THE IMPACT OF THE ROLE OF THE GOVERNMENT, COMMUNITY PARTICIPATION IN THE DEVELOPMENT OF TRI HITA KARANA-BASED ECOWISATA ON COMMUNITY WELFARE IN BALI

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ABSTRACT

The concept of sustainable tourism development becomes the foundation in the development of tourism in Bali, with the aim to be able to greatly improve the welfare of present and future generations. Tourism development involving the government, tourism businesses and local communities. One of the villages in Bali developed with the concept of Ecotourism is Jatiluwih Village, located in Penebel District, Tabanan Regency. Problems that occur in Jatiluwih Village related to THK-based Ecotourism development are community participation and less than optimal economic impact. This study aims to develop quality tourism products with the concept of Ecotourism based on Tri Hita Karana, by analyzing the relationship between the variables of Government Role, Community Participation, Development of Ecotourism based on Tri Hita Karana (THK) and Community Welfare. Primary data collection, using survey methods with questionnaire instruments. The method used in this research is quantitative analysis with Structural Equation Modeling (SEM). The sampling technique uses proportional random sampling with a sample size of 130 people. Primary data is analyzed through three stages namely, first descriptive analysis, to provide a general description of the data, secondly associative analysis, with the aim of explaining the relationship between variables, third testing the hypothesis with SEM. The results showed the greater influence of the Government's Role, Community Participation on THK-based Ecotourism Development, the more significant the influence of THK-based Ecotourism on Community Welfare in Jatiluwih Village, Bali Province. Community participation is consultative in that the community is not only informed but also invited to share opinions, although there is no guarantee that the opinions expressed will be taken into consideration in decision making.

Keywords: community participation, the role of government, THK-based Ecotourism, community welfare

INTRODUCTION

The success of a country's development is shown by increasing people's welfare (welfare society). Community welfare is a manifestation achieved by the community, obtained from various efforts, including community economic activities. To achieve the ideal conditions of community welfare requires planning and activities by the community. Besides that, government support is very dominant, both in terms of planning, activities and financial assistance in the form of capital.

One of the government’s efforts to improve public welfare is through the tourism sector. The increase in the tourism sector is also able to promote economic activity, including state foreign exchange earnings can increase through efforts to develop various national tourism potentials, employment, community income, regional income. Development in the field of tourism is one of the breakthroughs to increase state and regional income. The structure of the Balinese economy by looking at competitive advantage in the tourism sector as a leading sector, with its natural beauty, art, culture, and customs, has unique characteristics, resulting in the tertiary sector economic groups becoming more dominant than the primary and secondary sectors. The tourism sector provides the largest contribution to economic growth in the Province of Bali compared to the agricultural sector and micro small and medium enterprises (MSMEs).

The development of tourism which involves the government, tourism businesses and the local community has a goal towards developing quality tourism products. Ecotourism is one of the quality tourism products that focuses on three main things, namely: the existence of natural or ecological, socio-cultural and economic sustainability of society, not only for the current generation but also for future generations (WTO, 2002). One of the villages developed with the concept of Ecotourism is Jatiluwih Village, located in Penebel District, Tabanan Regency. Jatiluwih Village has a variety of natural and cultural resources. The natural resources owned by Jatiluwih Village that make it different from other villages are that this village has a beautiful natural panorama with the uniqueness of rice terraces at the foot of Mount Batukaru. In a further development, terraced rice fields in Jatiluwih Village by UNESCO were designated as Cultural Landscape of Bali Province: the Subak System as a Manifestation of the Tri Hita Karana Philosophy on June 29, 2012. Determination of subak as a World Cultural Heritage by UNESCO because it has exceptional cultural values universal (outstanding universal value). The universal exceptional value in question is Tri Hita Karana (THK).

THK concept, namely Parahyangan, Palemahan and Pawongan. Parahyangan in the subak system is shown by the presence of temples in the subak area and in the farmers' rice field complex, Pura Ulun Carik or Pura Bedugul, specifically built by farmers to worship Dewi Sri. The concept of Palemahan, shown by the ownership of rice fields for each subak. The Pawongan concept shown by subak organizations is well adapted to local needs, subak members, subak administrators, and subak leaders. Subak management is based on the THK concept, supported by beautiful natural panoramas, with the unique terraced rice fields at the foot of Mount Batukaru, making Jatiluwih Village as one of the tourist destinations in Bali.
Tourist visits to the Jatiluwih Tourism Village after the establishment of Subak as a World Cultural Heritage, has increased. In 2012 the number of tourist arrivals was 97,909 people, while in 2013 there were 101,560 people, an increase of 37.28 percent. In 2014 the number of tourist arrivals was 165,158. If the number of tourist arrivals in 2013 compared to the number of tourist arrivals in 2014, an increase of 62.62 percent (Bali Provincial Dispara, 2015). However, in its development there are several problems in Jatiluwih Village, related to the management of the World Cultural Heritage as a tourist attraction. Based on the results of previous studies, observations and interviews with several tourism actors, the problems that occur in Jatiluwih Village related to the development of THK-based Ecotourism are economic impacts, less than optimal community participation and ICT support for the development of THK-based Ecotourism is not optimal.

LITERATURE REVIEW

In the development of the tourism sector more determined by the role of government policies that actively participate in developing regulations for the development of tourism (Jeffries, 2001). In order to understand the role of institutions in tourism development, UNWTO (2002) developed a triangular pillar covering the environment, industry and community.

According to Mikkelsen (1999), the participatory development paradigm indicates that there are two perspectives, namely, 1) Involving local people in the selection, planning and implementation of programs or projects that will color their lives, so that it can be guaranteed that local perceptions, attitudes, thought patterns and their values and knowledge are fully considered. 2) Making feedback, which is essentially an inseparable part of development activities.

Continuing Holdar and Zakharchenko (2002), suggested several important elements for the achievement of constructive community participation, namely: 1) Initiative and desire to make a difference, people want to participate in making changes; 2) Dedication, commitment to the problem and not giving up; 3) Knowledge of community participation methods; 4) Awareness and or education, the community needs to be educated about rights and responsibilities; 5) Collaboration with local authorities, communicating with the community, being open-minded, understanding and active; 6) Every stakeholder must benefit, these benefits must help the community and local authorities; 7) Planning and implementation; 8) Transparency, must be honest in every stage in decision making; 9) Flexibility, flexibility is the main component of constructive community participation, all stakeholders must be able to negotiate and cooperate with other parties; 10) Community development through a community empowerment approach.

The tourism sector is largely determined by the ease of mobility and infrastructure. Tourists will prefer if the area visited has ease of mobility and has the convenience of infrastructure as the country of origin (Howard & Havitz,1993). According to Smith (1994), the role of service infrastructure in creating tourism product experiences in the region as well as the lack of infrastructure and technology in a tourist area such as access to information, transportation, water and electricity, also affects the level of satisfaction and experience of visitors in the tourist area.

The development and development of tourism must be based on local wisdom that reflects the uniqueness of cultural and environmental heritage, the preservation, protection and improvement of the quality of resources as a basis for the development of tourism areas (Pitana dkk, 2009). Availability of natural and socio-cultural resources which have their own local uniqueness as a destination for domestic and foreign tourists. For the development of sustainable tourism, there are three important things to consider, namely 1) Ecological sustainability; 2) socio-cultural sustainability; and 3) economic sustainability, not only for the current generation but also for future generations (WTO, 2002).

Based on the rules of the Pacific Travel Association Asia (PATA), there are three main focuses of responsibility in tourism management ethics, namely 1) long-term profitability; 2) Sustainability of tourism products; and 3) Equity, from one generation to the next. Some research results state that the community is more supportive of the development of local tourism, especially Ecotourism, if the community has a positive perception of the impacts arising from the development of tourism (Allen et al., 1993; Andercek & Vogt., 2000).

The positive attitude of the community towards Ecotourism, especially related to the characteristics and principles of Ecotourism management, can further encourage the active involvement of the community in local tourism (Weaver, 2002). Local people benefit by improving the quality of the local environment, which increases visual appeal for tourists, increases the aesthetic value and environmental recreation and, in turn, enriches the quality of life of the population (Zhang & Lei, 2012) and also be useful for biodiversity conservation (Kiss, 2004).

Ecotourism is a tourism concept that reflects environmental insights and follows the rules of environmental balance and sustainability. In general, the development of Ecotourism must be able to improve the quality of relationships between people, improve the quality of life of the local community and maintain the quality of the environment (Damanik & Helmut F, 2006). Ecotourism contributes to both environmental and economic conservation (Donohoe & Needham, 2006; Ross, S., G, 1999; D. B. Weaver & Lawton, 2007; D. B. Weaver, 2005). This definition has been applied to many nature tourism activities (Wearing ,S, 2009; Honey, 2008; Sirakaya, E., Sasidharan, V., & Sönmez, 1999). From some of the results of Ecotourism research is defined as a form of tourism activities and tourism development that produces minimal negative impact on the environment and a commitment to environmental sustainability and conservation of natural resources.

According to Fandeli (2000), states that the Ecotourism boundary is a form of tourism that is responsible for the preservation of areas that are still natural, providing economic benefits and maintaining cultural integrity for the local community. In general
Ecotourism development must be able to improve the quality of relations between people, improve the quality of life in the local community and maintain the quality of the environment. Ecotourism development is expected to have a positive impact on the preservation of the environment and local indigenous culture (Wood, 2002).

RESEARCH METHODS

This research uses quantitative methods with Structural Equation Modeling (SEM). SEM emphasizes testing theories based on empirical evidence, through measurement of metric variables, on specific populations or samples. The application program used is Partial Least Square (PLS). This type of research is survey research, because primary data is collected using a questionnaire instrument. The sampling technique uses proportional random sampling with proportional allocation. After primary data has been collected, it is continued with data analysis through three stages, namely, the first stage of descriptive analysis to provide a general description of the data, the second stage uses associative analysis to explain the relationship between variables, then the third stage uses SEM, to answer problems and test hypotheses.

RESEARCH RESULTS AND DISCUSSION

Evaluation of the model in Partial least Square (PLS) consists of two stages, namely the Evaluation of the Measurement Model and the Structural Model stage. The first stage, Measurement Model, is a model that shows the relationship between latent variables (construct) with the indicators. Model Testing Measurement is carried out through three testing steps, 1) Convergent Validity Test; 2) Testing Discriminant Validity; and 3) Reliability Test. Based on the three Measurement Model tests conducted, it produces valid and reliable data. Like Table 5.10 and Table 5.12.

Table 5.10. The average variance extracted value of the model construct

<table>
<thead>
<tr>
<th>Construction Variable</th>
<th>Average Variance Extracted (AVE)</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Government’s Role (X1)</td>
<td>0.675</td>
<td>Valid</td>
</tr>
<tr>
<td>Society participation (X2)</td>
<td>0.629</td>
<td>Valid</td>
</tr>
<tr>
<td>THK-based Ecotourism Development (X3)</td>
<td>0.554</td>
<td>Valid</td>
</tr>
<tr>
<td>Community welfare (Y)</td>
<td>0.532</td>
<td>Valid</td>
</tr>
</tbody>
</table>

Based on Table 5.10, the test results of the Average Variance Extracted value to the Constructions obtained the results of all variables in the model said to be valid. Sequentially from the Government’s Role (X1); Community Participation (X2); THK-based Ecotourism Development (X3) and Community Welfare (Y) has a AVE value of 0.675; 0.629; 0.554; and 0.532. Construct reliability shows the consistency of the results of measuring one concept or a variable (S. Schindler, 2006) Reliability can be measured by looking at the value of Cronbach’s Alpa and Composite Reliability. Cronbach’s Alpa measures the lower limit of the reliability value of a construct and Composite Reliability measures the true value of the reliability of a construct (Chin, 1995; Gopal, Salisbury et al, 1997) and (Newsted, 2002) in (Abdillah & Jogiayanto., 2015) Role of thumb Cronbach’s Alpa value and Composite Reliability greater than 0.7. The reliability test uses Cronbach Alpha statistics by testing the internal consistency of the research instruments used. It is stated that the research instrument is reliable if it has a minimum Cronbach’s Alpha value of 0.60 for social sciences (Nunnally, Bernstein, 1994). AVE is greater than 0.5, it is still acceptable in studies that are exportable (Hair, 2010). Based on the data processing results in Appendix 3 can be presented in Table 5.12 containing Cronbach’s Alpa or Composite Reliability.

Table 5.12 Constructive Reliability and Validity

<table>
<thead>
<tr>
<th>Latent Variable</th>
<th>Cronbach’s Alpa</th>
<th>Composite Reliability</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Government’s Role (X1)</td>
<td>0.761</td>
<td>0.862</td>
<td>Reliable</td>
</tr>
<tr>
<td>Society participation (X2)</td>
<td>0.702</td>
<td>0.835</td>
<td>Reliable</td>
</tr>
<tr>
<td>THK-based Ecotourism Development (X3)</td>
<td>0.839</td>
<td>0.881</td>
<td>Reliable</td>
</tr>
<tr>
<td>Community welfare (Y)</td>
<td>0.902</td>
<td>0.919</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Based on Figure 5.11 it can be seen that the direct influence of the Government’s Role, Community Participation and THK-based Ecotourism Development on Community Welfare which most influences is THK-based Ecotourism Development with a coefficient value of 0.518. This illustrates that the development of THK-based ecotourism, if carried out optimally will have a significant impact on improving the welfare of the community.
After evaluating the measurement mode, proceed with the second stage, namely the evaluation of the Structural Model (Inner Model). This model evaluates the relationship between latent variables in a research model. Measurement of structural models in SEM-PLS is done by evaluating R-Square ($R^2$), Goodness of Fit Inner. The results of the structural model testing the R-Square values in the moderate category and the Goodness of Fit Inner value are relevance. Like Table 5.13 and Table 5.14.

Table 5.13. R-Square Value Variables Impact of Government Role, Community Participation in the Development of Tri Hita Karana-Based Ecotourism on Welfare in Bali

<table>
<thead>
<tr>
<th>Latent Variable</th>
<th>$R^2$</th>
<th>$R^2$ Adjusted</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Society participation $(X_2)$</td>
<td>0.433</td>
<td>0.427</td>
<td>Moderate</td>
</tr>
<tr>
<td>THK-based Ecotourism Development $(X_3)$</td>
<td>0.654</td>
<td>0.639</td>
<td>Moderate</td>
</tr>
<tr>
<td>Community welfare $(Y)$</td>
<td>0.646</td>
<td>0.635</td>
<td>Moderate</td>
</tr>
</tbody>
</table>

Next, an analysis of direct influence is carried out with the aim of analyzing the direct effect between constructs. The magnitude of the direct effect between constructs is shown in Table 5.14. Furthermore, the indirect effect of the Government's Role, Community Participation has an indirect effect on Community Welfare through THK-based Ecotourism Development, such as Table 5.15.

Table 5.15 shows that the Government's Role, Community Participation has an indirect influence on Community Welfare through THK-based Ecotourism Development, with a positive and significant influence. This shows that THK-based Ecotourism Development significantly influences the welfare of the people in Bali, especially in Jatiluwih Village, Tabanan Regency.

Table 5.14. Path Coefficient Direct Effect between Variables Impact of Government Role, Community Participation in the Development of Tri Hita Karana-Based Ecotourism on Welfare in Bali

<table>
<thead>
<tr>
<th>Construct</th>
<th>Original Sample</th>
<th>Standard Deviation</th>
<th>$T$ Statistic</th>
<th>$P$ Value</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>$X_1 \rightarrow X_2$</td>
<td>0.658</td>
<td>0.088</td>
<td>9.711</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>$X_1 \rightarrow X_3$</td>
<td>0.331</td>
<td>0.087</td>
<td>3.817</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>$X_2 \rightarrow X_3$</td>
<td>0.419</td>
<td>0.112</td>
<td>3.723</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>$X_1 \rightarrow Y$</td>
<td>0.293</td>
<td>0.109</td>
<td>2.684</td>
<td>0.008</td>
<td>Significant</td>
</tr>
<tr>
<td>$X_2 \rightarrow Y$</td>
<td>0.078</td>
<td>0.102</td>
<td>0.767</td>
<td>0.444</td>
<td>Non- Significant</td>
</tr>
<tr>
<td>$X_3 \rightarrow Y$</td>
<td>0.506</td>
<td>0.101</td>
<td>5.026</td>
<td>0.000</td>
<td>Significant</td>
</tr>
</tbody>
</table>
This shows that THK-based Ecotourism Development has a significant effect on community welfare in Jatiluwih Village, Tabanan Regency, Bali Province. The indirect effect between the role of government, community participation mediated by the development of THK-based Ecotourism on community welfare, results in perfect mediation.

### Table 5.15. Indirect Effect Value, Indirect Effects Between Variables, Impact of Government Role, Community Participation in the Development of Tri Hita Karana-Based Ecotourism on Welfare in Bali

<table>
<thead>
<tr>
<th>Construct</th>
<th>Variable</th>
<th>Original Sample</th>
<th>Standard Deviation</th>
<th>T Statistic</th>
<th>P Value</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1 → Y</td>
<td>X3</td>
<td>0.168</td>
<td>0.049</td>
<td>3.409</td>
<td>0.001</td>
<td>Significant</td>
</tr>
<tr>
<td>X2 → Y</td>
<td>X3</td>
<td>0.212</td>
<td>0.066</td>
<td>3.199</td>
<td>0.001</td>
<td>Significant</td>
</tr>
</tbody>
</table>

### CONCLUSION

The results showed the greater influence of the Government's Role, Community Participation on THK-based Ecotourism Development, the more significant the influence of THK-based Ecotourism on Community Welfare in Jatiluwih Village, Bali Province. Community participation is consultative in that the community is not only informed but also invited to share opinions, although there is no guarantee that the opinions expressed will be taken into consideration in decision making.

The role of the government in developing THK-based ecotourism in Jatiluwih Village, uses a top-down approach. The top-down approach means that the initiative for tourism development in Jatiluwih Village comes from the Government through programs that have been determined together with stakeholders such as the availability of supporting infrastructure for tourism, the existence of tourism-related training programs. So that every tourism activity such as providing tourism infrastructure, tourism training and other activities is always through the Tabanan government, to get the legality of these activities.

Efforts in improving the welfare of the people in Bali, especially in Jatiluwih Village through the support of community participation in the development of THK-based ecotourism are good enough. This fact can be seen from the activities carried out by the community, especially the farming community in processing rice fields, which are still traditional in nature, based on the THK concept. The concept of cultivating agricultural land still maintains ancestral traditions ranging from cultivating rice fields to harvesting, accompanied by ceremonies such as the magpag toya ceremony, ngusaba and so on. This is the main attraction for tourists, besides that to preserve the natural environment.

However, the economic impact felt by the community from THK-based ecotourism activities has not been optimal, because so far the community, especially farmers in the paddy fields, is only subsidized by the government through the management body, ranging from fertilizers, seeds and taxes, has not touched the basic needs of the community especially farmers such as income households, education, health, so that people feel worried about the existence of THK-based ecotourism in Bali, especially in Jatiluwih Village.

### REFERENCES


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