

The Sustainable Tourism Village Model: The Influence leadership Style on Community Based Tourism

by Perpustakaan IP Trisakti

Submission date: 03-Jan-2024 10:11AM (UTC+0700)

Submission ID: 2218503390

File name: 29_Habibie_et_al.,_pp._321-327.pdf (319.09K)

Word count: 3248

Character count: 18990

**The Sustainable Tourism Village Model:
The Influence of Leadership Style on Community-Based Tourism**

Fachrul H Habibie^{[1]*}, Sundring P. Djati^[2], Nurbaeti^[2], Sri Mariati^[2], Amalia Mustika^[1]
^[1]Trisakti School of Tourism & Doctoral Program in Trisakti School of Tourism, Indonesia
^[2]Trisakti School of Tourism, Indonesia

Abstracts. This study aimed to analyze the influence of leadership style on community-based tourism in the Borobudur Tourism Village, Magelang Regency, and Central Java Province, Indonesia. The research used a quantitative method. The unit of analysis for this research is community groups and local government. Field data was carried out by distributing questionnaires to community groups spread across the Borobudur area. Community groups that are the target of respondents are Bumdes community groups, Pokdarwis, UMKM, and others such as Karang Taruna. The respondents obtained were 325 people. The correlation between leadership with community-based tourism was 0.516. That showed enough relationship between them. Therefore, the hypothesis was accepted with 2.309 between leadership with community-based tourism.

Keywords: sustainable tourism villages, leadership, community-based tourism

Introduction

Tourism is the second largest source of foreign exchange for Indonesia, so it has a national strategy, one of which is by encouraging local governments to build and maintain infrastructure. Village development into a tourist village with the potential for a tourist attraction with uniqueness, beauty, and value in the form of a diversity of natural, cultural, and artificial assets. One of the areas considered to have strong potential to be developed as a tourist destination is the area around the Borobudur Temple area, Magelang, in Central Java Province.

The leadership style of the village head also influences the sustainability of the Growing tourism village. Latif (2019) suggests a strong influence exists between the government's leadership in the village and the optimization of community participation in planning development. Therefore, the better the leadership of the village government, the more optimizing the participation of the community in development planning. First, however, it needed to be examined what style the village community was interested in developing their village into a tourist village and growing sustainably. In addition, starting from planning to developing sustainable tourist villages requires many funds. Therefore, the involvement of stakeholders other than the community, especially private companies, NGOs, and the media, can assist in the funding needed by the community to develop tourism villages sustainably.

Planning is the primary tool in determining the achievement of activity program objectives, such as tourism planning. Planning is the primary administrative function, the POAC (Planning, Organizing, Actuating, and Controlling) function. Planning can be interpreted as a series of objective, measurable thoughts, and decision-making techniques to achieve a goal. According to Avenzora (2013), tourism planning is "a conscious effort to balance supply and demand through an objective approach, designed based on art, taste, knowledge, and experience based on rational reasoning.

Community-based tourism is the concept of developing local tourist destinations with community participation. A community-based tourism approach to planning, marketing, and voting in the form of decisions in its development. According to Jodi et al. (2020), three tourism activities can support the CBT concept: exploration (adventure travel), cultural tourism

* Corresponding Author

(cultural tourism), and ecotourism (ecotourism). According to Jodi et al. (2020) from the World Bank, CBT involves the community in decision-making, especially regarding increasing income, employment opportunities, and environmental and local preservation. Therefore, it is essential to consider the CBT concept in sustainable tourism development. This is supported by the work of Artien et al. (2021) state that the success and sustainability of a tourist village are determined by community participation in the form of active community participation, the formation of a tourism village management body, and the existence of commercial activities for processing herbal products. People's economy and village government through environmentally friendly programs.

The research problem formulation is that there needs to be a sustainable tourism village model that uses a leadership style as a Champion that can stimulate and encourage the community. Based on the problem formulation above, the research question is: Does Leadership Style affect Community-Based Tourism in Tourism Villages in the Borobudur Area, Magelang Regency, and Central Java Province? Therefore, the goal is: To analyse the influence of Leadership Style on Community-Based Tourism in the Borobudur Tourism Village, Magelang Regency, Central Java Province.

Literature Review

Leadership Style in Tourism Village Development

Leadership is an activity that allows people to pursue goals deliberately (Fahmi, 2017). Organizational leaders need to be able to optimally guide their subordinates to become a better team and develop further. We need leaders with the talent to change how individuals or groups think in an organization and create synergies in achieving goals (Fadude, 2019). Contrary to other views, leadership is a powerful force that drives, persuades, and regulates authoritative organizations to achieve their goals. The initiative is the interaction of one's practice that motivates others by guiding, controlling, and influencing others to do something to achieve an ideal (Sutrisno, 2016).

Some theories focus more on leaders, examining their characteristics, skills, behaviour, and ethics. Many traits specific to leaders have been identified because the trait approach suggests that certain people with certain qualities become leaders. Northouse (2015) summarizes these traits: intelligence, self-confidence, assertiveness, awareness, and sociability. Regarding personality, researchers have found a strong correlation between leadership and the Big Five traits (neuroticism, extroversion, openness, agreeableness, and conscientiousness), with extraversion being associated with leadership. The competency perspective shows that leaders are not born with the ability to learn and develop leadership.

Leadership style is the ability to direct, influence, encourage, and control others and subordinates to create awareness and self-motivation to achieve specific goals. According to Hasnawati et al. (2021), there are three types of leadership styles: Autocratic leadership, democratic leadership, and freedom-style leadership (Laissez-Faire)

Community-Based Tourism

Artiens et al. (2021) state that the success and sustainability of a tourist village are determined by community participation in the form of active community participation, the formation of a tourism village management body, and the existence of commercial activities for processing herbal products. People's economy and village government through environmentally friendly programs. Community-based tourism is a form of tourism in which the local community manages and is involved in its development and management, with a large share of the revenue share in the hands of the local community.

CBT also involves the community in the decision-making process and in obtaining the largest share of income directly from the presence of tourists so that CBT will be able to create job opportunities, reduce poverty, and have a positive impact on preserving the environment and local indigenous culture which in the end is expected to be able to foster identity and a sense of pride from the local population that grew as a result of increased tourism activities (Nyoman & Wayan, 2019).

1 Methodology

Data Collection and Participants

The research used a quantitative approach. The unit of analysis for this research is community groups, tourists, business people, government and local government, and universities. Community groups living around Borobudur obtain data on their attitude and economic level towards ecotourism. Central and Regional Tourism Offices and Regional Governments (Regency, District, and Village).

Field data was carried out by distributing questionnaires to community groups spread across the Borobudur area. Community groups that are the target respondents are Bumdes community groups, Pokdarwis, MSMEs, and others such as Karang Taruna. The respondents obtained were 325 people.

1 Location of Research

The research location was in Borobudur Area, Magelang, and Central Java, Indonesia. The researcher chose the Borobudur Area because: (1) villages in Magelang Regency have the potential for integration or integration between attractions, accommodations, and supports presented in a structure of community life integrated into the prevailing procedures and traditions. (2) Borobudur Temple, one of the destinations of the Indonesian National Tourism strategy, is located in the Borobudur sub-district, especially Borobudur Village. The existence of the Borobudur Temple has made the villages around Borobudur also develop into tourist villages in supporting the needs of tourists who will visit to see the Borobudur temple as if they want to enjoy the beautiful nature (3) the physical development potential of Borobudur village can still be maximized in the development of tourist villages around Borobudur. So that tourists visiting Borobudur can enjoy other attractions such as performances of native Javanese culture and culinary centers that tourists who come not only to see Borobudur temple but can also see other exciting performances.

Results

1 Table 1. The Respondents' Demography

The Respondents' Demography		N (325)	%
Gender	Male	174	53.5
	Female	151	46.5
Age	15-26 year	9	2.8
	27-38 year	51	15.7
	39-50 year	155	47.7
	> 51 year	110	33.8
Domicile	Borobudur Village	225	69,2%
	Karanganyar Village	8	2,5%
	Karang Rejo Village	3	0,9%
	Tuksongo Village	7	2,2%
	Wanurejo Village	26	8,0%

	Wringin Putih Village	10	3,1%
	Giripurno Village	1	0,3%
	Candirejo Village	4	1,2%
	Tanjungsari Village	1	0,3%
	Others	40	12,3%
Community Group	BUMDES	19	5.8
	POKDARWIS	4	1.2
	UMKM	283	87.1
	Others	19	5.8

Source: Results of Data Processing, 2023

Based on Table 1, the profile of respondents based on gender shows that the highest number of respondents came from the male 174 people, or 53.5%, and female 151, or 46.5% of the total respondents. It shows that the male sex is more active as tourism actors. It happens because men are responsible for earning a living for their families. The highest age was 39-50 years 155/15.7% and at a later age > 51 years 110/ 47.7%.

Most respondents were from Borobudur Village, with a total of 225 respondents or 69.2% of the total respondents. Therefore, it shows that the people of Borobudur Village, closest to Borobudur Temple, have the most role in the Tourism Village around Borobudur. It is possible because the people are very close to Borobudur Temple, making it easier for them to optimize tourism through tourists visiting Borobudur Temple.

Most community groups who filled out this questionnaire were from the MSME group of 283 or 87.1%. It showed that when this research was carried out, the community was motivated to improve their economy through "UMKMs"s. It is driven by the local government policy that the development of the village is expected to increase the income of community groups through increasing "UMKMs"s in Tourism Villages.

The Transactional leadership style has a higher average value (3.88) when compared to the Transformational leadership style (3.80). It shows that the community group wants the leadership style adopted by the village head to be through periodic supervision or guidance or ultimately explaining to the community group about the results of their work, whether there are errors or are by the expectations of the local government. On the other hand, the Mean value on the dimensions of community-based tourism is the same at 3.98. It means that the two indicators: Participating and Benefit Sharing according to community groups, are essential.

Table 2. The Correlation Test

	Leadership (X)	CBT (Y)
Leadership (X)	1.000	0.516
CBT (Y)	0.516	1.000

Source: Results of Data Processing, 2023

Table 2 showed the correlation between Leadership with Community Base Tourism was 0.516. That showed enough relationship between them.

Table 3. The hypothesis

Hypothesis	Variables	T Statistics	P Values	Significance	Conclusion
H1	Leadership → CBT	2.309	0.021	0.05	Accepted

Source: Results of Data Processing, 2023

Table 3 showed that H1 between Leadership with Community Based Tourism, the hypothesis was accepted.

Discussion

Leadership

Based on the result, the Mean of the Transactional leadership style has a higher average value (3.88) when compared to the Transformational leadership style (3.80). It shows that the community group wants the leadership style adopted by the village head to be through periodic supervision or guidance or ultimately explaining to the community group about the results of their work, whether there are errors or are under the expectations of the local government.

This is supported by Artien et al. (2021) state that the success and sustainability of a tourist village are determined by community participation in the form of active community participation, the formation of a tourism village management body, and the existence of commercial activities for processing herbal products. People's economy and village government through environmentally friendly programs.

The results of the demographic cross-tabulation of respondents, especially community groups with community-based tourism, show that the UMKM group obtained the highest number of 225 among other community groups who rated community-based tourism as in the high category, compared to those in the medium and low categories. It means that respondents based on community groups think that community-based tourism has been carried out to support the development of sustainable tourism villages in the Borobudur area, Indonesia.

Leadership on Community-Based Tourism

Leadership style has an influence and is significant on community-based tourism in the Borobudur Tourism Village, Magelang Regency, Central Java Province, among the dimensions or indicators used. It showed that the transactional dimensions (0.944) are higher than the transformational dimensions (0.934). These results indicate that the community group, dominated by the UMKM group aged over 39 years and male sex, believes their involvement in developing the tourism village is because the village leader uses a Transactional leadership style. With this leadership style, the leader often directs and guides the community. It is shown from the mean average value obtained where the highest leadership style is transactional, especially in the management by exception dimension.

According to Hasija (2019), a leader must be aware of the impact of his leadership style on achieving goals and have the necessary skills. In addition, the leadership style is also needed to make smooth transitions between different leadership styles as and when needed. A leader with a management-by-exception leadership style checks the performance of his workforce and directs them as and when needed. This leadership style ensures the accomplishment of tasks with total efficiency and effectiveness.

Transformational leadership enables organizations to improve performance in a turbulent and unpredictable environment. Moreover, when other leadership actions complement transformational leadership, it can become a competitive advantage for the organization. This competitive advantage can significantly aid strategic competition and obtain higher short- and long-term returns. In fact, without effective transformational leadership, the possibility of organizations facing global economic challenges to achieve superior and satisfying performance will be reduced (Korejan & Shahbazi, 2016).

Conclusions

The research's location was in Borobudur Area, Magelang, and Central Java, Indonesia. This study distributed questionnaires directly to respondents from community groups such as

Bumdes, Pokdarwis, UMKM, and Karang Taruna in the Borobudur and Magelang Regencies. The number of interrogators was three hundred and twenty-five, of which one hundred and fifty-four were men and one hundred and fifty-one were women. The sample was determined using a purposive sampling technique with the criteria included in the community group in the Borobudur area, with a minimum age of fifteen years and no maximum age limit.

There are findings that Leadership Style positively and significantly affects Community Based Tourism in Tourism Villages in the Borobudur Area, Magelang, Indonesia. It means that the leadership style of the village head will increase community participation in developing a sustainable tourism village.

Implications

The results of this study imply that the development of sustainable tourism villages pays attention to three main principles, namely improving the community's economy, society, and culture where people's welfare increases and the preservation of community culture, as well as environmental sustainability such as environmental cleanliness, natural beauty that is maintained, and beauty. However, it is also necessary to determine the form of destination management so that all people can feel the benefits of having their village become a tourist village as a tourism destination.

Likewise, a leadership style is needed that encourages community involvement in developing tourist villages. The leadership style that is considered by the community to increase their involvement is a leadership style that always provides direction when the community makes mistakes or provides solutions to problems faced by the community.

Recommendations

It is suggested about the leadership style, that the community needs a leadership style that always performs and provides direction to the community regarding the activities it carries out and provides direction or solutions to the community when the community faces mistakes or problems. With this leadership style, more and more people will be involved in developing tourist villages so that tourism villages can develop sustainably.

References

- Adriansyah, M., Setiawan, M., & Yuniarinto, A. (2020). The influence of transactional leadership style and work culture on work performance mediated by work motivation. *Jurnal Aplikasi Manajemen*, 18(3), 563-571.
- Andika, W. A., Utoyo, B., & Sulistio, E. B. (2021). Gaya Kepemimpinan Kepala Desa dalam Meningkatkan Partisipasi Masyarakat untuk Pembangunan Desa (Studi Gedung Wani Kecamatan Marga Tiga Kabupaten Lampung Timur). *Administrativa: Jurnal Birokrasi, Kebijakan dan Pelayanan Publik*, 3(2), 213-229.
- Arintoko, A., Ahmad, A. A., Gunawan, D. S., & Supadi, S. (2020). Community-based tourism village development strategies: A case of Borobudur tourism village area, Indonesia. *Geo Journal of Tourism and Geosites*, 29(2), 398-413. <https://doi.org/10.30892/gtg.29202-477>
- Bulatović, J., & Rajović, G. (2016). Applying sustainable tourism indicators to community-based ecotourism tourist village Eco-Katun Štavna. *European Journal of Economic Studies*, 16(2), 309-330. <https://doi.org/10.13187/es.2016.16.309>
- Fadude, F. D. (2019). *Pengaruh Kepemimpinan, Budaya Organisasi Dan Kompetensi Terhadap Kinerja Karyawan PT*. Bank Syariah Mandiri, Jakarta.
- Fahmi, I. (2017). *Manajemen Sumber Daya Manusia*. Bandung: Alfabeta.
- Hasnawati, Sapiri, M., & Ruslan, M. (2021). *Gaya Kepemimpinan Dan Peningkatan Kinerja, Penerbit: Pusaka Almaida*, Jl. Tun Abdul Razak I Blok G.5 No. 18 Gowa - Sulawesi Selatan-Indonesia.
- Latif, A. N. K. (2018). Analysis of tourism villages development in Indonesia: case studies: three tourism villages. *ASEAN Journal on Hospitality and Tourism*, 16(2), 99-106.
- Latif, A., Irwan, & Mustanir, A. (2019). Pengaruh Kepemimpinan Terhadap Partisipasi Masyarakat Pada Perencanaan Pembangunan. *JAKPP (Jurnal Analisis Kebijakan dan pelayanan Publik)*, 5(2), 144-164.
- Manaf, A., Purbasari, N., Damayanti, M., Aprilia, N., & Astuti, W. (2018). Community-based rural tourism in inter-organizational collaboration: How does it work sustainably? Lessons learned from Nglanggeran Tourism Village, Gunungkidul Regency, Yogyakarta, Indonesia. *Sustainability*, 10(7), 2142. <https://doi.org/10.3390/su10072142>
- Milofsky, C. (2018). The role of authoritative leadership in voluntary organizations. *Sociol Insights*, 2(1).
- Northouse, P.G. (2015). *Leadership: Theory and Practice*. Sage Publications: Thousand Oaks, CA, USA.
- Roni, F., Sitasi, C., & Roni, F. (2019). Gaya Kepemimpinan Transformasional dan Transaksional Serta Dampaknya Terhadap Kepuasan Kerja Karyawan. *Jurnal Sekertari dan Manajemen*, 3(1).
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV
- Sutrisno, E. (2016). *Manajemen Sumber Daya Manusia*. Jakarta: Kencana
- Wijaya, N. S., & Sudarmawan, I. W. E. (2019). Community based tourism (CBT) as a sustainable tourism development strategy in Ceking DTW, Tegallantang village. *Jurnal Ilmiah Hospitality Management*, 10(1), 77-98. <https://doi.org/10.22334/jihm.v10i1>.
- Wiwin, I. W. (2018). Pariwisata Berbasis Masyarakat Dalam Pengembangan Pariwisata Bali. *Pariwisata Budaya*, 3(1).

The Sustainable Tourism Village Model: The Influence leadership Style on Community Based Tourism

ORIGINALITY REPORT

18%

SIMILARITY INDEX

15%

INTERNET SOURCES

2%

PUBLICATIONS

6%

STUDENT PAPERS

PRIMARY SOURCES

1	repository.stptrisakti.ac.id Internet Source	8%
2	rjoas.com Internet Source	2%
3	Submitted to Universitas Sumatera Utara Student Paper	2%
4	www.researchgate.net Internet Source	1%
5	Submitted to The Robert Gordon University Student Paper	1%
6	Submitted to FAME International College Student Paper	1%
7	jppipa.unram.ac.id Internet Source	1%
8	ourarchive.otago.ac.nz Internet Source	1%
9	jecombi.seaninstitute.org Internet Source	1%

10

Submitted to Universitas Bangka Belitung

Student Paper

1 %

11

ejournal.radenintan.ac.id

Internet Source

1 %

Exclude quotes Off

Exclude matches < 1%

Exclude bibliography On