The Role Of Community-Based Tourism In Destination Social Responsibility And Sustainable Tourism Development In Carangsari Tourism Village
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ABSTRACT

Carangsari Tourism Village is one of the tourism destinations that experience stagnant growth every year. In addition to having problems related to cultural commodification due to cultural mixing, the developed tourism activity is not balanced with the participation of local communities, so sustainable tourism development at the local level tends to be worrying. This study analyzes the effect of destination social responsibility and community-based tourism on sustainable tourism development. This research was conducted in Carangsari Tourism Village with research subjects living or residing in Carangsari Tourism Village, Petang District at least 5 years old, at least 17 years old, having ID cards (KTP) of Badung Regency, and registered as members of Carangsari Traditional Village with a sample of 133 families. The sample size was determined on a non-probability basis and snowball sampling was used in sample selection. The data collected by questionnaire was then analyzed using SEM-PLS. The results of research and data analysis indicate that community-based tourism has not directly been able to increase sustainable tourism development. However, other research shows that community-based tourism plays a role in stimulating destination social responsibility and furthermore destination social responsibility is able to increase sustainable tourism development. The strategy for developing the Carang Sari Tourism Village that can be suggested is to explore the natural and cultural potential that exists in the Carang Sari Village area, in the form of castle tourism by making Carang Sari Castle a tourist attraction.

Keywords: Welfare, community-based tourism, sustainable tourism development, destination social responsibility, tourism village, Carangsari Village

1 Introduction

The Tourism sector has become a central component in supporting the economy of a region. The presence of tourism is regarded as having a significant role, particularly in opening up industrial opportunities, providing high employment rates, and improving the living standards of the local community (Adi & Mulyadi, 2019). The high diversity of local tourist destinations and their promising potentials result in the uniqueness of each region being identified as an advantage for each tourism destination, thereby attracting the perception and interest of visitors to visit.

Su and Huang (2012) introduced the term Destination Social Responsibility (DSR), which refers to the social responsibility of destinations and is related to the paradigm of sustainable and responsible tourism (Mihalic, 2016). One of the destinations that has implemented the concept of Destination Social Responsibility (DSR) in tourism development in Indonesia is Carang Sari Village, located in Badung Regency, Bali Province. Evidence of Carang Sari Village's implementation of DSR is its certification in CHSE (Cleanliness, Health, Safety, Environment Sustainability), which is a certification process provided to Tourism Businesses, Tourism Destinations, and other Tourism Products to ensure tourists regarding the implementation of Cleanliness, Health, Safety, and Environmental Sustainability (desawisatacarangsari.com). This is in line with Su and Swanson's (2020) validation of the first DSR measurement scale, which focuses on the perspective of residents and encompasses economic, environmental, social, voluntary, and stakeholder dimensions. All stakeholders in Carang Sari Village played a role in the CHSE certification process. Carang Sari Village has followed the guidance of all stakeholders in the development of the tourism village, which provides benefits to the local community through sustainable, community-based tourism development.
Carang Sari Village is one of the seventeen Tourism Villages in Badung Regency, as stated in the Decree of the Regent of Badung No. 47 of 2010 and No. 22 of 2021 regarding the designation of tourism village areas in Badung Regency. The purpose of designating tourism villages is to prevent economic disparities between South Badung and North Badung. With the Regent's Decree concerning Tourism Villages for North Badung, particularly Carang Sari Village, it is expected that the traditional village can manage its tourism potentials, prioritizing aspects of sustainable tourism based on the community, culture, and environment. Carang Sari Village falls under the category of developing tourism villages moving towards progress (Dispar Prov Bali, 2023). The following table shows the seventeen data of Tourism Villages in Badung Regency along with their categories.

Table 1.1
Tourism Village in Badung Regency in 2023

<table>
<thead>
<tr>
<th>No</th>
<th>Tourism village name</th>
<th>Subdistrict</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bongkasa Pertiwi</td>
<td>Abiansemal</td>
<td>Developing</td>
</tr>
<tr>
<td>2</td>
<td>Pangsan</td>
<td>Petang</td>
<td>Stub</td>
</tr>
<tr>
<td>3</td>
<td>Petang</td>
<td>Petang</td>
<td>Developing</td>
</tr>
<tr>
<td>4</td>
<td>Pelaga</td>
<td>Petang</td>
<td>Stub</td>
</tr>
<tr>
<td>5</td>
<td>Belok</td>
<td>Petang</td>
<td>Stub</td>
</tr>
<tr>
<td>6</td>
<td>Carangsari</td>
<td>Petang</td>
<td>Developing/developed</td>
</tr>
<tr>
<td>7</td>
<td>Sangeh</td>
<td>Abiansemal</td>
<td>Developing</td>
</tr>
<tr>
<td>8</td>
<td>Baha</td>
<td>Mengwi</td>
<td>Developing</td>
</tr>
<tr>
<td>9</td>
<td>Kapal</td>
<td>Mengwi</td>
<td>Stub</td>
</tr>
<tr>
<td>10</td>
<td>Mengwi</td>
<td>Mengwi</td>
<td>Developing</td>
</tr>
<tr>
<td>11</td>
<td>Munggu</td>
<td>Mengwi</td>
<td>Developed</td>
</tr>
<tr>
<td>12</td>
<td>Bongkasa</td>
<td>Abiansemal</td>
<td>Developing</td>
</tr>
<tr>
<td>13</td>
<td>Abiansemal Dauh Yeh Cani</td>
<td>Abiansemal</td>
<td>Stub</td>
</tr>
<tr>
<td>14</td>
<td>Sobangan</td>
<td>Mengwi</td>
<td>Stub</td>
</tr>
<tr>
<td>15</td>
<td>Cemagi</td>
<td>Mengwi</td>
<td>Stub</td>
</tr>
<tr>
<td>16</td>
<td>Penarungan</td>
<td>Mengwi</td>
<td>Stub</td>
</tr>
<tr>
<td>17</td>
<td>Kuwum</td>
<td>Mengwi</td>
<td>Stub</td>
</tr>
</tbody>
</table>

Source: Bali Provincial Tourism Office, 2023

Tourism village Carangsari is known to have more than five hundred external investors from all over Indonesia, formed within the RV University, and branded as "The Historical Village" due to the presence of Bali's national hero, I Gusti Ngurah Rai. In 2021, this tourism village was awarded first place in the Indonesian Tourism Village Awards (ADWI, 2021). Historically, Carangsari tourism village has diverse cultural heritage that emphasizes environmental conservation. Cultural landmarks such as Pura Pusering Jagat, Taman Beji Samuan as a spiritual attraction, Maestro Topeng Tupek art, and cultural acculturation with Chinese influences, including numerous shops owned by the Chinese community in the village, known as "Nyame Toko" or brotherly shops. Additionally, creative industries such as POD chocolate, which has been renamed as Junggle Gold, are also gathered in this village. Seventeen micro, small, and medium enterprises (UMKM) have flourished due to the Carangsari tourism village, necessitating government attention regarding informative and creative product packaging training to enhance the value for tourists. Moreover, the presence of tourism events in Carangsari Village has had a positive impact on the local economy. The strong emphasis on environmental, cultural, and tourism sustainability makes Carangsari Village a candidate for further development, particularly in the field of sustainable tourism village development.

However, the current development of tourism activities is not accompanied by sufficient participation from the local community but rather dominated by local individual entrepreneurs. Previous research on Carangsari tourism village indicates issues related to the inability to effectively introduce tourism potentials (Suryawan, 2016), and there is a need for optimal and extensive involvement of relevant stakeholders in the development of Carangsari Village as a tourism village (Cahyana and Nugroho, 2019). Thus, it can be stated that Carangsari tourism village is currently a developing tourist area or village, working in synergy with all parties and stakeholders to develop sustainable tourism. One indicator used is the increase in tourist arrivals, which has a positive impact on the local economy.
community’s income, employment opportunities, and overall economic development. One effort that can be undertaken by tourism stakeholders in Carangsari Village is the implementation of destination social responsibility and community-based tourism for the betterment of Carangsari tourism village. Sustainable Tourism Development principles are integral to tourism development, where both management and the local community must work in harmony to achieve sustainable tourism. Destination Social Responsibility serves as a platform to support Sustainable Tourism Development activities, as it involves the environment, community, local wisdom, and other aspects for the development and success of the tourism area.

Previous research has revealed that Community-Based Tourism (CBT) is one of the tourism activities that directly involves the local community and has the potential to improve the quantity and quality of tourism villages, leading to economic development. Dodds et al. (2016) and Lemelin et al. (2015) found that CBT serves as an alternative form of tourism to address the phenomenon of mass/conventional tourism. Johnson (2010) explains the potential of realizing Community-Based Tourism through social economy enterprises, providing examples of various business models where Community-Based Tourism is used as a tool to achieve economic benefits. Carr et al. (2016) highlight the indigenous culture and cultural heritage of a community as resources for Community-Based Tourism. This is considered strategic because, in addition to its economic benefits, tourism serves as a tool for preserving indigenous culture by enhancing tourist attractions supported by the participation of the community as tourism workers, planners, and managers (Nechifor, 2014). Furthermore, Campbell and Vainio-Mattila (2003) propose that Community-Based Tourism development provides alternative opportunities for tourism activities that have conservation value and community participation.

On the other hand, Community-Based Tourism is often seen as a concept or theory and even regarded as naive and unrealistic (Blackstock, 2005; Ghaderi and Henderson, 2012). Xi et al. (2015) point out that rural tourism development carries risks of environmental damage and land conversion. For instance, in Gougezhuang Village, Yesanpo, China, forest land has been converted into tourism accommodations, residential land transformed into tourism accommodations and entertainment venues, and other lands turned into shopping and catering areas. Blackstock (2005) states that Community-Based Tourism is "naive and unrealistic," dismissing it as merely a slogan. Despite the fundamental concept of empowering communities, Community-Based Tourism is often used as a tool to maintain economic stability and legitimize tourism activities as local "interests."

Based on the aforementioned background, there is an assumption that the presence of Community-Based Tourism potentially poses a threat to local culture due to its interaction with foreign materialistic cultures (McKean, 1977), as well as the degradation of local culture resulting from cultural commodification (Picard, 1995). This poses a threat that can degrade the value of local culture, particularly in Carangsari Village, Badung Regency. In line with these issues, this research aims to develop a model that investigates the influence of implementing Destination Social Responsibility (DSR) and Community-Based Tourism (CBT) in relation to sustainable economic and tourism development (Sustainable Tourism Development). The research is conducted to confirm the application of theories of sustainable economic and tourism development influenced by Destination Social Responsibility (DSR) and Community-Based Tourism (CBT).

The focus of this research is on the impacts of tourism as a source of foreign exchange earnings and income generation for the local community, while simultaneously achieving cultural resilience and preservation as well as nature conservation, collectively referred to as sustainable tourism. In this study, the participation of the local community as tourism stakeholders in Carangsari Village is confirmed in enhancing the process of tourism village development in Carangsari, with a focus on various dimensions that depict the role of each variable. The inconsistency in previous research on community-based tourism's positive and negative impacts on the sustainability of tourism development makes this research important to conduct, especially the analysis of the role of destination social responsibility as a mediating variable, which is expected to provide answers to these issues. This research analyzes the role of destination social responsibility in the analysis of sustainable Community-Based Tourism in Carangsari Tourism Village.

2 Research Methods

This research employs a quantitative approach (positivism) to determine the level of association among variables, namely Community-Based Tourism, Destination Social Responsibility, and Sustainable Tourism Development. The study is conducted in Carangsari Tourism Village, which is administratively located in Petang District, Badung Regency, Bali Province. The residents of Carangsari Village are used as research respondents, while
Community-Based Tourism (CBT), Destination Social Responsibility (DSR), and Sustainable Tourism Development (STD) serve as the research objects.

The population in this study consists of individuals residing in Carangsari Tourism Village, Petang District, who have been living there for a minimum of 5 years, are at least 17 years old, possess an identity card (KTP) from Badung Regency, and are registered as members of Carangsari Traditional Village. The unit of analysis is household members or heads of households, totaling 1,549 households based on the Carangsari population data in 2022. The sampling method employed in this study is non-probability sampling. Non-probability sampling is conducted using the snowball sampling technique, also known as chain-referral sampling. The data analysis method used in this research is the Partial Least Square (PLS) approach.

### 3 Research Results And Data Analysis

#### Table 2.
The Role of Destination Social Responsibility and Community-Based Tourism on Sustainable Tourism Development in Carangsari Tourism Village

<table>
<thead>
<tr>
<th></th>
<th>Original Sample</th>
<th>Standard Deviation</th>
<th>T Statistics</th>
<th>P Values</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBT (X) -&gt; DSR (M)</td>
<td>0,412</td>
<td>0,104</td>
<td>3,973</td>
<td>0,000</td>
<td>Significant</td>
</tr>
<tr>
<td>CBT (X) -&gt; STD (Y)</td>
<td>0,151</td>
<td>0,105</td>
<td>1,440</td>
<td>0,150</td>
<td>Non significant</td>
</tr>
</tbody>
</table>

Source: Data processed, 2023
Information:
X = Community-Based Tourism (CBT)
Y1 = Destination Social Responsibility (DSR)
Y2 = Sustainable Tourism Development (STD)

The variable Community-Based Tourism (X) has a direct positive but non-significant effect on the variable Sustainable Tourism Development (Y2). The calculated t-value for Community-Based Tourism (X) on Sustainable Tourism Development (Y2) is smaller than the critical t-value (1.440 < 1.66), and the p-value is greater than 0.10 (0.150 > 0.10). Therefore, it can be concluded that Community-Based Tourism has a direct positive but non-significant effect on Sustainable Tourism Development. This means that an increase in the value of Community-Based Tourism does not lead to an increase in Sustainable Tourism Development.

From Table 2, it is observed that the path coefficient (β1) is 0.151 with a p-value of 0.150. The path coefficient (β1) of 0.151 indicates a positive effect of Community-Based Tourism (CBT) on Sustainable Tourism Development (STD). However, the p-value of 0.150 is greater than 0.05, indicating that the effect of Community-Based Tourism (CBT) on Sustainable Tourism Development (STD) is not significant. Therefore, it can be stated that the hypothesis suggesting a positive and significant influence of the implementation of Community-Based Tourism on Sustainable Tourism Development in Carangsari Tourism Village is not supported. This means that the direct influence of the implementation of Community-Based Tourism on Sustainable Tourism Development in Carangsari Tourism Village is positive but non-significant. This may be due to the involvement of various predisposing factors in the variable. If consistently implemented across all layers of society, the application of Community-Based Tourism (CBT) would support Sustainable Tourism Development from a local perspective. The lack of direct impact of the implementation of Community-Based Tourism on Sustainable Tourism Development in Carangsari Tourism Village may be attributed to other main supporting factors of STD that have clearer impacts.

Hutnaleontina et al. (2022) research explains that the CBT model is highly suitable for supporting sustainable tourism while considering the supporting components of both variables. The low role of the local community, mediated by a less strategic environment, limited knowledge in sustainable tourism management, and inadequate financial resources, results in Community-Based Tourism not directly enhancing Sustainable Tourism Development in Carangsari Tourism Village (Wirahayu et al., 2019). Additionally, local government regulations and policies related to the implementation of Community-Based Tourism hinder Sustainable Tourism Development.

Table 2 demonstrates that the variable Community-Based Tourism (X) has a direct positive and significant effect on Destination Social Responsibility (Y1). The calculated t-value for Community-Based Tourism (X) on Destination Social Responsibility (Y1) is greater than the critical t-value (3.973 > 1.66), and the p-value is less than
0.10 (0.000 < 0.10). Therefore, it can be concluded that Community-Based Tourism has a direct positive and significant effect on Destination Social Responsibility. This means that as Community-Based Tourism increases, Destination Social Responsibility also increases.

From Table 2, it is observed that the path coefficient (β2) is 0.412 with a p-value of 0.000. The path coefficient (β2) 0.412 indicates a positive effect of Community-Based Tourism (CBT) on Destination Social Responsibility (DSR). Furthermore, the p-value of 0.000 is less than 0.05, indicating that the effect of Community-Based Tourism (CBT) on Destination Social Responsibility (DSR) is significant. Therefore, it can be stated that the hypothesis suggesting a positive and significant influence of the implementation of Community-Based Tourism (CBT) on Destination Social Responsibility (DSR) in Carangsari Tourism Village is supported. This means that the direct influence of the implementation of Community-Based Tourism (CBT) on Destination Social Responsibility (DSR) in Carangsari Tourism Village is positive and significant.

The hypothesis testing results in this study indicate that there is a positive and significant influence of the implementation of Community-Based Tourism (CBT) on Destination Social Responsibility (DSR) in the community of Carangsari Tourism Village. In other words, it can be stated that the implementation of Community-Based Tourism (CBT) directly enhances Destination Social Responsibility (DSR) in Carangsari Tourism Village.

To achieve, improve, and foster the role of Destination Social Responsibility (DSR) in Carangsari Village, local and regional governments should establish and jointly implement the development of Community-Based Tourism (CBT). Destination Social Responsibility (DSR) represents the responsibility of stakeholders in the destination to generate economic benefits for the local community, improve the welfare of the community, and reduce negative impacts on the economy, environment, and socio-cultural aspects (Hutnaleontina et al., 2022).

Several studies have indicated that Community-Based Tourism (CBT) directly enhances Destination Social Responsibility (DSR) (Agapito et al., 2022; Han et al., 2019; Khan et al., 2021; Nasr et al., 2022). Khan et al. (2021) research explains that various components support the implementation of CBT in tourism areas to enhance DSR. Their findings show that sustainable tourism policies, destination management, and Destination Social Responsibility significantly impact Sustainable Tourism Development. Responsible behavior of the community can contribute to the realization of various supporting components of DSR, ultimately enhancing the role and implementation of sustainable tourism and resulting in increased welfare (Su, Huang, & Pearce, 2018).

4 Conclusions And Suggestions

Based on the previously presented research findings and discussions, the following conclusions can be drawn: the positive and significant impact of implementing Community-Based Tourism (CBT) on Sustainable Tourism Development (STD) in Carangsari Tourism Village has not been empirically tested; in other words, it can be stated that the direct implementation of Community-Based Tourism (CBT) does not necessarily enhance Sustainable Tourism Development (STD) in Carangsari Tourism Village. Conversely, the positive and significant influence of implementing Community-Based Tourism (CBT) on Destination Social Responsibility (DSR) within the community in Carangsari Tourism Village has been empirically tested; in other words, it can be stated that the direct implementation of Community-Based Tourism (CBT) can enhance Destination Social Responsibility (DSR) in Carangsari Tourism Village.

To develop the Carang Sari Tourism Village, it is necessary to explore the existing natural and cultural potentials within the Carang Sari Village area. This includes establishing a palace tourism attraction by highlighting Puri Carang Sari as a tourist destination, as it is the birthplace of the national hero I Gusti Ngurah Rai who fell during the Battle of Margarana. Additionally, the development of community-managed guesthouses, creation of alternative trekking routes, promotion of traditional crafts and local agricultural production for the needs of tourists, as well as optimization of coordination in managing the tourism village, should be prioritized. If feasible, integrating rafting activities with the products or attractions of Carangsari Tourism Village should be considered. To achieve these objectives, careful planning is required to design products that align with specific market segments and target audiences.

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