

## Participation Management Pattern of Tourism Village Communities in Encouraging Sustainable Tourism



Agus Muriawan Putra<sup>1\*</sup>; I Nyoman Jamin Ariana<sup>2</sup>

<sup>1,2</sup>Hospitality Management Study Program, Tourism Faculty, Udayana University, Indonesia

**ABSTRACT:** The tourism sector is very vulnerable to the influence of situations that result in the decline or cancellation of tourist visits, such as: the tension of the country's political situation, natural disasters, the global economic downturn, terrorism and security issues, human rights issues, and most recently related to epidemic situations Covid-19 pandemic. The island of Bali has really felt the bad impact of the Covid-19 Pandemic, where the decrease in foreign tourist arrivals to Bali caused many tourism industries in Bali to close which caused many employees to be laid off and even laid off. An "anomaly" occurred in Babahan Village because precisely during the Covid-19 Pandemic the development and development of the Babahan Rural Tourism was very strong and community participation was also high. A qualitative approach with a combination of FGD and Likert Scale Analysis and Importance Performance Analysis was used to find a naturalist pattern of community participation according to the situation and the benefits it brought to a sustainable rural tourism. The results of data analysis will be presented in a qualitative descriptive manner to provide a clear picture of the motivation and patterns of community participation towards sustainable rural tourism. The results showed that the motivation for community participation was the desire to advance by 33%, high responsibility for their work by 26%, motivation to do their best work by 21%, the desire to learn to master their work by 11%, and recognition of the performance carried out by 9%. According to Tosun's Participation Typology (1999), the participation of the Babahan Rural Tourism community includes "*Spontaneous Participation*", where the pattern of community participation in the development of the Babahan Rural Tourism is: 1) Undercurrent; 2) Active participation and direct involvement; 3) Participation in the entire development process including decision making; 4) Receive benefits; and 5) Participation in evaluating.

**KEYWORDS:** Rural Tourism, Sustainable Tourism, Community Participation, Motivation, Participation Pattern

### 1. INTRODUCTION

Tourism development as an industry always pays attention to the guarantee of tourism resources so that they are maintained and can still be inherited by the next generation. For this reason, planning for the development of tourist destinations or tourist attractions begins with the development of regional tourism that has very diverse potential with various uniqueness and authenticity that exists with the spirit being that people's lives are balanced with culture and belief systems that greatly influence patterns of interaction and management, management of natural resources and spiritual resources from the smallest unit, namely the village. Village development as sustainable tourism development can be realized by developing rural tourism, so that it can attract tourist visits and can improve the welfare of local communities.

Currently, world tourism is experiencing major problems due to the outbreak of the Covid-19 Pandemic. According to the Head of the Bali Province BPS, the pressure on the tourism sector in Bali caused by the Covid-19 pandemic is believed to have an impact on the Bali economy. Bali's economy in the first three months of Quarter I 2020 grew negatively, i.e. -1.14 percent, compared to last year's condition in Quarter I 2019.

This minus growth was out of the ordinary and was greatly influenced by individual and social movements of the community. The number of foreign tourist arrivals directly to Bali in March 2020 was 156,876 visits.

The number of visits during March 2020 decreased by 56.89% compared to the number of foreign tourist arrivals during February 2020 which was recorded at 363,937 visits. The decline in the tourism sector had a domino effect on other business fields which also experienced a decline (Ayitney et al., 2020).

To be able to revive Bali Tourism, real efforts are needed from all parties concerned, not only relying on the government but must be a joint synergy in overcoming this problem. The initial stage as an effort that can be done to revive the tourism sector is to organize the existing potential attractions, especially those in rural areas, not only the tourism potential but also other

## **Participation Management Pattern of Tourism Village Communities in Encouraging Sustainable Tourism**

potentials that can help the community's economy move due to the Covid-19 pandemic, such as: agriculture, plantations, fisheries, animal husbandry, crafts, and so on which are the agrarian sector.

Babahan Village, Penebel District, Tabanan Regency which is one of the villages in Tabanan Regency which has enormous tourism potential, both natural potential, cultural potential, artificial potential, culinary potential, and spiritual potential are also affected by this Covid-19 pandemic. However, the focus on tourism development in Babahan Village has actually increased from the community itself, shown by the enthusiasm and support of the entire Babahan community which is seen as a "participation anomaly" in Babahan Village because just before the Covid-19 Pandemic, community participation and tourism development in Babahan Village. Babahan Village through a rural tourism is not so visible and very different during the pandemic; in fact, community participation and tourism development in Babahan Village actually surfaced and received a positive response from the tourism market. For this reason, it is necessary to conduct research related to this phenomenon entitled: "Patterns of Community Participation in Babahan Rural Tourism, Tabanan Regency".

## **2. LITERATURE REVIEW**

### **2.1 Sustainable Tourism**

Sustainable tourism is the development of a travel concept that can have a long-term impact. Both for the environment, social, culture, and economy for the present and the future for all local people and visiting tourists. In an effort to develop sustainable tourism, the Ministry of Tourism and Creative Economy (Tijal et al., 2022) has developed four focus pillars, including sustainable management (tourism business), long-term sustainable economy (socio-economy), cultural sustainability that must always be developed and maintained, and environmental aspects. Travel that is in great demand by tourists, not just taking a vacation, every tourist also pays attention to travel protocols related to health, safety, comfort and nature preservation (El Din et al., 2013). (Kia, 2021), actually the concept of sustainable tourism is not new in Indonesia. This is evidenced by the many tourist destinations based on sustainable tourism which are still surviving today. The following are 5 tourist destinations based on sustainable tourism in Indonesia complete with natural beauty presented: 1) Baluran National Park; 2) Ujung Kulon National Park; 3) Sangheh Monkey Forest; 4) Punti Kayu Palembang; Umbul Ponggok.

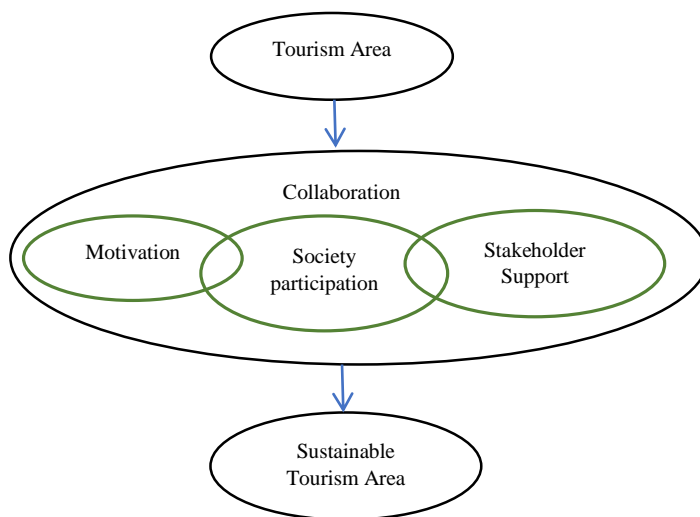
### **2.2 Community Participation**

Lasso & Dahles (2018), Community participation in tourism development is defined as active involvement in every development process of the tourism industry, starting from planning, determining design, developing to monitoring and evaluating, and enjoying the results. There are many things that underlie community participation in maintaining and developing the unique image of the tourist village where this fosters a high sense of participation, Wondirad and Ewnetu (2019). According to (Butler et al., 2022), community participation is a process in which the community participates and takes part in decision making. In terms of quality, participation is an input for policy, strategy, communication, media for public solutions and social therapy.

### **2.3 The Relationship between Community Motivation and Participation encourages Tourism sustainability**

Communities play an important role in supporting tourism development, especially in controlling the direction of tourism development so as to minimize the negative impacts of tourism activities (Birendra et al., 2022). Sustainability of the tourism sector and involvement of citizens in tourism development is very important to ensure that the results obtained are aligned with the needs and benefits of local residents (Liu-Lastres et al., 2022). It was said by (Feyer et al., 2019), community participation is very decisive in the development of a tourist village, so that it cannot be separated from the cultural values of the local community and a decrease in environmental quality, so that tourism management will be able to create a prosperous society along with natural preservation. According to (Rahmawati et al., 2019), developing existing tourism potential and receiving benefits from tourism development, which contributes in a limited way in the form of monitoring activities and encouraging the implementation of tourism development by not being directly involved. Followed by the opinion (Vu & Ngo, 2019) that some of the activities carried out in the community are in accordance with the principles of sustainable tourism development because the existence of community business activities outside the tourism sector can support the tourism sector itself by complementing the lacking sectors around/the natural tourism object area.

# Participation Management Pattern of Tourism Village Communities in Encouraging Sustainable Tourism



**Figure 1. Community Participation Development Concept**

### 3. METHOD

Determination of informants is done using purposive sampling technique to get the accuracy and reliability of data that can be tested for validity and credibility, where informants know the depth of information in connection with the problems studied and they can be accepted by various groups related to management and have knowledge about tourism (Liu-Lastres et al., 2022). Key informants in this study are figures who are considered to know about the object of the research being conducted. These figures are: Village Heads, Indigenous Village Heads, Pokdarwis Chairpersons, Regional Heads, Community Leaders, and the Tourism Industry. In this study, the sample was the Babahan Village community using the Quota Sampling Method, which is a sampling technique by taking a predetermined number of samples. The sampling technique in this study refers to the Slovin formula (Tejada & Punzalan, 2012) which states that:

$$n = \frac{N}{1 + N(e)^2}$$

Description: N: Total Population  
 n: Number of Samples  
 e: Error Rate

The sample used is 100 people. Data collection methods used in this study are: 1) Observation; 2) In-depth interviews; 3) Questionnaire; 4) Literature Studies; and 5) FGD (Cataldi, 2018). Data Analysis Techniques

Data analysis is the process of organizing and sorting into patterns, categories, and basic units of description; so that themes can be found and working hypotheses can be formulated, as suggested by the data [6]. By using qualitative descriptive analysis, which describes a phenomenon and then relates it to other phenomena through interpretation to be described in a quality that is close to reality (Bradshaw et al., 2017).

Importance Performance Analysis (IPA) is also used to measure the attributes of importance and performance levels that are useful for knowing the pattern of community participation in Babahan Rural Tourism, Tabanan Regency. The total assessment of the level of importance and level of performance of each indicator is obtained by adding up the results of multiplying the scores of each scale with the number of respondents who chose the Likert Scale, then the average value of the level of importance and performance is analyzed on the Importance-Performance Matrix, which The X axis represents activity, while the Y axis represents expectations (Chen, 2014). Then there will be results in the form of four quadrants according to the following Table 1:

**Table 1. Quadrant Importance Performance Analysis (IPA)**

<b>A = Main Priority</b>	<b>B = Keep Achievement</b>
<b>C = Low Priority</b>	<b>D = Excessive</b>

Source: Author Processed Results 2021

In this quadrant there are factors that are considered important and which are expected but the performance or activity is not satisfactory, so concentration is needed to allocate resources to improve performance in this quadrant. In this quadrant there are

## Participation Management Pattern of Tourism Village Communities in Encouraging Sustainable Tourism

factors that are considered important and expected by the community as alternative tourism, so it is mandatory to maintain these performance achievements. In this quadrant there are factors that are considered to have low performance or activity and are also not very important, so there is no need to prioritize or pay more attention to these factors. In this quadrant there are factors that are considered not too important by the community but the resulting performance is very good. Therefore, the level of importance is small and the activity is very good, so this quadrant is considered a group that is redundant in terms of resources.

The Likert Scale rating table on Importance and Performance Analysis (IPA) can be seen in Table 2, and the assessment range on the Likert Scale can be seen in Table 2 as follows:

**Table 2. Likert Scale Assessment on Importance and Performance Analysis (IPA)**

Level of Importance		Level of Performance	
Score	Description	Score	Description
5	Very Important	5	Very Good
4	Important	4	Good
3	Neutral	3	Neutral
2	Not Important	2	Not Good
1	Very Unimportant	1	Not Very Good

Source: Author Processed Results 2021

**Table 3. Likert Scale Rating Range on Science Analysis**

Score Range	Description	
	Level of Importance	Level of Performance
4,21 – 5,00	Very Important	Very Good
3,41 – 4,20	Important	Good
2,61 – 3,40	Neutral	Neutral
1,81 – 2,60	Not Important	Not Good
1,00 – 1,80	Very Unimportant	Not Very Good

Source: Author Processed Results 2021

## 4. RESULT AND DISCUSSION

### 4.1 Result

#### A) Motivation for Community Participation in Building a Sustainable Tourism Village

There are several motivations for the Babahan Village community to participate in tourism development in Babahan Village, so referring to the results of research conducted in Babahan Village, the motivation for Babahan Village community participation is:

##### 1. Desire to Advance.

The biggest motivation for the Babahan Village community to participate in the management and development of rural tourism is the "Desire to Advance" with a percentage of 33%, where the community has a desire to improve their standard of living in accordance with the profession and work they are engaged in seriously whose goal is to be able to improve the quality of their economy that fosters creativity and innovation in the community in carrying out these professions and jobs.

##### 2. High Responsibility for His Work

The next motivation for the Babahan Village community to participate in tourism development in Babahan Village is "High Responsibility for Their Work" with a percentage of 26%, where in addition to the Babahan Village community routinely carrying out their daily activities, they also actively participate in tourism development activities in the Babahan Village. Here the community actively participates in listening, discussing, giving opinions, and even participating in joint decision making. In implementing the arrangement and development of tourism in Babahan Village, the community also shows its responsibility by actively participating in village cleaning activities, cleanliness around tourist attractions, cleanliness of waterways, and also in structuring and preparing facilities and facilities to support development tourism in Babahan Village, such as: arrangements around the tubing activity area, arrangement and preparation of roads around Besikalung Waterfall, Batu Kapas Waterfall, Kincir Waterfall, arrangements around Belangkunang Hot Springs, cleaning and arrangement of trekking routes around the area rice fields and community plantations, preparation of parking lots, entrance tickets, and gates to the main attraction of Babahan Village, as well as the preparation of public toilets.

##### 3. Motivation to Do the Best Work

## **Participation Management Pattern of Tourism Village Communities in Encouraging Sustainable Tourism**

The motivation that is also important for the Babahan Village community to participate in tourism development in Babahan Village is "Motivation to Do the Best Work" with a percentage of 21%, where the community consciously and motivated from within already knows what to do because they already know what to do understand their duties and responsibilities. It is not only routine work from the community that is carried out but also general work that aims to make improvements and improvements in Babahan Village which have been programmed, both by the official village and the traditional village. The community will be easily mobilized to carry out activities or activities whose purpose is for the good and the development and development of Babahan Village, so that every program agreed upon in Babahan Village will definitely see its development and success significantly because these programs will be fully supported and implemented by the Babahan Village community.

### **4. Desire to Learn to Master the Job**

The motivation of the Babahan Village community which also fosters participation in tourism development in Babahan Village is the "Desire to Learn to Master their Work" with a percentage of 11%, where the Babahan Village community always participates in training activities on tourism which are held regularly every year by the Department of Tourism Tabanan Regency tourism with various training topics such as: sanitation/hygiene in village tourism development, local resource-based rural tourism development, trekking activities, waste management and processing, rural tourism management, rural tourism marketing, tourism package packaging, culinary processing local community, and so on. Also includes training and mentoring carried out by universities, both public and private through the KKN-PPM Program which was very enthusiastically followed by the Babahan Village community as well as other activities organized by several related agencies.

### **5. Recognition of Performance Done**

The last motivation of the Babahan Village community to participate in tourism development in Babahan Village is "Recognition for Performance Done" with a percentage of 9%, where there is recognition from the leaders in Babahan Village for community participation, namely: taking to the field in various activities in Babahan Village, thereby increasing the motivation of the community in completing the activities carried out, including always being present in the midst of the community, raising the enthusiasm and motivation of the community, both formal and non-formal activities in the community .

## **B. Community Participation Patterns in Building a Sustainable Tourism Village**

In this study, interest level of importance analysis, level of performance analysis, and Importance Performance Analysis (IPA) will be described regarding the pattern of community participation in Babahan Rural Tourism, Tabanan Regency towards sustainable tourism.

### **1) Based on the analysis of data from the results of the responses of the Babahan Rural Tourism community**

The average level of importance in the Babahan Rural Tourism community participation pattern towards sustainable tourism in Tabanan Regency is 4.19 which can be categorized as important which means that the community response regarding the level of interest of community participation in the Babahan Rural Tourism, Tabanan Regency towards sustainable tourism is categorized as important. In detail, the highest to lowest average results are related to the level of importance, namely: Community responsibility (4.42; very important), Efforts to overcome problems (4.23; very important), Community needs (4.21; very important), Development benefits (4.20; important), Decision making (4.16; important), Evaluation process (4.14; important), and Direct community involvement (3.95; important). When referring to the pattern of community participation in the Babahan Rural Tourism, Tabanan Regency towards sustainable tourism, the main focus is "Community responsibility". This community responsibility is a sense of caring to carry out and complete beliefs, both individual and collective in nature given to the community, which include: maintaining community livelihood sources, preserving customs and culture, carrying out religious traditions and rituals, maintaining the harmonization of community life, preserve nature, and the community cares about the rural tourism, and maintains security.

2) Factor that is very important according to the community and above the average level of importance is "Efforts to solve problems". The expected community participation in efforts to overcome problems is carried out by mutual deliberation, prioritizing a sense of kinship and seeking joint solutions, maintaining security and harmony in rural tourism, and continuing to prioritize the interests of the community. The development of the Babahan Rural Tourism will certainly find obstacles and problems, because this is something that is natural in every activity towards improvements and improvements. Even these obstacles or problems can also be a reinforcing drug to always carry out activities or activities with careful planning, for the common good, and always carry out introspection or evaluation of what has been done or implemented.

3) Factor that is also very important for the community is "Community needs". Concrete efforts that need to be done are the maintenance of water sources, equitable distribution of profits, the quality of community human resources is increased, the quality and sustainability of rural tourism is maintained, the poor in the village decreases, and the maintenance of kinship and mutual cooperation in the village. Community participation in the Babahan Rural Tourism is expected to provide positive benefits

## **Participation Management Pattern of Tourism Village Communities in Encouraging Sustainable Tourism**

for the Babahan community itself. For this reason, the community actively participates in the development of the Babahan Rural Tourism consciously and of their own volition to support the development of the Babahan Rural Tourism.

4) factor that becomes important next is "Benefits of development". This is done through efforts, such as: developing community entrepreneurship, increasing community welfare, maintaining community livelihoods, and growing job opportunities in rural tourism. The development of the Babahan Rural Tourism is inseparable from the active participation of the Babahan Village community in supporting the development of the rural tourism. Most of the tourist attractions of Babahan Rural Tourism are very exotic and very interesting landscapes. Where, the landscape of Babahan Rural Tourism is mostly rice fields and community plantations which are the main source of livelihood for most of the Babahan Village community. The development of Babahan Rural Tourism can also have a positive impact on the community along with increasing community understanding and skills related to tourism in Babahan Village.

### **C. Analysis of the Level of Performance Level of Community Participation Patterns**

From the results of the questionnaire related to the responses of the Babahan community, in general, the average performance of the community participation pattern in the Babahan Rural Tourism, Tabanan Regency is 3.89 which can be categorized as good. As for the 7 (seven) factors used to measure performance results, there are average values, such as: Community responsibility (4.10; good), Efforts to overcome problems (3.99; good), Development benefits (3.93; good), Community needs (3.90; good), Decision making (3.85; good), Direct community involvement (3.72; good), and Evaluation process (3.72; good).

It can also be explained that there are 4 (four) factors that score above the overall average and 3 (three) factors that score below the overall average. Factor values that are above the overall average value, namely: Community responsibility, Efforts to overcome problems, Development benefits, and Community needs. Interpretations that can be analyzed from these findings, it turns out that decision-making factors, community direct involvement factors, and evaluation process factors are still below the overall average value, which means that the pattern of community participation in Babahan Rural Tourism still needs to be improved and reactivated, related to decision making at meetings that discuss the development of rural tourism along with the goals and benefits that can be felt by the entire community in the Babahan Rural Tourism, including direct community involvement in implementing and implementing decisions related to tourism village development.

### **D. Gap Analysis of Community Participation Patterns in Babahan Rural Tourism, Tabanan Regency**

This analysis is used to see the gap between the level of interest and performance on seven variables of community participation patterns in Babahan Rural Tourism, Tabanan Regency. The smaller the gap between interests and performance, the better the pattern of community participation in Babahan Rural Tourism, Tabanan Regency. Looking at the results of the average gap in community participation patterns in the Babahan Rural Tourism, Tabanan Regency, it was found 4 (four) variables whose average Importance Performance Analysis (IPA) value was higher than the average value of importance and performance. These variables are: 1) Community responsibility; 2) Community needs; 3) Efforts to solve problems; and 4) Development benefits. That is, the four variables are the variables with the highest value compared to other variables.

In more detail regarding the gap between the interests and the performance of community participation patterns in the Babahan Rural Tourism, Tabanan Regency, seen from the overall average value of the level of importance is 4.19 which is categorized as important and the average value of the overall level of performance is 3.89 which is categorized as good, namely: 1) Community responsibility with an importance level of 4.42 which is a very important category and a performance value of 4.10 which is a good category; 2) Community needs with a value of 4.21 level of importance which is a very important category and a value of 3.90 level of performance which is a good category; 3) Efforts to overcome problems with a value of 4.23 level of importance which is a very important category and a value of 3.99 level of performance which is a good category; and 4) Development benefits with an importance level of 4.20 which is an important category and a performance value of 3.93 which is a good category.



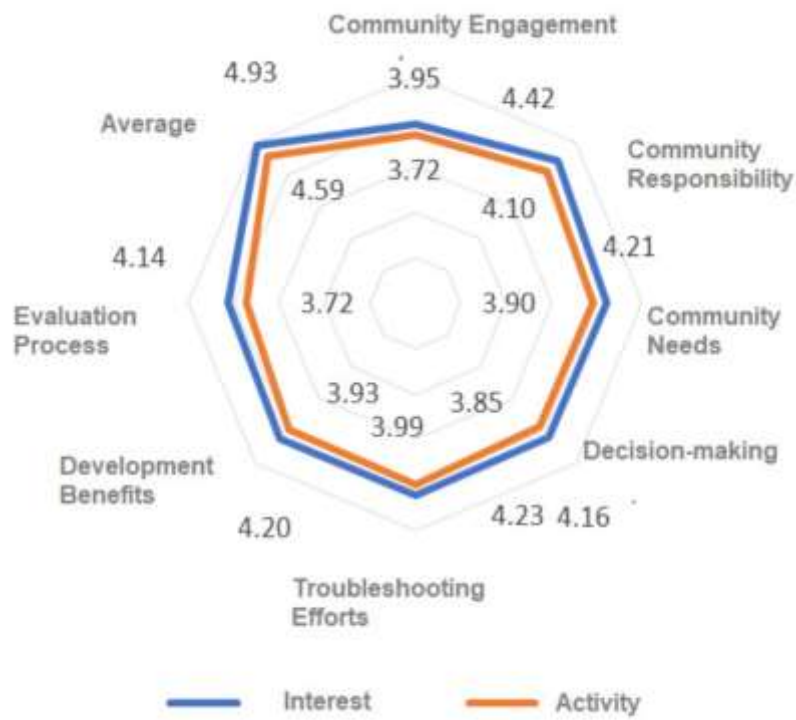


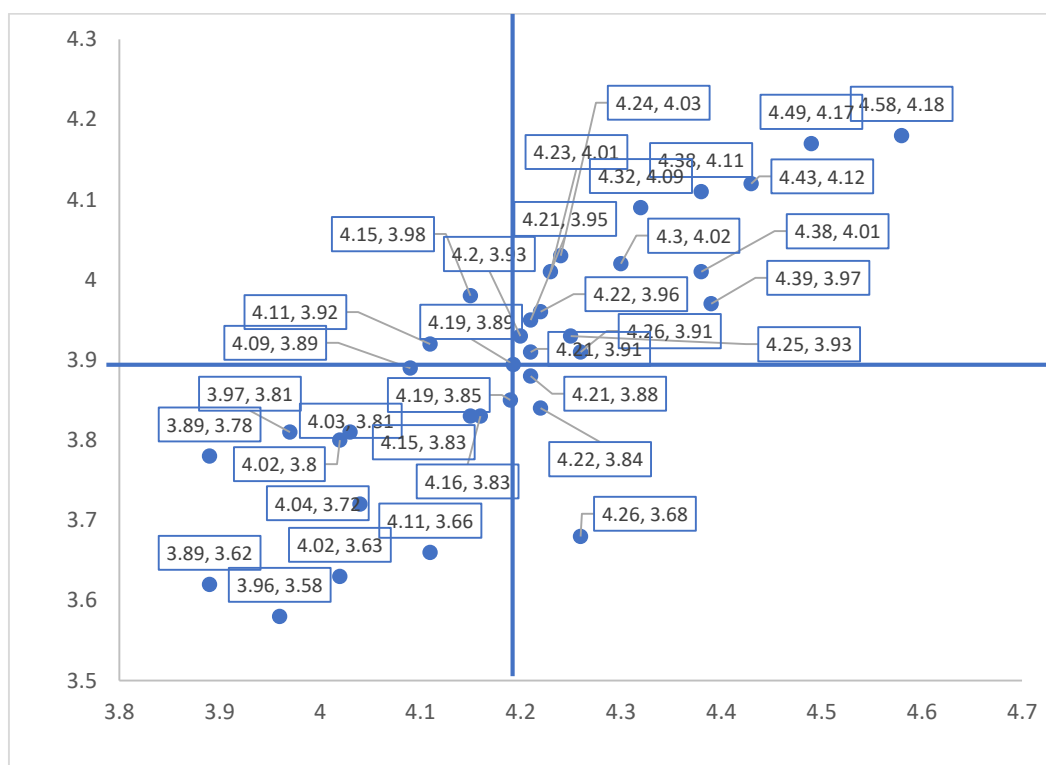
Figure 2. Gap Analysis of Community Participation Patterns in Babahan Tourism Village

The pattern of community participation in the Babahan Rural Tourism, Tabanan Regency towards sustainable tourism has been implemented significantly by the Babahan Village community in the development of the Babahan Rural Tourism, this can be seen in the level of importance of the community participation pattern in the Babahan Rural Tourism with important categories and supported by the performance or implementation of participation community in Babahan Rural Tourism with good category. In fact, the implementation of community participation in the Babahan Rural Tourism proves that the development of the Babahan Rural Tourism is supported by the entire community with spontaneous motivation from the people themselves because they realize that the development of a good rural tourism will provide many positive benefits to the lives of the people in the Babahan Rural Tourism.

**E. Importance Performance Analysis (IPA) of Community Participation Patterns**

Identification using Importance Performance Analysis of community participation patterns in Babahan Rural Tourism is grouped into 4 (four) Quadrants (A/I), (B/II), (C/III), and (D/IV). Each quadrant has a different meaning. Quadrant A is the main priority, Quadrant B is keep achievement, Quadrant C is a low priority, and Quadrant D is an excessive.

## Participation Management Pattern of Tourism Village Communities in Encouraging Sustainable Tourism



**Figure 3. Importance Performance Analysis (IPA)**

Source: Research Analysis Results (2022)

The results of grouping all variables found an average importance level of 4.19 (important) as the Y Axis and an average performance level of 3.89 (good) as the X Axis. In Quadrant A which is the main priority there is 1 indicator, Quadrant B as an keep achievement there are 9 indicators, Quadrant C is a low priority there are 11 indicators, and Quadrant D as a quadrant of excessive has 13 indicators. The explanation of each quadrant for all indicator groupings in the picture above is as follows:

### 4. 2 Discussion

#### Main Priority

The main priority is the area or quadrant that includes indicators of community participation that are considered important by the community in Babahan Rural Tourism, Tabanan Regency. However, the performance results have not met the expectations of the community. Priority quadrant shows that, the average value of each indicator of importance is higher than the overall factor value of the level of importance.

The results of the calculation of the questionnaire and the results of the output of the Cartesian diagram on the main priority there are 4 indicators. If we look closely at the distribution of these 4 indicators, the factors that become the main priority to be improved in an effort to increase community participation in Babahan Rural Tourism, Tabanan Regency depend on the indicators of the group. For more details, the main priorities for the pattern of community participation in the Babahan Rural Tourism, Tabanan Regency towards sustainable tourism are as follows: C3 the quality of community human resources is increased, D2 is asked for or needed public opinion, E1 is carried out in joint deliberation, and F3 community livelihoods are maintained. In line with the findings (Birendra et al., 2022).

#### Keep Achievement

The keep achievement quadrant is a quadrant that includes indicators of community participation patterns in the Babahan Rural Tourism, Tabanan Regency towards sustainable tourism which is considered important and expected by the community, simply this superior quadrant means that the average value of each indicator of importance is higher than the overall factor value of the level importance and the average value of each performance indicator is also higher than the average value of the factor of the overall level of importance the same thing with findings (Liu-Lastres et al., 2022). All indicators in the excellence quadrant should be maintained because in this quadrant are achievements that have been achieved and need to be maintained in an effort to maintain community participation in Babahan Rural Tourism, Tabanan Regency towards sustainable tourism. There are 16 indicators for the pattern of community participation in the excellence quadrant. For more details, indicators that include the advantages of community participation patterns in Babahan Rural Tourism, Tabanan Regency towards sustainable tourism can be



## Participation Management Pattern of Tourism Village Communities in Encouraging Sustainable Tourism

seen as follows: B1 maintaining community livelihood sources, B2 preserving customs and culture, B3 carrying out religious traditions and rituals, B4 maintaining the harmonization of community life, B5 preserving nature, B6 the community cares about the rural tourism and maintaining security, C1 maintaining water sources, C2 fair profit sharing, C6 maintaining kinship and mutual cooperation in the village, D4 the result of the decision being a joint decision, D5 the result of the decision being implemented and monitored together, E2 prioritizes a sense of kinship and seeks joint solutions, E3 maintains security and harmony in rural tourism, E4 continues to prioritize the interests of the community, F2 increases community welfare, and F4 grows job opportunities in rural tourism.

### Low Priority

In this quadrant, the community considers that the indicators of community participation in the Babahan Rural Tourism, Tabanan Regency are considered less important, including the performance that is not paid attention to. This means that the performance quality of community participation is low and the aspect of its importance to the community is also low. This low priority quadrant shows that the average value of each indicator of importance is lower than the value of the overall factor of importance and the average value of each performance indicator is also lower than the average value of the overall factor of importance, the same thing with findings (Rahmawati et al., 2019).

Based on the results of the Cartesian diagram analysis, there are 11 indicators that are classified as low priority. For more details, the low priority patterns of community participation in the Babahan Rural Tourism, Tabanan Regency towards sustainable tourism are as follows: A1 as a tourist village manager, A2 a tourist attraction manager, A3 as an employee, A4 a land provider as a tourist attraction, A5 a facility provider village tourism (homestays, restaurants, local souvenirs, etc.), C4 the quality and sustainability of rural tourism is maintained, C5 the decline in the poor in the village, D1 is involved in meetings or meetings, D3 the community is active in providing opinions, G1 the community participates in monitoring developments rural tourism, and G3 community were involved in the meeting.

### Excessive

This quadrant is considered less important by the community in Babahan Rural Tourism, Tabanan Regency, but the resulting performance is very good. Therefore, the level of importance is small and the activity is very good, so this quadrant is considered a group that is redundant in terms of resources. This excess resource quadrant shows that the average value of each indicator of importance is lower than the overall factor value of the level of importance and the average value of each performance indicator is higher than the average value of the overall factor level of performance. In line with the research conducted by Vu & Ngo (2019).

The results of the analysis of the Cartesian diagram in the quadrant of this resource excess, there are 3 indicators. For more details, including the excess resources of the community participation pattern in the Babahan Rural Tourism, Tabanan Regency towards sustainable tourism as follows: F1 the development of community entrepreneurship, G2 the community also provides advice and input, and G4 is provided with special access for reporting.

The participation of the Babahan Rural Tourism community includes Spontaneous Participation (Haight, 1997), where the pattern of community participation in the development of Babahan Rural Tourism, Tabanan Regency towards sustainable tourism is: 1) Underflow with a percentage of 31%; 2) Active participation and direct involvement with a percentage of 30%; 3) Participation in the entire development process including decision making with a percentage of 19%; 4) Receive benefits with a percentage of 10%; and 5) Participation in evaluating with a percentage of 10%.

## V. CONCLUSION

Motivation for community participation in Babahan Rural Tourism, Tabanan Regency, namely: desire to progress with a percentage of 33%; high responsibility for work with a percentage of 26%; motivation to do the best work with a percentage of 21%; desire to learn to master the job with a percentage of 11%; and recognition of the performance carried out with a percentage of 9%.

Based on data analysis from the results of the responses of the Babahan Rural Tourism community, the average level of importance in the Babahan Rural Tourism community participation pattern towards sustainable tourism in Tabanan Regency is 4.19 which can be categorized as important which means the community response regarding the level of interest of community participation in the village. Babahan Tourism, Tabanan Regency towards sustainable tourism is categorized as important. In detail, the highest to lowest average results are related to the level of importance, namely: Community responsibility (4.42; very important), Efforts to overcome problems (4.23; very important), Community needs (4.21; very important), Development benefits (4.20; important), Decision making (4.16; important), Evaluation process (4.14; important), and Direct community involvement (3.95; important).

## Participation Management Pattern of Tourism Village Communities in Encouraging Sustainable Tourism

The average result of the performance of community participation patterns in Babahan Rural Tourism, Tabanan Regency towards sustainable tourism is 3.89 which can be categorized as good, which means this number is lower than the results of the importance of community participation patterns in Babahan Rural Tourism, Tabanan Regency towards sustainable tourism. There are 7 (seven) performance outcome factors, such as: Community responsibility (4.10; good), Efforts to solve problems (3.99; good), Development benefits (3.93; good), Community needs (3.90; good), Decision-making (3.85; good), Direct community involvement (3.72; good), and Evaluation process (3.72; good).

Identification of Importance Performance Analysis (IPA) of community participation patterns in Babahan Rural Tourism, Tabanan Regency towards sustainable tourism is grouped into four quadrants (A/I), (B/II), (C/III), and (D/IV). The results of grouping all variables found an average importance level of 4.19 (very) as the Y Axis and an average performance level of 3.89 (good) as the X Axis. Quadrant A which is the main priority there are 4 indicators (C3, D2, E1, F3); Quadrant B as an keep achievement has 16 indicators (B1, B2, B3, B4, B5, B6, C1, C2, C6, D4, D5, E2, E3, E4, F2, F4); Quadrant C is a low priority, there are 11 indicators (A1, A2, A3, A4, A5, C4, C5, D1, D3, G1, G3); and Quadrant D as the quadrant of excessive has 3 indicators (F1, G2, G4).

## REFERENCES

- 1) Ayittey, F. K., Ayittey, M. K., Chiwero, N. B., Kamasah, J. S., & Dzuvoor, C. (2020). Economic impacts of Wuhan 2019-nCoV on China and the world. *Journal of medical virology*, 92(5), 473.
- 2) Butler, G., Szili, G., & Huang, H. (2022). Cultural heritage tourism development in Panyu District, Guangzhou: community perspectives on pride and preservation, and concerns for the future. *Journal of Heritage Tourism*, 17(1), 56-73.
- 3) Birendra, K. C., Dhungana, A., & Dangi, T. B. (2021). Tourism and the sustainable development goals: Stakeholders' perspectives from Nepal. *Tourism Management Perspectives*, 38, 100822.
- 4) Cataldi, S. (2018). A proposal for the analysis of the relational dimension in the interview techniques: a pilot study on in-depth interviews and focus groups. *Quality & Quantity*, 52, 295-312.
- 5) Chen, K. Y. (2014). Improving importance-performance analysis: The role of the zone of tolerance and competitor performance. The case of Taiwan's hot spring hotels. *Tourism Management*, 40, 260-272.
- 6) El Din, H. S., Shalaby, A., Farouh, H. E., & Elariane, S. A. (2013). Principles of urban quality of life for a neighborhood. *HBRC journal*, 9(1), 86-92.
- 7) Feyers, S., Stein, T., & Klizentyte, K. (2019). Bridging worlds: Utilizing a multi-stakeholder framework to create extension-tourism partnerships. *Sustainability*, 12(1), 80.
- 8) Haight, W. L., Parke, R. D., & Black, J. E. (1997). Mothers' and fathers' beliefs about and spontaneous participation in their toddlers' pretend play. *Merrill-Palmer Quarterly (1982-)*, 271-290.
- 9) Kia, Z. (2021). Ecotourism in Indonesia: Local community involvement and the affecting factors. *Journal of Governance and Public Policy*, 8(2), 93-105.
- 10) Lasso, A., & Dahles, H. (2018). Are tourism livelihoods sustainable? Tourism development and economic transformation on Komodo Island, Indonesia. *Asia Pacific Journal of Tourism Research*, 23(5), 473-485.
- 11) Liu-Lastres, B., Mariska, D., Tan, X., & Ying, T. (2020). Can post-disaster tourism development improve destination livelihoods? A case study of Aceh, Indonesia. *Journal of Destination Marketing & Management*, 18, 100510.
- 12) Liu-Lastres, B., Wen, H. and Huang, W.-J. (2023). A reflection on the Great Resignation in the hospitality and tourism industry. *International Journal of Contemporary Hospitality Management*, Vol. 35 No. 1, pp. 235-249. <https://doi.org/10.1108/IJCHM-05-2022-0551>
- 13) Rahmawati, P. I., Jiang, M., & DeLacy, T. (2019). Framework for stakeholder collaboration in harnessing corporate social responsibility implementation in tourist destination to build community adaptive capacity to climate change. *Corporate Social Responsibility and Environmental Management*, 26(6), 1261-1271.
- 14) Rijal, S., Arifin, M., Rante, M. W., Musawantoro, M., & Badollahi, M. Z. (2022). The existence of tourism higher education under the ministry of tourism and creative economy (PTNP) toward Indonesia's golden generation 2045. *Linguistics and Culture Review*, 6(S2), 338-353.
- 15) Tejada, J. J., & Punzalan, J. R. B. (2012). On the misuse of Slovin's formula. *The philippine statistician*, 61(1), 129-136.
- 16) Vu, H. M., & Ngo, V. M. (2019). Strategy Development from Triangulated Viewpoints for a Fast Growing Destination Toward Sustainable Tourism Development—A Case Of Phu Quoc Islands in Vietnam: Vu, HM, Ngo, VM.(2019). Strategy Development from Triangulated Viewpoints for a Fast Growing Destination Toward Sustainable Tourism Development—A Case Of Phu Quoc Islands in Vietnam, *Journal of Tourism and Services* 10 (18): 117-140. <https://doi.org/10.29036/jots.v10i18.86>. *Journal of Tourism and Services*, 10(18), 117-140.

## Participation Management Pattern of Tourism Village Communities in Encouraging Sustainable Tourism

- 17) Wondirad, A., & Ewnetu, B. (2019). Community participation in tourism development as a tool to foster sustainable land and resource use practices in a national park milieu. *Land use policy*, 88, 104155.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.