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THE DYNAMICS OF COMMUNITY EMPOWERMENT IN TOURISM: A CASE IN NUSA PENIDA ISLAND, BALI

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ABSTRACT

Community empowerment is not only seen from an economic aspect, but can be studied in a behavioral perspective. Poverty and community empowerment will be enhanced if individual behavior changes. The survey was conducted purposively on 250 people of Nusa Penida and analyzed with SEM. The results found that 85% of the people of Nusa Penida have transformed the tourism sector. The emergence of several attractions in the Nusa Penida region, as well as the support of traditional institutions in the capital motivates people to get out of poverty. Community attitudes mediate cultural relations and community empowerment. Attitudes of wanting to change from habits of inferiority, laziness, and just relying on the help of others will provide reinforcement to the empowerment of the community. The community has social capital and a strong entrepreneurial spirit to break free from poverty. Tourism has proven to be an antecedent in growing the attitude and empowerment of the Nusa Penida community. Local entrepreneurs have sprung up in various tourism activities, such as lodging, transportation and water recreation businesses. The success of other people becomes a challenge that motivates themselves to reduce the negative culture existing in society.

INTRODUCTION

Inequality of income among the people residing in tourism areas is inseparable from the issue of poverty. Arsyad (2004) stated that developing countries were experiencing significant economic growth in the 1960s but they did not contribute with equal significance to the alleviation of poverty. Tourism development and economic growth are interrelated in alleviating poverty (Bryden, 1973). Poverty is not independent of all other things but comes from the interaction between various aspects— especially culture and economy—

existing in an individual. Efforts that have been made to empower the poor by improving their capacity through sectoral program are still lacking in their effectiveness and tend to miss the right target community because such program is carried out partially. One of the sectors with high sustainability potential is tourism (Ashley, *et al*, 2001). Tourism is beneficial for economic growth, especially in improving the economy of poor households through empowerment (Gibson 2009: 527-528; Suardana, *et al*, 2016; Leon (2006: 341).

Ashley, *et al* (2001:2); Hall (2008:19-21) stated that any tourism development requires the country's roles as the enactor of development and regulator of public policy, so that public policy may serve as a control to prevent negative impacts of tourism development and be able to make positive contribution to the overall development of the community welfare. Lewis and Brown, (2008) strongly expressed that sufficient attention should be given to poverty alleviation and changes in community structure, considering that society has a culture taking the form in values that lead to the making of poverty. The attitude of simply accepting poverty as one's fate causes 36% of individuals reluctant in trying to get out of the circle of destitution (Blomquist, 2002). To be able to free one's self from poverty, a person needs to change their attitude and behavior. Attitude is heavily influenced by the stimuli received which in turn affects the behavior (Fisbien and Azhen (1975).

Geographically, Nusa Penida subdistrict is located across Klungkung Regency. Its natural condition has an immensely varied topography and is barren as a result of being close to coastline. The availability of road infrastructure is especially limited, and economic traffic is through the oceans and this make marketing of goods and produces is not maximized. Poverty in this district is not only caused by those natural factors but also by mental and cultural attitudes. Local culture-based empowerment programs have been conducted by the government in its effort to alleviate poverty in the area, and sustainable livelihood approach is implemented on farmers (Mardana, 2014).. The research also aims to identify the influence of tourism and personal culture of the community on the attitude and empowerment of the community in Nusa Penida.

THEORETICAL CONSIDERATION

The research on tourism and poverty in macroeconomic perspectives had been carried out by numerous experts (Karim, *et al*, 2012; Wood, 2005; Spencely and Seif, 2003; Ashley *et al*, 2001; Scheyvens and Momsen, 2008; Eyben *et al* (2008) and Tosun, 2000; Suardana, 2015) The findings indicated that tourism: (1) has significant impact on improving the economy of the poor in Bangladesh, (2) is able to maintain the social value of local culture from foreign influences, and (3) is able to raise community income and welfare. In addition, Karim *et al* (2012) found that tourism industry has become one of global industries that is monopolized by developed countries and has penetrated nearly all of the developing ones.

Gustafsson and Yue (2006) and Sen (1998) argued that the mode of poor community empowerment should be designed more into local cultural

approaches. Local potentials and culture will be more easily understood and implemented by the community itself without any burden of expenses. Wood's study (2005) found that sustainable *pro poor tourism* development in Peru provided the most effective role in regional planning participation. Ashley *et al* (2002) examined the empirical experience on *pro poor tourism* strategies in South Africa, Namibia, Uganda, St. Lucia, Ecuador and Nepal. Scheyvens and Momsen (2008) stated that almost all countries in small archipelago depended on tourism as a source of income for the development of their country. The results of this study were supported by Torres and Momsen (2004:294-5) stating that tourism industry is the engine of economic growth for small archipelagic countries as a source of income, a means to increase tax revenue and to provide employment for the communities. People engage in creating a variety of souvenir products to attract visitors.

Tourism

Tourism in its essence is closely related to social and cultural life of community. Tourism occurs when interaction between hosts and visitors happens (Scheyvens and Momsen (2008:36). Tourism plays its role as the drive for economic growth and improvement of the quality of people's life (Wall and Mathieson, 2006:77-78). It has an impact on tax revenues for governments to alleviate poverty through multiplier effect (Richardson, 2010:1). It also generally contributes to enhancing the nation's culture, and benefits the world particularly as an alternative source of income for economy development and growth in developing countries (Selinger, 2009:3-4; Richardson, 2010:1; Tascie, 2013:3-4; Burns and Holden (1995:140-141). The strategy of shortening the distribution of tourism products can optimize the community's role in tourism. (Hill *et al*, 2006:164).

Individual Culture

Culture is everything that relates to mind and reason and are produced by reason and mind (Koentjaraningrat, 1993); Hofstede (1991). Individual cultures are attitudes and actions or habits that people have and are dominated by environment. Mograbi (2007:54) stated that individual behavior is the attitude and conduct or behavior of a human being as an expression of his personality, perception and soul, that affect his performance and other's. Culture of destituteness is a phenomenon or an attitude issue of a person or community caused by cultural factors, such as unwillingness to try to improve the quality of life, laziness, extravagance, and lack of creativity despite countless assistance received from outside parties.

Attitude towards Poverty

Human attitudes are caused by personal stance towards the object of that particular behaviour (Suartha, 2015). Attitudes play an important role in achieving life goals. According to Rahayuningsih (in Mussawir, 2009), it is mentioned that 85 percent of individual success results from an individual's attitude and the rest is determined by his abilities. Theories on attitudes developed by Fishbein and Azjen (1975) noted that intention to behave is

determined by one's attitude towards the behavior. Attitudes have cognitive, affective and conative components (Asael, 2004; Schiffman and Kanuk, 2007).

Empowerment

Empowerment as a process refers to a series of actions performed systematically and reflects sequencing of activities or attempts to change communities that are less or have not been empowered, strong, and capable of empowerment. The achievement of empowerment goals can be realized in abilities. The aim of empowerment is to create self-reliant individuals and communities that are independent in their thinking, action, and self-control. Individuals have cognitive, contemplative, psychomotor and physical or material affective abilities.

RESEARCH METHOD

The current research uses explanatory quantitative paradigm based on hypotheses. The research samples were taken at villages that had poor households and the tourism in the area is flourishing. Based on the criteria, the villages selected as sampling areas were Ped Village, Sakti village, Bunga Mekar village, Suana Village, Batununggul Village, Toyapakeh Village, and Kutampi Village. There were 250 samples taken, distributed in each target village. Of each village, as many as 50 target families were selected as samples. The data was then analyzed using Partial Least Square (PLS) analysis.

RESULT AND DISCUSSION

Based on analysis with SEM modeling using Partial Least Square (PLS), the data must fulfill the outer model requirement by measuring convergent validity, discriminant validity, and average variance extracted (AVE) and composite reliability. The minimum loading factor of the outer model is 0.5. Based on PLS data processing, the outer model has fulfilled the convergent validity criteria, in which all indicators show loading factor above 0.50. This means that the construct has a good convergent validity as presented in Figure 1.

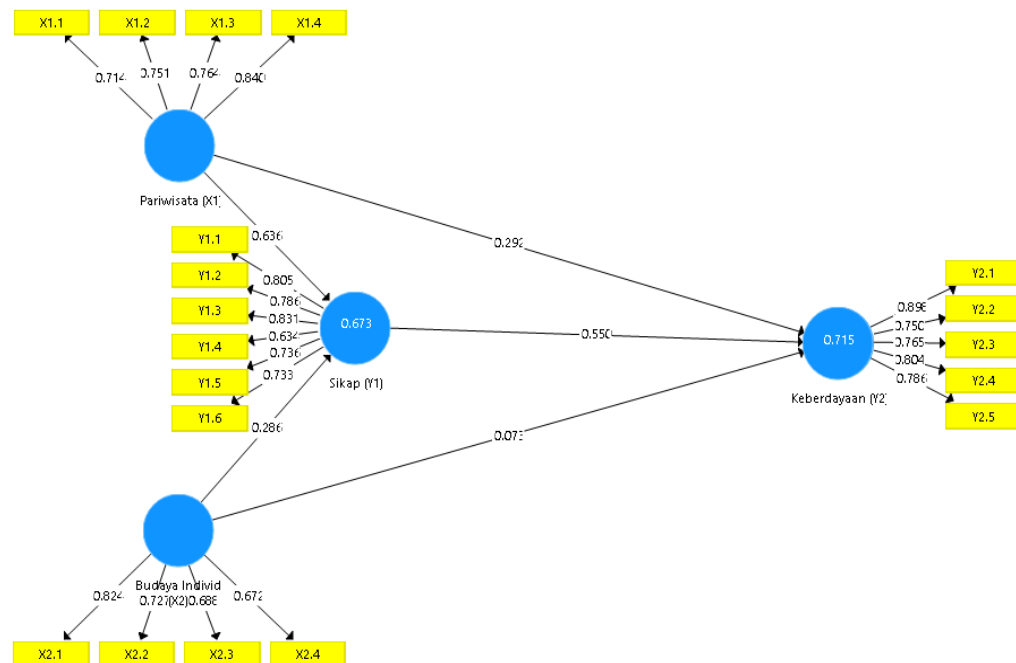


Figure 1. Results of analysis (Results of data processing, 2019)

Prior to discussing the significance of direct influence of each of the exogenous variables on endogenous variables in the research model, validity of model needs to be discussed first. There are three criteria in using techniques of data analysis with *Smart PLS* to measure the *outer model*, and these criteria are *convergent validity*, *discriminant validity*, and *average variance extracted (AVE)* and *composite reliability* (Ghozali, 2008). *Convergent validity* refers to the proportion of loading factor for each of the construct. The research uses a minimum loading factor of 0.50. *Rule of thumb* used in convergent validity is the outer loading value of > 0.50 , communality > 0.5 , and $AVE > 0.5$.

The results of data processing indicate that the outer model value has fulfilled the convergent validity criteria with loading factor above 0.50. Discriminant validity is measurement model with reflective based on cross loading in the construct. This validity is linked to the principle that different measure of construct should not be highly correlated. Cross loading value indicates the presence of good discriminant validity. It can be identified when the correlation value of the indicator to its construct (loading factor) is higher than the correlation value of the indicator with the other construct is. A discriminant validity test can also be measured from the AVE root value that is greater than the correlation value of each variable. Table 1. shows that the AVE root value of each variable is higher than the correlation value of other variables. Therefore, each construct has met the demand of discriminant validity.

Table 1. AVE Value, AVE Root, and Correlation Coefficient

	AVE	AVE Root	Corelation			
			Tourism	Culture	Attitude	Empowerment
Tourism	0,591	0.787	1			
Individual Culture	0.533	0,871	0.941	1		
Attitude	0,572	0,852	0.906	-0.893	1	
Empowerment	0,644	0,874	0,921	-0,756	0,654	1

Source: Data processing, 2019

In evaluating measurement of construct reliability, composite reliability value, that determines internal consistency with value set to be above 0.60 and compares AVE root with correlation between constructs with the value set to be above 0.50. Table 2 shows *reliability* that the value of composite reliability of all constructs is above 0.60 and that has met the reliability criteria. The test results indicate that analysis on all constructs can proceed.

Tabel 2: Composite Reliability

No	Construct	Composite Reliability
1	Tourism	0.852
2	Individual Culture	0.819
3	Attitude	0.889
4	Empowerment	0,900

Source: Data Processing, 2019

Structural model testing (inner model) describes the relationship among latent variables based on substantive theory. The results of inner model testing can determine the relationship among constructs by comparing the significance value and R-square of the research model. The R-square value in inner model can be seen in Table 3. The value of R-square attitude variable of 0.673 can be interpreted that 67% variability of attitude construct is explained by tourism and individual culture, while 33% of community attitude is explained by variables outside the model. The attitude of society in breaking free from poverty might be influenced by household capacity or the size of assets owned. However, those factors are not featured in this study. Similarly, empowerment variable has R-square of 71% which means that 71% variability of community empowerment is caused by tourism, individual culture and attitudes to end their cycles of poverty. Meanwhile, 29% is caused by variables outside the model.

Table 3: R-Square Value

No	Construct	R-Square
1	Attitude	0,673
2	Empowerment	0.71

Source: Data Processing, 2019.

Hypothesis testing;

Hypothesis testing of path coefficient or influence of tourism on attitudes, individual cultures on attitudes, and attitudes towards empowerment is presented in Table 4.

Tabel 4: Result for Inner Loadings

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P Values
Tourism-> Attitude	0,636	0,609	0,100	6,387	0,000
Tourism -> keberdayaan	0,292	0,277	0,103	2,833	0,005
Individual Culture -> Attitude	0,286	0,320	0,105	2,736	0,006
Individual Culture -> Empowerment	0,073	0,071	0,079	0,928	0,354
Attitude -> Empowerment	0,550	0,567	0,119	4,637	0,000

Source: Data Processing, 2019.

Testing of hypotheses in PLS is done using a simulation on each relationship that is hypothesized, and in this case the *bootstrap* method is implemented on the samples. This method also serves to minimize the issue of abnormalities in the research data used. In this study, it had been predetermined that the T-table value with significance of 5%, dk=11, was 2.201. All path coefficients in Table 5.7 have t-statistical value of above 2.201, so it is determined to have a significant influence. The testing of each hypothesis is discussed in the following subsection.

Table 4.11: Indirect Influence (Result for Inner Loadings)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STER R)	P Values
Tourism -> Empowerment	0,349	0,344	0,085	4,092	0,000
Individual Culture -> Empowerment	0,157	0,185	0,081	1,951	0,052

Source: Data Processing, 2019.

The Influence of Tourism Development on Community Attitude

The results showed that the effect of tourism on community attitudes showed coefficient of 0.636, with t-statistic value of 6.387. That t-statistic value is greater than the t-table value of 2.201, which indicates that there is a significant positive influence between the variable of tourism development and the community attitude. This suggests that the better the tourism development in Nusa Penida is, the stronger the community's attitude towards freeing themselves from poverty and working in tourism sector becomes. Nusa Penida has 3 signature tourism namely spiritual tourism, experience tourism and maritime tourism.

It is also strengthened by the opinion of the community stating that since the development of tours at Klingking Beach, Angels Billabong and Broken Beach, tourist visits has increased sharply to the mainland of Nusa Penida. In one day, the average visit reaches 1,200 people who come just to take a selfie in those places. This provides the community opportunity to improve business in tourism services. Bunga Mekar Village, Sakti Village, Batukandik Village and Klumpu Village were once dry lands for farmers, but now 85% of the people depend their livelihood on tourism by working as tour guides, drivers, merchants, and setting up accommodation business in Broken Beach, Angels Billabong and Klingking Beach. Meanwhile in Suana, Toyapakeh, Ped, and Kutampi, 90% of the residents on these villages run their own hotels, homestays, restaurants, and transportation rentals.

This desire to earn more is immensely strong within the society, and dry natural conditions become the driving factor leading them to strive for quitting the farming work. Philip (2008) noted that an effort to break free from poverty can be done through individualistic approaches and human capital structures. Individual attitudes towards their efforts to alleviate poverty are influenced by capacity and opportunity available for them (Suartha, 2015; Gustafsson and Yue, 2006; Mon, 1998; Suardana, et al, 2016).

The Influence of Tourism Development on Community Empowerment

The tourism development and community empowerment have positive and significant impacts on the empowerment of the community with path coefficient value of 0.292 and t-statistic value of 2.833. The t-statistic value is greater than the t-table value of 0.005, indicating that there is significant influence between tourism variable and empowerment. The path coefficient indicates that tourism has presented the community with various business opportunities, better earnings, and improved skills, all in tourism sector.

Nowadays, there have been 256 accommodation choices in Nusa Penida. The average number of rooms in these accommodation providers is 4 to 10 rooms. There are bungalows, homestays and lodging inns with good standard. Average room rate is Rp 300.000 to Rp 600,000. With the current competition trend, these accommodation places have an average occupancy of 80% each day with guests staying up to 3 days. This finding supports the research by Ashley, *et al* (2006) and Cattarinich (2001) stating that tourism plays a very positive role in increasing income of the poor. Similar findings were presented by Anwar (2012); Karim *et al*, 2012; Suardana, *et al*, 2015), Wood, 2005), describing that tourism builds community empowerment and gradually will increase public income. Pro poor tourism can provide benefits in the form of new employment opportunities, increased economic life, and equal distribution of income (Ramadani, 2012).

The Influence of Culture on Community Attitude

The analysis shows that individual culture in society has a significant influence on the attitudes of the community itself. The path coefficient shows a value of 0.286 with a t-statistic value of 2.736, which is greater than 0.005. This indicates that individual culture positively affects the attitude of society. This demonstrates that the more individuals find themselves unenthusiastic about and unwilling to progress, and choose to take resigned stance instead, the stronger is the community attitude about not wanting to free themselves from poverty. Positive individual cultures must be preserved as an internal drive that encourages people to change. The willingness to stop poverty, the desire to make progress and to be open to others is a very defining factor of individual advancement in Nusa Penida. This research also supports Sen theory (1998) arguing that poverty appears in less fortunate households living in a culture that fosters unwillingness to change. This will give rise to low income because the community has no capacity to take advantage of existing opportunities, and be resigned about the situation instead (Faturochman and Molo, 1994; Amstrong, 2012; Ashley *et al*, 2006)).

The Influence of Culture on Community Empowerment

Individual culture shows positive and significant effect on community empowerment. The path coefficient value is 0.072 with t-statistic of 0.928, greater than 0.005. This means that individual culture of society that was believed to hinder progress in the community, such as feeling of inferiority, laziness, dependence on the help of others, has a rather insignificant influence

on the formation of community empowerment according to the previous analysis. This indicates that the stronger is the individual culture of the community, the more increasingly capable and empowered it is to exploit its potential. This empowerment has also been enjoyed by the community in tourism sector. Residents of Nusa Penida are now able to acquire new skills, to get a decent life and able are to interact with others or other businesses. Measured from various self potentials, the people of Nusa Penida have now been able to plan their lives, to direct themselves and to bear responsibilities in family and in society. Entrepreneurship grows stronger and people are encouraged by the success of others. Local entrepreneurs emerge with local investments to compete and progress together.

The Influence of Attitude on Community Empowerment

The community attitude about breaking free from poverty has positive and significant impact on its empowerment with efficient regression of 0.550. This means that the strength of community attitude determines the level of empowerment received by the community. The achievement of empowerment is demonstrated by the condition of increased knowledge, improved accessibility, participation in social economic activities and the rising income. The factor that still has a lower value in this is increased knowledge. This condition is admitted by the community, saying that young people in Nusa Penida can only reach senior high school level and work training. This study supports the research of Suartha (2015), claiming that if a society has a strong desire to get out of poverty, community empowerment will be triggered.

Based on the path coefficient, the proportion of indirect coefficient of tourism influence on empowerment through attitudes reaches the value of 0.349 and t-statistic value of 0.000. This means that attitudes have a very significant role in the empowerment of society. The indirect influence on individual cultural relationships and the empowerment through attitude generates a value of 0.157 with t-statistics of 1.951. This value shows people's attitudes to mediate cultural relationships and community empowerment such as willingness to change their habits of feeling inferiority, being lazy, relying solely on the help of others, which in turn will give confirmation on community empowerment. The research is relevant to that of Suartha (2015), that with high spirit and elimination of negative individual culture, the community will be able to improve their own empowerment and be free from poverty. Furthermore, tourism developed with inclination towards helping the poor (pro-poor tourism), will be able to enrich the community with community empowerment pattern (Hall, 2007:1-2; Goodwin, 2008: 869; Mograbi, *et al.*2007; Suardana, *et al.*, 2016).

CONCLUSION

Based on the description of research results and discussion of findings obtained, it can be concluded that tourism has positive and significant impact on the attitudes and empowerment of society. The better the tourism development is, the stronger would it be the community attitude about breaking free from poverty. Similarly, positive individual culture has positive and significant effect on community attitudes and empowerment. The better-

established individual culture of society is, the stronger the community empowerment gets. Tourism development in Nusa Penida can be an antecedence in the formation of community attitude to become increasingly empowered. Similarly, tourism contributes a great deal to the development of community empowerment in Nusa Penida. The number of visitors, business opportunities in tourism have proved to be decisive indicators in determining attitude and opportunity of community empowerment. Tourism has influenced the community to utilize their own opportunities and the environment as an entrepreneurial opportunity. The awakened creativity of the community can beat the feelings of inferiority and retardation. Empowerment can be established in various aspects of training and self-development in businesses requiring small capital but supporting the needs of tourists during their visit.

In the effort to alleviate poverty in Nusa Penida region, what is needed is more encouragement towards small-scale tourism activities, so that the locals can directly contribute and compete in tourism. A community-based tourism development with fishermen activities or land travel innovations will positively impact the local community. The efforts of community creativity through sustainable household entrepreneurship continue to be built as agent of change of the village. That can be done by developing environmentally friendly tourism products and providing excellent creativity.

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