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Assessing Residents' Support for Tourism Development

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Abstract

This research investigates the factors influencing residents' support for tourism development in Mandalika, Indonesia. The study objective is to examine the interrelationships among variables like community attachment, community involvement, perceived benefits, and perceived cost towards tourism development. The sample of the study was 108 residents of Mandalika. The methods of data analysis used are descriptive and multiple regression. The findings of the research prove that prioritizing community attachment, addressing perceived benefits and costs, and fostering community involvement will contribute to the overall success and positive impact of tourism development in Mandalika.

Keywords: *Tourism Development, Community Support, Mandalika, Community Attachment*

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1.0 Introduction

Tourism has become a burgeoning industry in all countries, Indonesia not being an exception. The Indonesian government and diverse stakeholders were taking measures to tackle the existing challenges and encourage sustainable tourism. These efforts encompassed executing policies and regulations aimed at safeguarding natural resources, fostering responsible tourism practices, and integrating local communities in decision-making processes. Statistics show there has been a significant decline in the number of tourists visiting West Nusa Tenggara province, with figures dropping from 3,508,903 to 839,215 from the year 2021 – 2019 (Suryade & Anggraini, 2021). To address this issue, the development of tourist attractions within the Special Economic Zones could prove to be a valuable contribution to the region. Mandalika, situated in the province of West Nusa Tenggara, has been designated as one of the fifteen Special Economic Zones (SEZs) in Indonesia. Mandalika has effectively hosted sporting events such as MotoGP and World Superbike, which have been received with great enthusiasm by visitors. This is evidenced by the number of visitors reaching 102,801, even after the decline caused by the earthquake disaster in 2018 and the COVID-19 pandemic. Community-based tourism development involves the collaboration and coordination of various stakeholders, including the government and private sector and the community. The support for sustainable tourism among residents was influenced by their perceptions of the economic, social, environmental, and physical benefits that such tourism brings (Bajrami et al., 2020). The Social Exchange Theory (SET), as a theoretical construct, functions to elucidate the perspectives and attitudes of residents concerning the development of tourism. The theory further contended that the residents' influence towards supporting tourism development was contingent on their perceptions of the positive or negative impacts of tourism (Khalid et al., 2019). Positive attitudes towards tourism were likely to arise when individuals discerned concrete benefits, such as economic

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development, employment prospects, upgraded infrastructure, and enriched cultural exchange (Agboola et al., 2021). Scholars have analyzed and discussed public attitudes toward economic, social, and environmental concerns, and whether these outlooks have an impact on their level of support for the tourism industry, as explored by Jurowski & Gursoy (2004). Previous researchers have conducted extensive investigations into the developmental aspects of Community-Based Tourism (Dolezal & Novelli, 2022; Ngoc et al., 2021). However, limited studies focus on residents for Community-Based Tourism. The Mandalika Special Economic Zone has been identified as a promising location for the development of tourism, specifically in the area of sports tourism (Lalu & Muttalib, 2022). Despite being well-prepared to host such activities, the community is still transitioning to community-based tourism and participating in the tourism industry (Azizurrohman et al., 2023). Comprehending the residents' attitudes and support for tourism development in SEZ Mandalika is imperative for devising and executing an efficacious tourism policy. Furthermore, Mandalika is one of the five Super Priority Tourism Destinations, designated as a Special Economic Zone, and is expected to witness a greater influx of tourists than other Indonesian tourism destinations. Therefore, the objective of this study is to examine the inter-relationship among influencing variables namely community attachment, community involvement, perceived benefits, and perceived cost of tourism development in Mandalika, Lombok.

2.0 Literature Review

Indonesia is a nation brimming with natural beauty and boasts an array of diverse landscapes that are pivotal for the growth of the country's tourism industry. The tourism sector has become a priority in Indonesia's economic development, and various policies emphasize tourism as a significant source of foreign exchange. Dzulyana et al. (2019) reported that Indonesia ranked 12th as the top destination, with Bali being awarded the title of the world's best tourist destination. Since the emergence of the COVID-19 pandemic, numerous countries have promptly implemented measures to safeguard their populace and economies. In Indonesia, multiple sectors have been impacted since the first COVID-19 case and continue to be affected, including the economy and tourism sector.

2.1 Factors Affecting Tourism Development and Their Relationship

Community-based tourism (CBT) is a form of tourism that involves the active engagement of the community in identifying and addressing issues and opportunities within the community. The involvement and support of community members are considered indispensable for promoting sustainable tourism in all domains, including rural areas (Bajrami et al., 2020). As noted by Adyatma et al. (2022), the successful implementation of community-based tourism relies upon the attainment of residents and collaborative effort from all stakeholders of the tourism destination, to showcase the cultural significance that characterizes the region. This approach encourages community members to evaluate the effectiveness of these efforts. CBT has been recognized as an effective means of enhancing the economic well-being of local communities and prioritizes the principles of sustainability, environment, society, and culture. It is administered and owned by the community. According to Chan et al. (2021), the consequences precipitated by the growth and expansion of tourism on the indigenous economy encompass a surge in job availability, a rise in revenue collection, and the advancement of local commodities and amenities. The key elements that can be considered as the vital deciding mechanism towards tourism development are Community Attachment, Community Involvement, Perceived Benefits, and Perceived Costs. The first element, community attachment according to Bajrami et al. (2020) emphasizes the degree of attachment that residents feel towards their community. According to Yu et al. (2018), the attachment between the tourism industry and the residents constitutes a crucial facet in comprehending the residents' backing for the advancement of tourism. Community attachment denotes a sense of affiliation, recognition, and affective affinity that residents harbor towards their community. The second aspect is community involvement. Community involvement aids in the preservation and exhibition of local culture, traditions, and heritage (Alexander, 2022). Fafian-Labora & O Loughlen (2020) highlight community involvement involves methods such as volunteer work, active involvement in community-based organizations, attendance at meetings and events, providing innovative ideas and constructive feedback, and collaborating with relevant stakeholders in the community. The involvement of the community is frequently regarded as an essential element in attaining objectives for sustainable development. The third vital element is perceived benefits. The concept of "benefit" is an improvement in a community's economic, social, cultural, or environmental aspects, or a decrease in a previously unfavorable condition. The correlation between perceived benefits and residents' satisfaction with tourism has been studied by Guo (2022). The study demonstrates the significance of perceived benefits in the formation of residents' attitudes and support of tourism development. Lastly, perceived costs in tourism pertain to the negative effects and detriments that residents link with the progress of tourism in their vicinity. These costs may surface in assorted scopes, comprising economic, social, environmental, and cultural sectors (Kim et al., 2021). According to Nazirullah et al. (2023), perceived costs can result in alterations to the dynamics of a community, specifically in the form of overcrowding, congestion, and the erosion of local identity. Residents may hold the view that tourism development disrupts their way of life, impairs social unity, and is responsible for the gradual disappearance of community values and traditions. The perceived cost associated with tourism development encompasses implications such as escalated prices for goods and services, traffic congestion, elevated crime rates, noise and pollution, personal costs, and adverse influences on local culture (Jurowski & Gursoy, 2004). The costs that are perceived by the residents serve as obstacles that prevent them from participating in activities related to tourism, cooperating with stakeholders, and making contributions to the sustainable advancement of tourism in their local community (Nazneen et al., 2019). The support of residents for the development of the tourism industry is determined by multiple factors, encompassing their active involvement in the development of tourism, the extent of attachment to their community, their reliance on the economy, their perception of the positive outcomes, and the degree of importance they place on the community (Kim et al., 2021). Tourism development will not be sustainable without the support of residents. Hence, understanding communities' opinions and their support is important for the local authorities or related parties involved in a tourism development plan. Therefore, in this discussion, the following hypotheses are proposed:

- H1: Community attachment has a significant effect on support for tourism development
- H2: Community involvement has a significant effect on support for tourism development
- H3: Perceived benefit has a significant effect on support for tourism development.
- H4: Perceived cost has a significant effect on support for tourism development.

3.0 Methodology

The research was based on primary data acquired from the local people of Mandalika, Lombok in Indonesia via a survey questionnaire. The G*Power software is used to determine the number of samples. Based on the outcomes of the sampling experiment executed using the G*Power software, the number of specimens employed in this investigation amounted to 108. A snowball sampling technique was used in this study, in which the researcher provided the questionnaire and encouraged respondents to answer and pass it on to others who were eligible (Oregon State University, 2012). The questionnaires were created using Google Forms and disseminated over social media platforms and applications such as Facebook, WhatsApp, email, and Telegram. The questionnaire items are adapted from a study by Lee, 2013; Nicholas et al., 2009; Nugroho & Numata, 2020; Rasoolimanesh et al., 2015; and Jurowski & Gursoy, 2004. Three items were used to assess the community's perception of community attachment, four items on community involvement, five items on perceived benefits, three items on perceived costs, and four items on the dependent variable, support for tourism development. A five-point Likert scale ranging from (1) Strongly Disagree, (2) Disagree, (3) Moderate, (4) Agree, and (5) Strongly Agree was utilized. A pilot study by pre-testing the structured questionnaire and reliability test was conducted, and the results of the Cronbach alpha recorded range of 0.755–0.851 (above 0.70), indicating good reliability. 136 replies exceeding the sample size of 108 were recorded; 26 were invalid, and the remaining 110 were analyzed. It was distributed for two weeks from August to September 2023. Statistical software for the social sciences (SPSS) was used to analyze the data. In addition, descriptive analysis and multiple linear regression were employed to evaluate the aims of the study.

4.0 Findings

4.1 Descriptive Analysis

Table 1 shows the residents' perceptions of their attachment, involvement, perceived benefits, and perceived cost of their support for tourism development. Based on Table 1, the most important aspect of the community attachment among residents is 4.49: 'I am committed to dedicating my time to develop this place'. On the other hand, the lowest mean score is 4.39, indicating that they identify their village to be their true hometown. The perception of community involvement in decision-making for the tourism development of Mandalika is even more pronounced, with a mean score of 4.51 and a standard deviation of 0.60, suggesting a strong level of community engagement in strategic discussions about tourism. Communities' perspectives on the economic and social impact of tourism on their local area indicating their agreement with the assertion 'Tourism contributes to improving incomes and the standard of living' is significantly high with an average mean score of 4.63, reflecting the perceived positive influence of tourism on personal economic well-being. The perceived cost of tourism development in a community was assessed using three aspects including the disruption of community life, the increase in noise, and the overcrowding in the community. The overall mean score for perceived costs was 3.58 illustrating a moderate level of concern across all aspects. The mean score for support of tourism development, 'belief in the vital role of tourism for the community' has the highest mean score of 4.63. The results of the descriptive analysis indicate that in general there is a strong and consistent support for tourism development, thus there is an impact of community attachment, community involvement, perceived benefits, and perceived cost on residents' support for tourism development.

Table 1. Mean Scores

Items	Means	Standard Deviation
I identify my village to be my true hometown.	4.39	0.66
I have an emotional attachment to this place - it has meaning to me.	4.44	0.64
I am willing to invest my talent to make this an even better place.	4.48	0.65
I am committed to dedicating my time to developing this place.	4.49	0.60
I am involved in the decision-making for the sustainable tourism of this community.	4.36	0.70
The residents of this community have been involved in the management of tourism.	4.47	0.67
The residents of this destination have been involved in decision-making about the tourism development of Mandalika.	4.51	0.60
I have the opportunity to participate in tourism planning in the future	4.50	0.60
Increasing the number of tourists to a community improves the local economy.	4.56	0.58
Tourism encourages more business for local people.	4.58	0.59
Tourism contributes to improving incomes and standard of living.	4.63	0.57
Tourism generates substantial tax revenues for local government.	4.56	0.61
Tourism enhances residents' quality of life.	4.53	0.58
Community life has become disrupted as a result of the development of tourism.	3.39	1.21
Tourism increases noise	3.61	1.28
Tourism causes overcrowding in our community	3.76	1.19
I support community-based tourism in Mandalika	4.35	0.74
I would like to see more tourists in Mandalika	4.47	0.60
I support tourism having a vital role in this community	4.63	0.50

I believe that tourism should be actively encouraged in my community.

4.56

0.58

4.2 Regression Analysis

To see whether there is a significant relationship between community attachment, community involvement, perceived benefits, and perceived cost and their influence on tourism development, a single-step multiple regression was conducted. The sixteen items in the independent (community attachment, community involvement, perceived benefits, and perceived cost) dimensions and four items in the dependent dimension (support for tourism development) were collapsed and entered into the equation. The outcomes demonstrated a significant relationship between community attachment, community involvement, perceived benefits, perceived cost, and residents' support for tourism development. The residents' perception of community attachment, community involvement, perceived benefits, and perceived cost was able to explain 74.46% ($R^2 = 0.744$, $F\text{—change} = 76.192$, $p < 0.000$) of the variance in support for tourism development. It shows that residents' perceptions of community attachment, community involvement, perceived benefits, and perceived cost significantly and positively influence their support for tourism development. Besides that, Table 2 shows the value of the beta coefficients for this study. This study suggests that community attachment has the highest Beta value (0.399), and is the strongest influence on their support for tourism development, followed by Perceived Benefits (0.243), Community Involvement (0.221), and Perceived Cost (0.113). However, community involvement has statistically insignificant relationships with residents' support for tourism development. Thus, it is evident that all of the hypothesis tests were supported (H1, H3, H4), except hypothesis 2 (H2).

Table 2. Coefficient

Model	Unstandardized Coefficient	Std Error	Standardized Beta	t	Sig.
Constant	0.478	2.58			
Community Attachment	0.377	1.26	0.399	2.992	0.003
Community Involvement	0.205	1.27	0.221	1.611	0.110
Perceived Benefits	0.273	0.85	0.243	3.217	0.002
Perceived Costs	0.050	0.24	0.113	2.042	0.044

Dependent Variable: Support of Tourism Development

5.0 Discussion

The overall average score for perceived benefits is 4.57, revealing a strong consensus among participants that tourism has favorable outcomes for their community. The low standard deviations across the items indicate that these positive perceptions are widely shared among the participants. For perceived cost, the overall mean score for perceived costs was 3.58, illustrating a moderate level of concern across all aspects. The overall average score for community attachment was 4.45, indicating a strong connection and commitment to the local community among the respondents. These findings imply that the individuals surveyed possess a profound sense of community attachment, which may impact their behaviors and attitudes toward community development endeavors. The relatively low standard deviations suggest a consensus among the participants regarding their sentiments of community attachment. The overall mean score of 4.46 for community involvement suggests that respondents generally hold a positive view regarding community involvement in tourism development. The results of the regression analysis reveal that the independent variables, community attachment, community involvement, perceived benefits, and perceived cost, have a substantial impact on residents' support for tourism development. Between these elements, community attachment has the greatest influence on their support for tourism development. Thus, this study's findings indicate a significant association between community attachment, community involvement, perceived benefits, perceived cost, and their support for tourism development. It implies that when their attachment, involvement, perceived benefits, and perceived cost to society are high, their support for tourism development increases. These findings provide compelling evidence to support the hypothesis that community attachment has a statistically significant effect on the level of support for tourism development. This is in line with a study by Khalid et al. (2019) on a significant correlation between community support for tourism and the development of sustainable tourism, highlighting the important role that community support plays in achieving sustainable tourism goals. Furthermore, According to Yu et al. (2018), the relationship between the tourism industry and residents is crucial for understanding residents' support for tourism development. Community attachment refers to residents' sense of affiliation, recognition, and emotional connection to their community. It significantly influences residents' attitudes and support for tourism development. However, this study found an insignificant relationship between community involvement and residents' support for tourism development. This discovery aligns with the investigation conducted by Anuar et al. (2022), which has underscored the necessity to explore the role of community involvement in shaping support for tourism development and has suggested the possibility of the impact of community involvement varying across distinct contexts, necessitating further examination. The research findings provide substantial evidence to support the hypothesis that perceived benefits have a significant effect on support for tourism development. These findings are consistent with findings by Kim et al. (2021) on the significance of perceived benefits concerning citizen support for tourism expansion at the community level, indicating that residents are more inclined to endorse tourism development when they perceive that the benefits outweigh the associated costs. Furthermore, the concept of "benefit" is defined as an enhancement in the economic, social, cultural, or environmental aspects of an individual or community; thus, obtaining insights into residents' perceptions of benefits is crucial for advancing sustainable tourism development and instilling favorable attitudes within local communities. The perceived costs also exert a statistically significant effect on the level of support for the development of tourism in Mandalika, Lombok. It corroborates the findings by Hsu et al., (2019) where there is a positive association

between the perceived costs and the support for tourism development, suggesting that concerns regarding the potential adverse effects of tourism, such as overcrowding and environmental degradation, may contribute to an increased level of support and how these perceptions impact their endorsement of development. The literature review further supports the importance of perceived cost in shaping the attitudes and behaviors of residents toward the advancement of tourism. It underscores the notion that perceived costs encompass adverse effects and disadvantages that local inhabitants associate with the progression of tourism in their vicinity, encompassing economic, social, environmental, and cultural repercussions (Kim et al., 2021).

6.0 Conclusion and Recommendation

The research presented in this study offers significant implications for the planning of sustainable and community-focused tourism in Mandalika, Lombok. Primarily, the investigation underscores the crucial role of community involvement in the development of tourism. By involving the community in the decision-making process, tourism initiatives can be better aligned with the local context, resulting in greater support and acceptance. Additionally, the research emphasizes the need to maximize the benefits, such as economic growth, job creation, and cultural exchange, while simultaneously minimizing the costs, including environmental impact, cultural erosion, and strain on infrastructure. This balance is essential for the sustainable development of tourism. Careful planning is important to ensure the fair distribution of economic benefits among residents and the community's prosperity. While this study has provided valuable insights into the factors that influence community support for tourism development in Mandalika, it is crucial to acknowledge the geographical limitation, cross-sectional design, and potential subjectivity in responses as study limitations.

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