



Community Participation on Mediating the Influence of Leadership and Motivation on Competitive Tourism Destination in the Pinge Village

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Abstract

This study aims to find out how leadership roles, motivations and community participation in realizing tourism destinations are competitive. This research was conducted in Pinge Tourism Village, Tabanan Regency. The data source is primary and secondary data. Primary data were obtained from interviews with the Pinge Tourism Village community who were in productive age and secondary data obtained from the archives and documentation of Pinge Tourism Village. The characteristics of respondents are presented with descriptive statistical methods and data analysis techniques using PLS (Partial Least Squares) methods. The research conducted illustrates that the majority of the population of Pinge Tourism Village work in the informal sector (day labor) and agriculture. The choice of profession is related to the level of education that the most of them at the junior and senior high school levels. The results of the analysis showed that the motivation of the community, the leadership that applied the concept of "Asta Brata" and community participation showed a positive and significant effect on competitive tourist destinations. Community participation mediates the influence of leadership and community motivation on competitive tourist destinations partially. Community participation increases the influence of leadership on competitive tourist destinations from 0.351 to 0.449 and increases the influence of motivation on competitive tourist destinations from 0.328 to 0.420. Community motivation, participation and implementation of "Asta Brata" concept by leaders in the Pinge Tourism Village, need to be improved continuously to realize a competitive tourism village.

Keywords: Leadership; Motivation; Community; Participation; Competitive Tourism Destination; Tourism Village; Asta Brata.

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1. Introduction

An annual study of the World Travel & Tourism Council with Oxford Economics in 2016, the Tourism Industry showed positive growth. In 2015, tourism industry growth (2.8 percent) was higher than global economic growth (2.5 percent). The tourism industry donates for 9.8 percent of global GDP in the same year. The Bali Province is one of the regional representations that give the positive impact of the development of the tourism sector. The 2016 BPS publication shows the tourism sector contributed 23.33 percent of Bali's GRDP. The positive impact of the tourism sector in Bali Province has not been evenly felt by all districts and cities in the past few decades. Bali's tourism sector is still concentrated in southern Bali such as Denpasar, Badung, and Gianyar. Major destinations such as Sanur, Kuta, and Ubud are growing rapidly, but contrast to areas outside the region. Positive developments in the tourism sector affect the livelihood strategies of the community in Bali. People who initially worked in the agricultural sector have turned into the tourism sector. This change in people's livelihoods is one form of dynamic influence caused by the tourism sector in poverty alleviation [2]. Furthermore, rural areas have become labor shortages to drive the agricultural sector due to the flow of urbanization. This condition reduces the contribution of the agricultural sector as in the data from 2011 to 2017 indirectly. The agricultural sector has decreased by 2.51 percent, inversely to the tourism sector which increase of 2.93 percent. Ideally, the Agriculture sector and the tourism sector in Bali Province go hand in hand. Both sectors must be able to grow together because tourism that is to be developed in Bali Province is culture-based tourism where Balinese culture cannot be separated from agricultural. Agriculture is not merely a production activity, part of economic activity, but also has multiple functions and multifunctionalities for the preservation, development of art cultural as well as community welfare. In view of this, today the tourism development approach takes the term "sustainable tourism development", "rural tourism", "ecotourism". One approach to tourism development that adopts this terminology is tourism villages, which are aimed at sustainable rural development in tourism [18]. Village tourism is a form of community-based tourism or CBT (Community Based Tourism). CBT is an alternative form of tourism that developed by involving the community in tourist destinations directly [15]. CBT not only aims to maximize profits but also focuses more on the effects of tourism on local residents and natural resources. One indicator of the tourist village success is the level of occupancy provided by the accommodation facilities. Occupancy rates in tourist villages that are categorized as not developing optimally range from 5% [4]. The low occupancy rate of accommodation available also occurs in Pinge Tourism Village, where the average occupancy rate from 2011 to 2016 is 5.45%. Occupancy rates at 5% indicate that Pinge Village has not been able to become a competitive tourist attraction. On the other hand, Pinge Tourism Village has natural, cultural and artificial tourism potential [3]. The results of the feasibility study also stated that Pinge Village has the potential to be developed into a tourist destination [6]. From the above, besides the potential of nature, tradition and culture, there are other factors that make tourism villages competitive. The participation of local communities has an important role in the development of tourism villages because the resources and uniqueness of traditions and culture in the community are the main driving elements of village tourism activities [8]. Local community participation plays a crucial role in maintaining the preservation of nature and cultural heritage become the main asset of a tourist village [12]. Community participation in Pinge Tourism Village has not been able to run ideally. People tend to participate not based on their own desires or spontaneously, but because of coercion. Strong customary rules encourage people to

participate in tourism activities. Various factors influence people to participate. Likewise, the case experienced by the community in the Pinge tourism village. One of the factors that influence the people there to participate is the motivation they have [9]. The Pinge Tourism Village community as a traditional village community generally tends to be weak in introducing new ideas but it is easy to adopt new ideas. In the community-based tourism, motivation has been identified as the main determinant that influences a person's decision to participate and strive [10]. Another factor that influences the level of community participation is leadership. The leadership role in the development of the Pinge Tourism Village looks very significant from the data and results of observations made in the field. The transition from leadership (*bendesa adat*) was very influential in the Pinge Tourism Village program and how the community participated. In the leadership of the previous traditional village *bendesa*, the Pinge Tourism Village program has stagnated and can even be said to be martial arts. This can be seen from the occupancy rate of accommodation facilities which has decreased during the tenure of the previous traditional village building. Conversely, the replacement of the new *bendesa adat* can provide fresh air, where many self-help activities and government assistance related to the Pinge Tourism Village program implementation. The positive impact can be seen from the occupancy data of accommodation facilities that have increased. From the above explanation, the researcher wanted to know how the leadership role and motivation of the Pinge Tourism Village community influenced the level of participation in creating a competitive tourism village. The results of this study are expected to contribute the tourism village development program and given the success of the tourism village program in accordance with Bali Province Level I Regulation No. 2 of 2012 which states Bali Province is one of the tourist destinations that develop cultural tourism.

2. Literature Review

2.1 Travel Destinations

Based on Law Number 10 of 2009 concerning Tourism, the tourism destination area, referred to as a tourist destination, is a geographical area that is in one or more administrative regions which include tourist attraction, public facilities, tourism facilities, accessibility, and mutually exclusive communities. related and complete the realization of tourism.

2.2 Community-Based Tourism

Community-Based Tourism (CBT) defines as tourism that takes into account environmental, social and cultural sustainability aspects. CBT as a form of tourism that demands community empowerment which provides an opportunity for local communities to control and engage in tourism management and development, as well as being able to provide benefits to people who are not directly involved in tourism businesses [17].

2.3 Tourism Village

Tourism villages are a form of integration between attractions, accommodations and supporting facilities that are presented in a structure of community life that is integrated with prevailing procedures and traditions. A tourist village generally has a distinctiveness that is the main attraction and differentiator of other tourist destinations [14].

2.4 Adat Village / Pekraman Village

Traditional village / *pekraman* is a customary law community unit in the Province of Bali that has a unified tradition and manners of social relations of the Hindu community from generation to generation in the Kahyangan Tiga or Kahyangan Desa ties that have their own territory and assets and have the right to manage their own households. The leader of an indigenous village / *pekraman* village is called *Bendesa Adat*.

2.5 Society participation

Sherry Arnstein was the first to define a participation strategy based on the distribution of power between communities (communities) and agencies. Furthermore, participation is how people can engage in social change that allows them to get a share of the benefits of influential groups.

2.6 Leadership

Leadership is a form of domination based on personal abilities that are able to encourage or invite others to do something based on acceptance by their group, and have special expertise that appropriate for a particular situation. In leadership theory, Hinduism is taught about the principle of leadership that must be owned by a leader, which is called Asta Brata. Asta Brata words consist of the word "Asta" which means eight and "Brata" which means grip or guideline. Asta Brata are found in the Kekawin Ramayana which was changed by the poet Walmiki and consists of 10 slokas. Asta Brata were revealed by Prabu Rama to Wibhisana in order to continue the process of governing the kingdom of Alengka after Ravana's death.

2.7 Motivation

Motivation is the driving force that results in a member of the organization willing and mobilize capabilities in shaping their expertise and skills and the time to organize various activities that are their responsibility and fulfill their obligations in order to achieve goals and various pre-determined organizational goals [16].

3. Methods

Based on the previous description, the research framework of the researchers in this study is how the influence of leadership (X1) and Motivation (X2) and the level of community participation (Z) in the Pinge Tourism Village program is competitive (Y). In addition to this, the study also looked at the role of community participation (Z) in mediating leadership (X1) and motivation (X2) owned by the community in realizing competitive tourist village destinations (Y) in Pinge Village. The conceptual framework of the research carried out as shown in Figure 1.

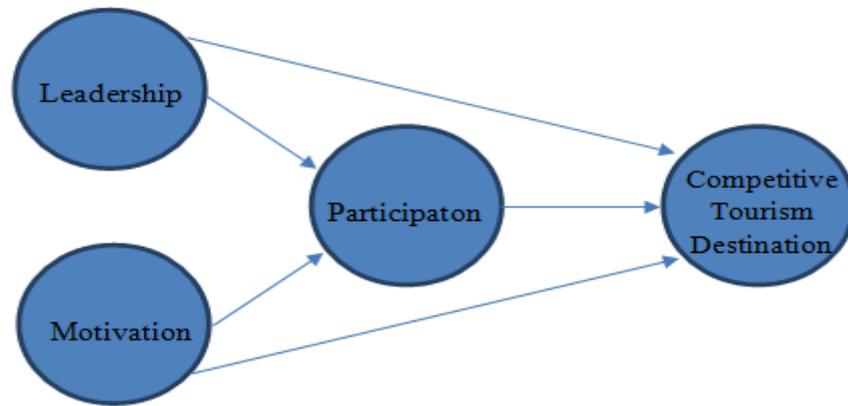


Figure 1: Research Concept

This study uses a quantitative approach using a questionnaire consisting of questions adapted from the instruments used in the related study previously. Statement questions are answered on a 5-point Likert scale, with 1 referring strongly disagree and 5 referring strongly agree. Data collection was conducted from January to March 2018 by taking 80 samples from a population of one village. Sampling uses simple random sampling with a population of pinge tourist villages that are in 15-65 years. The age of 15-65 years is used as a limit, referring to the definition of the productive age group issued by BPS. Data analysis in this study uses Partial Least Square (PLS).

4. Results and Discussion

4.1 Research Location.

Pinge Tourism Village is located in the administrative area of Baru Village, Marga Subdistrict, Tabanan Regency. Geographically, Pinge Tourism Village is at an altitude of 500 meters above sea level. Pinge Tourism Village is designated as a tourist village according to the Decree of the Tabanan Regent Decree No. 337 of 2014 dated July 18, 2004. Pinge Tourism Village has a strategic position because it is close from tourist destinations such as Jati Luwih, Taman Ayun, Sangeh, and Tanah Lot. Pinge Tourism Village has tourism potential green area with residential areas that follow the concept of "Tri Angga". The specific village layout and grouping in one lane and yard that extends in the direction of the road make the concept of "Tri Angga" very easily observed in residential areas. The area close to the road is the main, middle or middle area for housing and the back side (nista) for cutting. The concept of "Tri Angga" is also seen in the pattern of village spatial planning, Pura Desa as main angga, pakraman village (residential area) as madya angga, and setra or cemetery as nista angga. Besides having a natural attraction like view of rice fields, it also has a cultural tourist attraction that can be maximized going forward. The cultural tourist attractions, among others, are ancient relics located in Natar Jemeng Temple, Leko Dance and Gebyok Dance.

4.2 Statistical Analysis

Outer Model

The outer model is used to determine the validity and reliability of latent variable indicators. The results of convergent validity and discriminant validity testing show that the indicators used in the model are valid and reliable.

Inner Model

The results of predictive-prelevance calculation of 0.81744 show that 81.74% of the variation in the variable Competitive Travel Destinations (dependent variables) can be explained by the variables used in the research model while the remaining 18.26% is explained by other variables outside research model.

Table 1: Influence Hypothesis Test Results

Relationship Between Variable	Loading	Standard Error	T-Statistics	P-Values
X1 - > Y	0,351	0,098	3,594	0,000
X1 - > Z	0,374	0,115	3,241	0,001
X2 - > Y	0,328	0,097	3,375	0,001
X2 - > Z	0,350	0,119	2,945	0,003
Z - > Y	0,263	0,103	2,560	0,011

Source : Research Quetionare (data processed)

From the results of calculations carried out Leadership, Motivation and Participation have a positive and significant effect on Competitive Travel Destinations at an error rate of 5%. The Influence of Leadership and Motivation on Participation in this study also has a positive and significant effect on the 5% error rate and so does the influence of Participation in Competitive Travel Destinations.

Table 2: Indirect Influence Hypothesis Test Results

Relationship Between Variable	Loading	Standard Error	T-Statistics	P-Values
X1 - > Z -> Y	0,098	0,050	1,985	0,048
X2 - > Z -> Y	0,092	0,046	1,993	0,047

Source : Research Quetionare (data processed)

The participation variable mediates positively and significantly the leadership and motivation variables on the Competitive Travel Destination variable at an error rate of 5%. The mediation test results show that Participation partially mediates the influence of leadership on Competitive Tourism Destinations, as well as Participation mediates the effect of Motivation on Competitive Tourism Destinations partially.

4.3 Effect of Leadership and Motivation on Community Participation

The results of this study indicate that the leadership in Pinge Tourism Village directly affects Community Participation. The leader in Pinge Tourism Village is considered to have been able to apply aspects of Asta Brata's leadership. From the results of the research, the leadership variable gets an assessment (3.80). The ability of leaders to form clear rules regarding the distribution of tourism activities and provide encouragement, encourages people to participate in tourism activities. Leaders who have a positive character and accept input from citizens make people feel valued, which in turn encourages people to participate. The example given by a leader is supported by broad insights and his ability to provide clear information about the activities being carried out makes people reluctant and participate in tourism activities voluntarily. Communities are encouraged to be active in tourism activities and preserve the environment. Input from the dissatisfied community regarding leadership in Pinge Tourism Village, among others, the leadership applied tended to be harsh. In addition, leaders are expected to be able to produce new cadres to continue leadership and leaders who are currently serving more as advisors. From the results of the research, the motivation variable received a good rating (3.74). Some of the notes related to the motivational variables studied included the need for comparative studies by both the management and the community to open insights into the management of tourist villages. Besides this, discussion forums on tourism are needed by involving all elements in the Pinge Tourism Village to bring up new ideas and ideas related to the Tourism Destination program implemented. The lack of original ideas from the community as an indicator of motivation is inseparable from the educational background and profession of the respondents whose majority are not in direct contact with tourism activities. The programs run are mostly from outside parties such as ITDC (Indonesia Tourism Development Corporation) and Bali STP (School of Tourism) Education institutions.

4.4 Effect of Leadership, Motivation and Community Participation on Competitive Tourism Destination Programs

In Pinge Tourism Village, traditional village leaders play an important role in mobilizing the community to be active in competitive tourist destination programs. The community becomes more obedient and obedient to the leadership because there are customary rules that become the grip and respect of the community. Furthermore, adat leaders who are able to apply the Asta Brata concept can strengthen their legitimacy. The ability of leaders provide information on the benefits of the existence of a tourist village is able to make the community actively involved in maintaining the beauty of the environment, as well as being involved in tourism activities. On the other hand, the leader of the Pinge Tourism Village program is currently held by the Traditional Bendesa of Pinge Village, which also causes negative excesses. With the existence of multiple positions, it is prone to occur between the use of customary rules commonly called awig-awig to mobilize the community in participating in village tourism activities. This can be seen from the research, complaints from several

community members who objected when they were required to participate in village tourism activities. This condition is inseparable from the effects of tourism village programs that cannot be felt instantly. The process of a tourist village can have an economic impact on the community requiring a process and sacrifice of time and energy.

4.5 Mediation Role of Community Participation in the Influence of Leadership and Community Motivation on Competitive Tourism Destination Programs

Community participation has a positive and significant effect where community participation increases the influence of leadership from 0.351 to 0.449. The role of participation is able to increase the influence of community motivation from 0.328 to 0.420 in the success of the Competitive Travel Destination program. The mediation test results show that Participation mediates the influence of leadership on Competitive Tourism Destinations partially, as well as Participation mediates the effect of Motivation on Competitive Tourism Destinations partially. This condition shows without being mediated by variables of community participation, leadership and significant influence motivation on tourist villages to be competitive.

5. Conclusion and Recommendation

From these conditions, it is expected that the government can take a role in the transition period so that the community does not feel burdened and can lead a normal life when the transition process leads to the establishment of a competitive tourism village. Care is needed in utilizing customary rules in running tourist villages because, on the other hand, it can be a good tool for increasing community participation, but the nature of which is prone to trigger conflict so that it becomes a bias between the issue of adat or tourism. Furthermore, regeneration is needed to regenerate leaders and administrators in the management of tourism village programs and to avoid duplicate positions. This study has limitations are need for further elaboration of other variables that affect competitive tourism destinations because there are 18.26 percent of other variables besides the variables of motivation, leadership and participation. Further research can be carried out through a qualitative approach because the character of the people are closed, so that the data obtained is more detailed. Researchers should also live in the research location, so the community become more open. It needs to be investigated further about the types of leadership that are more specific to adjust to the character of the community. Further research is needed on the stress test of the community when changes are made to their economic structure. This can be used as material for consideration, later the appointment of an area can be determined as a tourism village or not besides seeing the potential of natural resources and customs.

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