
ANALYSING FACTORS FOR COMMUNITY PARTICIPATION IN TOURISM DEVELOPMENT

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Abstract: This study aims to understand the perceptions of local communities to participate in tourism development. The method used in the research is a quantitative approach. Questionnaires were distributed to local communities in major destinations in Bandung, West Java, Indonesia. There were 200 data set analyzed by factor analysis. The result showed that from 28 indicators of community participation, eight groups of factors formed. The groups are 1) place attachments; 2) perception of negative consequences; 3) Community Involvement; 4) Infrastructure Development; 5) Place Satisfaction; 6) Economic Benefit; 7) Government Support; 8) Community Collaboration. This result also shows that place attachment, perception of negative consequences, place satisfaction, and community collaboration have higher factor loading compares to other groups. The finding implies that in gaining community participation, these factors could be considered as the essence of communication message in raising public awareness and participation for tourism development.

Keywords: community participation, tourism development, factor analysis

INTRODUCTION

Building community participation in developing tourism is important. The attention on involving community has two important effects. First, it improves the internal destination tourism planning and development for sustainability (Bello, Lovelock, & Carr, 2018; I Idziak, Majewski, & Zmyslony, 2015). Second, it has influence to lever performance of external marketing realm of development. For instance, interactions between tourists and society will affect the moment of truth and tourist experience at the destination destinations (Chen & Dwyer, 2017). A good experience has effects on tourist's satisfaction and future intention to visit the destination (Hosany & Witham, 2016; Pérez-Cabañero, Cervera-Taulet, & Schlesinger, 2017)

The development of tourism in Indonesia also places the community as actors in its development. In the National Tourism Development Master Plan, there are four focus of Indonesian tourism, namely the development of destination, marketing, tourism industry, and tourism institutional ("National Law Development Agency," 2011). Community includes in the tourism institutional development. According to the Master Plan, the community empowerment policy is directed to encourage local participation in developing local economic,

business potentials, and resources. The plan also gives direction to raise tourism awareness to local communities for developing tourism potentials. Therefore, this research is expected to provide contribution on finding essential factors to raise community participation in tourism development.

LITERATURE REVIEW

Local communities live permanently at the destination, while visitors live temporarily. Therefore, to maintain the sustainability of long-term livelihood of the people, the community need to participate in tourism development.

Tourism development has economic, social, cultural, and ecological benefits and consequences at the destination. The benefits, such as, improving local communities' economy, particularly in creating new employment opportunities, increased community income, and foreign exchange earnings has made a positive contribution to national balance of payments (Vujko & Gajić, 2014). Other benefits are supporting cultural and ecological conservation (Baral, 2014; Nayomi & Gnanapala, 2015).

However, the consequences also coexist alongside with the benefits. For instance, the rise of prices as the economy grows that cause higher cost of living and dependency of tourism income

(Nayomi & Gnanapala, 2015). It also has impacts on socio-cultural values, such as cultural degradation and demonstration effect (Yasothersrikul & Bowen, 2015). Waste problems and pollution are examples of ecological impacts for tourism development (Figueroa & Rotarou, 2016; Kaseva & Moirana, 2010).

The local communities should understand all the benefits and consequences in developing tourism. Eshliki & Kaboudi (2012) argued that the residents' knowledge on benefits and consequences would influence their participation in tourism development. Furthermore, Timothy (1999) & Tosun (2002) in (Jaafar, Rasoolimanesh, & Ismail, 2017) explained that community involvement in tourism development will reduce the negative impact and increase the positive impact on the community at the destination.

Gursoy, et al. in Jaafar et al., (2017) argued that community need to collaborate with tourism development programs for sustainability.

Based on the understanding of benefits, consequences, and community collaborations, 28 indicators are developed to describes the participation.

METHOD

This study uses a quantitative approach. 28 indicators of community participation were developed. Questionnaires were distributed and 200 valid responses analyzed. The location of distribution is in Bandung, the capital city of West Java Indonesia. The respondents are local communities who lived nearby major tourists' destination in this city. Factor analysis was used to examine the data.

RESULTS AND DISCUSSION

Table 1 shows the demographic profiles of respondents. Male respondents (53%) are more than the female ones (43%). However, the 7% differences are not too significant. Therefore, the result shows balance responses between male and female. Respondents are mostly young adults. Their ages are less than 25 years old (51%). Their educational background is mostly from high school (57%).

Most of them work as tradesmen or merchants (57%). Due to the questionnaires were distributed nearby the tourist attractions, some of the respondents were those who worked as tradesman for food and beverages, souvenir, and convenience goods. Their monthly income was less than Rp. 2,500,000, - or US \$ 192 (US 1 = Rp. 13,000, -). The minimum wage in this city in 2018 is about US\$ 298. Therefore, the respondents represent blue-collar workers of the region. Their income is below the minimum wage. However, most of them were unmarried or living single without family.

Table 1. Demographic Profiles

Gender	
Male	53,0%
Female	47,0%
Age	
<25 years old	51,5%
26-30 years old	16,0%
31 – 35 years old	14,0%
36 – 40 years old	7,5%
41 – 45 years old	3,0%
46 – 50 years old	1,0%
> 51 years old	7,0%
Educational Background	
Elementary School	7,5%
Junior High School	21,0%
High School	57,0%
Diploma	6,5%
Bachelor	7,0%
Post Graduates	1,0%
Occupation	
Students	13,5%
Civil Servant	1,5%
Entrepreneur	13,5%
Housewives	2,5%
Merchant/Tradesman	57,0%
Others	12,0%
Monthly Income (in Rupiah)	
< 2.500.000	69,5%
2.500.000 – 5.000.000	25,0%
5.000.000 – 7.500.000	3,0%
7.500.000 – 10.000.000	1,5%
10.000.000 - 12.500.000	0,5%
> 12.500.000	0,5%
Marital Status	
Married	42,5%
Unmarried	57,5%

Factor analysis began with testing the validity of the data through KMO and Barlett's test. The results are as follows:

Table 2. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.764
Bartlett's Test of Sphericity	Approx. Chi-Square df Sig.
	2467.498 378 .000

The result shows that the measure of sampling adequacy is 0.764 or above 0.70. This indicates that the data is sufficient and valid for further factor analysis processing.

Figure 1 shows The Scree Plot Diagrams that describes the best factor for summarizing the 28-indicator of community participation is from component 1 to 8. The line direction decreases sharply from component 1 to 2. Then it gradually declines and plummets at the 8th component. Component 8 is on the Eigenvalues axis which almost reaches 1. However, component 9, is below the value of 1, so it is excluded from the group formation.

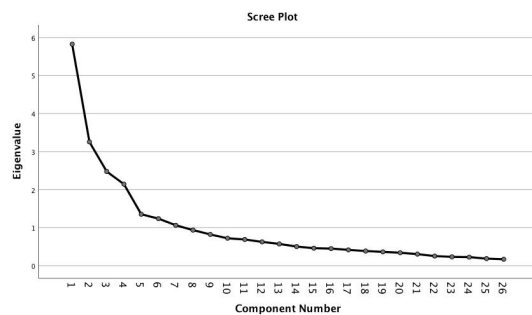


Figure 1. Scree Plot Diagram

Therefore, 8 groups of factors formed to describes the community participation in tourism development. The factor loading of the rotated component matrix from the 8 groups or components are as follow:

Table 3. Rotated Component Matrix and Component Transformation Matrix Loading Factors

Factors	Rotated Component Matrix	Component Transformation Matrix
Factor 1: Place Attachment, consists of:		0.756
a. My city is special.	0.709	
b. My city has natural atmosphere attractiveness.	0.638	
c. I city has the urban environment attractiveness.	0.747	
d. I love of being a part of this community .	0.698	
e. I will miss the city if I am away from here.	0.699	
f. The city has my childhood memories.	0.687	
g. I feel that my city is attractive.	0.609	
Factor 2: Negative Consequences, consists of:		0.86
a. Tourism development damages the environment.	0.683	
b. Tourists bring negative influence to local culture.	0.75	
c. Tourism development causes traffic congestions.	0.781	
d. Tourism development causes waste problems.	0.809	
e. Tourism development causes air pollution.	0.781	
Factor 3: Community Involvement, consists of:		0.285
a. I engage with tourism development.	0.799	
b. I engage with tourism development planning.	0.863	
c. I engagement with determining the direction of development.	0.831	
d. I have opportunities to participate in tourism development.	0.664	
Factor 4: Infrastructure Development, consists of:		0.269
a. Tourism development increase infrastructure quality.	0.844	
b. Tourism development increase public facilities.	0.855	
Factor 5: Place Satisfaction, consists of:		-0.806
a. I am satisfied with my city.	0.506	
b. My city provides a good life.	0.757	
c. My city provides good public services.	0.737	
Factor 6: Economic Benefits, consists of:		0.116
a. I believe that tourism increases income.	0.808	
b. I believe that tourism can create jobs.	0.769	
c. I am proud that tourist loves to come to my city.	0.482	
Factor 7, Government Support, consists of:		-0.323
a. I believe that the government has carried out well-planned tourism management.	0.82	
b. I trust that the government pays attention to the community in tourism development.	0.868	
Factor 8, Community Collaboration, consisting of:		-0.914
a. I work together with other people in developing tourism.	0.821	
b. I believe that community has played an important role in the success of tourism development.	0.690	

Table 3 shows the indicators' factor loading on each group and the diagonal factors of each components. Component/group 1, 2, 5, 8 are 0.756, 0.860, 0.806, and 0.914. It shows that the components have high correlations because the values are above 0.5. This shows that the formed factor is appropriate.

While the diagonal values of components and factors 3, 5, 6, and 7 have weak correlation values. The results are 0.285, 0.269, 116, and 0.323, which are below 0.5.

The next step of factor analysis is labeling the component of factors formation. There is some theoretical explanation for the label. They are set out below.

The label of the first component relates with the place attachment. The indicators are a phenomenon described in the concept of place attachment. It is a concept that has a focus on "the phenomenon of human bonding and place" (Kyle, Graefe, & Manning, 2005). Scannell and Gifford (2010) synthesized the place attachment concept as

three-dimensional relationship among people, process, and the place. It involves with emotional and social dimensions in the interaction (process) between the individual or the community (people) towards an area (places) Scannell & Gifford (2010).

The emotional bonding between local communities towards the place triggers their childhood memory and longing when away (Loureiro & Sarmiento, 2018). Moreover, that emotions encourage the residents to involve with the development, particularly to conserve the memory and enhancing the quality of life.

The place where the community lives provides resources for attractions, facilities, and accessibilities for tourism. Some researchers have studied the importance of community attachment for optimizing the tourism development (Chen & Dwyer, 2017; Lee, Kyle, & Scott, 2012; Manyiwa, Priporas, & Wang, 2018). Therefore, the attachment is expected to increase the community participation in tourism development.

The second component is about the perception of communities on negative consequences of developing tourism. Olya & Gavilyan (2017) argued that the residents' perception of tourism negative impacts influences the community participation in tourism. The local communities tend to participate in tourism activities to find the solution of the impacts in their environment.

The third component describes the community involvement. Inskoop, Joppe, Ritchie, Tosun, & Jenkins in Bello, et.al. (2016) stated that community involvement is crucial to sustainable tourism development. Moreover, Bello et. al. (2016) developed strategy to encourage community involvement through increasing public education and awareness, capacity building, creating linkages, using participation methods, involving local community organizations, decentralization, and coordinating with relevant management organizations.

The fourth component is about infrastructure development. Infrastructure is the backbone of accessibilities for tourists, as well as the residents Jovanović (2016). Janusz, Six, & Vanneste (2017) argued that as long as tourism development provides good infrastructure to local communities, the residents are more likely to support and participate in the development.

The fifth component is about place satisfaction. The residents' satisfaction towards the place becomes predictor of their future intention. It determines whether the residents would stay or move out from the place (Chen & Dwyer, 2017).

Economic benefits describe the sixth category. Janusz, et al. (2017) summarized scholars' ideas on economic benefits of tourism. The benefits consist of tourism opens job opportunities, diversifies leisure activities for local communities, improves the local infrastructure and facilities, increases the people quality of life, and improves the city image.

The government support explains the seventh category. Latkova & Vogt (2013, Nunkoo and Smith (2013) in Olya & Gavilyan (2017) explained that the trust to government will encourage local communities to participate and sustain the tourism development. They research also found that when there were more senior citizen, female, low education and income population, the tendency to support tourism would be lower, even though the residents had trust to government.

The last component is about community collaboration or action. Aas et al. in Hao, Kline, Long, & Rassel (2016) emphasized on the importance of stakeholders', including communities, collaboration to achieve sustainable tourism development. Cuba & Hummon, Perkins, Brown, and Taylor in Manzo & Perkins (2006) argued that collaboration and sense of community had positive influence to encourage participation in tourism development.

Matarrita-Cascante (2010) encouraged to use the community-driven development for tourism. Therefore, to raise the awareness, these components are expected to contribute community participation in tourism development. Particularly, in developing communication for public education and awareness on tourism (Chen & Dwyer, 2017).

CONCLUSION

Based on the results of the study, there are 8 components that explains the community participation. They are 1) place attachments; 2) perception of negative consequences; 3) Community Involvement; 4) Infrastructure Development; 5) Place Satisfaction; 6) Economic Benefit; 7) Government Support; 8) Community Collaboration.

The implications of this study are to consider factors, particularly the place attachment, perception of negative consequences, place satisfaction, and community collaboration to encourage community participation.

Further research needs to be conducted, especially in communication message and campaign to attract local communities in tourism development participation.

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