and environmental sustainability(25). Sustainable tourism villages are a village development concept that integrates the principles of environmentally, socially, and economically sustainable development with tourism. The objective of sustainable tourism villages is to generate sustainable economic benefits for local communities, enrich local culture and traditions, and provide high-quality tourism experiences. In sustainable tourism villages, tourism development is conducted in a participatory fashion, with local communities participating in the planning, decision-making, and management of tourist destinations.

### **MATERIALS & METHODS**

This research was conducted at the six tourism villages located in the West Bogor region of Bogor Regency for three months, from January 2024 to March 2024. The research began with the process of data collection and continued until its completion. This research focuses on the role of governance, social welfare, and community participation in a sustainable tourism village. The investigation used primary and secondary data. This study employed both quantitative and qualitative

data. Data came from original and secondary sources. It came from both original and secondary sources. The data came from library and field research (observation, direct interview, questionnaire, and documentation). This study collected data through observations, interviews, documentation, and library studies.

### STATISTICAL ANALYSIS

A sample size of 259 was required for regression analysis in the context of research sampling. The local community was involved in the investigation, which was conducted in six tourism villages in the West Bogor Region of Bogor Regency. The sample size was determined using the Hair formula (26). The value of 259 responses was considered in the data analysis, which was conducted using the SPSS approach. 259 respondents were selected using purposive sampling, a non-probability method that excludes specified population segments from the selection process in order to determine the sample size. The responses were further divided into 33 question indicators, with a Likert scale ranging from 1 (extremely dissatisfied) to 5 (extremely satisfied) for each indicator. The study focused on four variables: governance, social welfare, community participation, and sustainable tourism villages. Subsequently, reliability testing, validity testing, and normality testing were implemented.

### RESULT

#### Validity Testing Results

This validity test is conducted to determine the validity of the data obtained after the research, utilizing the questionnaire as the measuring instrument (27).

**Table 1. Validity Testing of Governance**

Item	R <sub>table</sub>	R <sub>count</sub>	Information
G1	0.1219	0.304	Valid
G2	0.1219	0.420	Valid
G3	0.1219	0.372	Valid
G4	0.1219	0.465	Valid
G5	0.1219	0.450	Valid
G6	0.1219	0.500	Valid
G7	0.1219	0.504	Valid
G8	0.1219	0.437	Valid
G9	0.1219	0.441	Valid
G10	0.1219	0.350	Valid

Source: The Processed Primary Data (2024)

**Table 2. Validity Testing of Social Welfare**

Item	R <sub>table</sub>	R <sub>count</sub>	Information
SW1	0.1219	0.295	Valid
SW2	0.1219	0.220	Valid
SW3	0.1219	0.412	Valid
SW4	0.1219	0.297	Valid
SW5	0.1219	0.478	Valid
SW6	0.1219	0.526	Valid
SW7	0.1219	0.388	Valid
SW8	0.1219	0.383	Valid

Source: The Processed Primary Data (2024)

**Table 3. Validity Testing of Community Participation**

Item	R <sub>table</sub>	R <sub>count</sub>	Information
CP1	0.1219	0.480	Valid
CP2	0.1219	0.449	Valid
CP3	0.1219	0.354	Valid
CP4	0.1219	0.206	Valid
CP5	0.1219	0.432	Valid
CP6	0.1219	0.521	Valid
CP7	0.1219	0.428	Valid

Source: The Processed Primary Data (2024)

**Table 4. Validity Testing of Sustainable Tourism Villages**

Item	R <sub>table</sub>	R <sub>count</sub>	Information
STV1	0.1219	0.548	Valid
STV2	0.1219	0.573	Valid
STV3	0.1219	0.545	Valid
STV4	0.1219	0.539	Valid
STV5	0.1219	0.641	Valid
STV6	0.1219	0.632	Valid
STV7	0.1219	0.621	Valid
STV8	0.1219	0.390	Valid

Source: The Processed Primary Data (2024)

Based on Tables 1, 2, 3 and Table 4 it is found that the corrected item-total correlation is greater than 0.3. The  $R_{count} > R_{table}$ , thus all validity test results show that all the data statement items as a whole and

the instrument items above are valid, and the research instrument is suitable to be used as a research tool.

### Reliability Analysis

Reliability refers to the instrument's capacity to consistently and accurately gather the intended information in research,

hence establishing trustworthiness as a data collecting tool and providing genuine insights in the field. The Cronbach's Alpha technique is used to evaluate the dependability of the construct. A construct is deemed credible if the Alpha coefficient exceeds 0.60 (27).

**Table 1. Reliability Analysis**

Variable	Number of Items	Cronbach's Alpha
Governance	10	.761
Social Welfare	8	.644
Community Participation	7	.698
Sustainable Tourism Villages	8	.835

Source: The Processed Primary Data (2024)

The Cronbach's Alpha reading for all variables, as described in Table 1, surpasses the criterion of 0.60, suggesting that the survey instrument is reliable and free from random error in measuring all constructs.

Regression analysis measures the effect of several independent variables on the dependent variable. Many linear regressions use many independent variables. Multiple linear regression analyses determined the independent variable's direction and effect on the dependent variable (28)

### Results of the Regression Analysis

**Table 2. Governance, Social Welfare, Community Participation affect sustainable tourism villages.**

R	R Square	Adjusted R Square	Std. Error of the Estimate
.605	.366	.359	2.330

Source: The Processed Primary Data (2024)

The association between governance, social welfare, and community participation on sustainable tourism villages is evident, as seen in Table 2. The R value of 0.605 indicates a strong relationship between governance, social welfare, and community participation on sustainable tourism villages. The coefficient of determination, denoted as R<sup>2</sup> (R Square), is calculated to be 0.366. This data indicates that the combined impact of governance, social welfare, and community participation on

sustainable tourism villages accounts for 36.6% of the overall influence, while the remaining 63.4% is attributed to other factors.

### Hypothesis Testing Results

As indicated in Table 3, the results of linear regression hypothesis testing, T test to determine the effect of governance, social welfare, and community participation (independent) on sustainable tourism villages on the fixed variable (dependent).

**Table 3. Hypothesis Testing Results**

Hypothesis	Statement	Score	Remarks
H <sub>1</sub>	Governance on Sustainable Tourism Village	t = 5.842 Sig. = 0.000	H <sub>1</sub> accept H <sub>0</sub> reject
H <sub>2</sub>	Social Welfare on Sustainable Tourism Villages	t = 8.752 Sig. = 0.000	H <sub>2</sub> accept H <sub>0</sub> reject
H <sub>3</sub>	Community Participation on Sustainable Tourism Villages	t = 5.018 Sig. = 0.000	H <sub>3</sub> accept H <sub>0</sub> reject
H <sub>4</sub>	Governance, social welfare, and community participation simultaneously on sustainable tourism villages	F = 49.167 Sig. = 0.000	H <sub>4</sub> accept H <sub>0</sub> reject

Source: The Processed Primary Data (2024)



Significance in hypothesis testing is determined by comparing the T-statistics value to a critical value of 1.96. If the T-statistics value exceeds 1.96, it is regarded significant. Conversely, if the T-statistics value is less than 1.96, it is deemed not significant (27). In Table 3, the results of the t-test analysis related to governance on Sustainable tourism village, social welfare on sustainable tourism, and community participation on sustainable tourism villages, all the t count > t table with a significance of 0.000 ( $\rho < 0.05$ ). The positive t value indicates that all variables independent has a direct relationship with variable dependent. So, it can be concluded that governance, social welfare, and community participation have a significant influence on Sustainable tourism villages. The F test determines if independent factors impact the dependent variable. A substantial F value of <0.05 implies a simultaneous effect between the independent and dependent variables. The F test measures how all independent factors affect the dependent variable. The results of the F-test was attained a sig value of 0.000 < from a probability of 0.05. As a result,  $H_4$  is accepted whereas  $H_0$  is denied, indicating that Governance, Social Welfare, and Community Participation all have a simultaneously on sustainable tourism villages.

## **DISCUSSION**

The regression analysis results indicate a substantial correlation between the development of sustainable tourism villages and governance, social welfare, and community participation. In particular, the findings indicate that the desirability and success of a tourist village can be positively impacted by effective governance, the community's active participation, and the commitment to social welfare. The significance of these factors in fostering the success and desirability of tourist villages is underscored by the strong relationship between them. Consistent with prior research (21), the development of Tourism

Villages in Bogor Regency focuses on enhancing the well-being and economy of local communities. This is achieved by engaging Pokdarwis (Tourism Awareness Groups) and local community in the management of local resources, including human and natural resources, as well as exploring business prospects. Implementing collaborative governance in the administration of a tourism village would directly affect the economic well-being of the citizens living in the vicinity of the tourism village (29). In order to maintain the cultural and environmental integrity of the village, local governments and village communities must work together to devise a sustainable and balanced development plan that respects local wisdom and meets the needs of tourists simultaneously (30).

Effective governance, community commitment to social welfare, and active participation are strongly correlated with the success of sustainable tourism village development. It is crucial to engage local communities in resource management and implement collaborative governance in order to enhance the welfare and economy of local communities. Collaboration between local government and village communities in the preparation of sustainable development plans is essential for the preservation of the integrity of village culture and environment.

## **CONCLUSION**

Effective governance, active community involvement, and dedication to social welfare can enhance the success and appeal of a tourism village. The success and appeal of tourism villages are significantly influenced by these factors. The economic well-being of local residents can be directly influenced by collaborative governance in the management of tourism villages. In order to ensure the cultural and environmental integrity of the village, it is crucial to collaborate with the local government and village communities to devise a development plan that is sustainable, balanced, and respectful of

local values, while also accommodating the needs of tourists. The success and appeal of a tourism village can be positively impacted by effective governance, active community participation, and a dedication to social welfare. Consequently, it is crucial to consider these factors in order to establish a sustainable tourism village that will not only be economically successful but also provide sustainable social and environmental benefits.

### **Declaration by Authors**

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