

## SUSTAINABLE DEVELOPMENT AND COLLABORATIVE GOVERNANCE TO CREATE AN INCLUSIVE COMMUNITY IN TOURIST VILLAGES

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### ABSTRACT

*There are several pillars in sustainable development, namely society which also includes social, environmental, and economic interactions. This study aims to analyze the implementation of sustainable development in Sudaji Village and Les Village, Buleleng Regency, Bali Province through three aspects, namely environmental, social, and economic. To implement sustainable development, it is carried out by creating programs that are related to the seventeen sustainable development goals. Data was collected using a questionnaire with a Likert scale of 1-5, which was filled in by 230 respondents who were the sample in this study. The research model uses SEM and data is analyzed with WarpPls 7.0. The results of the study show that good performance in the environmental, social, and tourism fields leads to the financial performance of the Sudaji village government and becomes a better area through the Tourism Village award it receives. Village and regional government development will also have an increasingly positive impact on the community and future generations. Several obstacles were encountered related to the synergy of traditional villages and tourism village managers. In the future, a synergy model is needed that can promote inclusive collaboration of all stakeholders for the sustainability of tourism villages in the era of Society 5.0. The implementation of the green economy has also colored the development of Sudaji Village and Les Village.*

*Keywords:* environment, social, economy, community, sustainable development

### INTRODUCTION

The definition of the environment according to the Law on Environmental Management No. 23 (1997) is said to be various factors that affect all aspects of human life and all other components in it for the welfare of all forms of life, both humans and the creatures around them. The notion of socio-economic environment means how to manage and utilize natural resources, especially agroforestry in such a way that the function or role of the environment can be maintained or even increased in its use to improve the socio-economic welfare of the community in sustainable development and in the long term (Lacy, 2020).

At a certain point in time, the economic system will contain the technological capabilities of production, distribution, and communication activities (Purnamawati et al., 2023). Technology can also cause natural resources to shift functions and transform, causing a decrease in the role of the environment, which ultimately affects the economy in the local to global scope (Dachs, 2018).

From a narrow economic point of view, the environment is a source of natural raw materials and energy. At a time when the world's population and the scale of economic activity are still relatively small compared to the abundance of natural resources, it can still guarantee availability (Singh et al., 2023). The development of modern industrial progress results in environmental tension and stress in the form of; pollution of the urban environment, water and air, forest degradation, and other natural resources that cause various natural disasters such as floods, landslides, drought, and water scarcity, to food shortages, health problems and diseases and poverty which has become a phenomenon that seen throughout the economic system and throughout life, both in the poor and the rich.

Uncertainty always occurs, which is caused by the nature of global interdependence, namely between the trend of economic growth and environmental system support. The various consequences that will be faced are that it is still difficult to estimate the risks that will be faced by humans because of environmental phenomena. The arbitrary use of resources and environmental mechanisms to assimilate waste is a serious threat to the sustainability of civilization on Earth. The increasing scarcity of resources and the loss of necessary environmental pleasures will reduce the quality of life. Various solutions to environmental and resource problems include the discovery of deposits and efficient exploitation techniques that bring deposit rates into lower production of non-renewable resources.

Development can only be sustainable if there is a harmonious relationship between the economy, the environment, and the management of its resources. Economic structure, activities and environmental management always interact with each other as a fundamental cause of economic performance (Constantine, 2017). Economic growth can be achieved if the process is sustainable, namely by utilizing both renewable and non-renewable natural resources by not degrading them.

Based on an environmental economic perspective which explains the use of natural resources as efficiently as possible, but leads to achieving prosperity both economically and in the surrounding environment (Zhang et al., 2022). A strong relationship between the process of economic growth and the steps to achieve it is an effort that is expected to be sustainable and synergized to create prosperity and reduce poverty (Hasanuddin, 2021).

The government continues to pursue various programs related to the environment. Thus, efforts to improve the environment are continuously improving and creating a conducive environment. However, development does not just stop and is only static, the development process is sustainable in the hope of creating a better environment (Damarwanto, 2015).

The programs that have been launched by the Regional Government of Buleleng Regency to improve the environment can be said to be good but need to be further optimized. On the other hand, without the support of community participation in creating a conducive environment in this case, clean, comfortable, orderly, disciplined, safe and secure, the programs that have been played

by the government cannot be realized optimally. Therefore, support from the role of the community is needed to create a better environment.

Human resources have an important role in a particular region or environment (Jašková & Haviernikova, 2021). Based on preliminary studies and observations, from an environmental point of view, Sudaji Village can be said that the environment and social are starting to improve in optimal development conditions. Economic actors seek justice in inclusive growth through opportunities to obtain health services, education, food security, quality environment and social protection. Eliminating inequalities in reaching and using social and economic infrastructure such as access roads, transportation, communications, financial and banking services, education, and health in rural areas is an important element that fuels inequality throughout Indonesia. Progress in implementing technology, especially in information, can at least provide an indication signal in comparing low-skilled and high-skilled resources or workers as a cause of inequality that can undermine inclusive growth (Dubey et al., 2019).

The main thing is the problem of tourism in Sudaji Village ecotourism which still shows phenomena that are not synergized. Even though there have been efforts from the government regarding collaboration, there is still a lack of support from the local population in terms of creating a tourism atmosphere. Thus, this needs to be a very important concern, due to the lack of public awareness of the importance of creating a synergized environment. Therefore, providing community understanding and insight regarding the environment and networking is very important to research to create a green, collaborative, and innovative environment for ecotourism. Thus, this research is intended to determine sustainable development from a tourism, collaborative and socio-economic perspective in Sudaji and Les Village, Buleleng Regency.

## LITERATURE REVIEW

The Theory of Planned Behavior complements the previous theory expressed by Ajzen as the basis for a reason to act. by (Fishbein & Ajzen, 1975). Based on the TPB which states that attitudes toward behavior, subjective norms, and perceptions of behavior control, together form individual behavioral intentions. This theory explains that behavior arises because of the intention that underlies the behavior. An intention that appears within the individual encourages the birth of an action that originally comes from planning (Ajzen, 1991).

### *Concept of Community Socio-Economic Conditions*

The current economy describes social conditions that provide an opportunity for a person to determine his position in society. This role must be followed by the fulfillment of certain rights and obligations (Sekarningrum & Yunita, 2019). Socio-economic conditions have limitations so that they can determine a person's position in society. This situation is usually followed by a set of rights and obligations so that all can work together well, and kinship and togetherness are established. Social life includes social interactions, norms, and educational degrees. The description of community life in Sudaji Village is assessed through the land cultivated by residents. This pattern becomes the foundation of culture in a simple or complex way (Milas et al., 2019), the pattern of interaction or social life between individuals refers to differences in position and degree or status. few, also people who are considered high in status are not so much in number and variety.

The socio-economic system in society includes socio-cultural components as well as institutional relations in the village (Padilla-Rivera et al., 2020). The welfare of rural communities is highly dependent on the contribution of the economic components and the employment opportunities within them. This must be in line with the fulfillment of food and the community's economy to increase the business being carried out. In the opinion of (Rondhi et al., 2018), the agricultural sector can also determine a person's status with the characteristics of the area of land managed, aspects of capital, technology, and others.

Social and economic conditions have a strong meaning for certain strata in society in general, along with all the rights and obligations attached to them (Indroyono et al., 2018). Characteristics of the accompanying circumstances, namely: education and social status along with improvements in living standards, health, careers, and knowledge which includes the natural surroundings, along with strong mobilization. The advantages are in the population, the focus on economic products produced and specific jobs (Vadivel et al., 2023).

Community welfare, of course, cannot be separated from socio-economic activities and employment opportunities. Fulfillment of needs in the household provides opportunities for the development of community businesses (Yengoh & Armah, 2015). The opinions of experts collectively state that the size of education, ownership of an item, and participation of a community in general, as well as the conditions that are implemented in each person and community (Tejo, 2010).

### *Sustainable Development*

Sustainable development cannot be separated from the needs of the next generation who will receive an environmental legacy, social justice, and environmental responsibility. In fact (Mensah & Casadevall, 2019), provides a different view, where activities are carried out systematically and well-scheduled for opportunities for welfare, quality life. Likewise with the environment without minimizing access and opportunities for future generations to enjoy and utilize it. The sustainable model is driven by three main pillars that are correlative, that is, the community has its own role with inherent responsibilities (Hylton, 2019). Second, the environment, which is divided into the physical environment and the existence of a set of institutions due to human activity in the framework of its utilization, third, the economy, namely economic welfare and the utilization of the natural environment for society, including profits (Purvis et al., 2019).

### *The Effect of Environmentally Aspect on Inclusive Community*

Commitment to sustainable development has long been called for by developed countries, together with developing countries, including Indonesia. An agreement on sustainability that still prioritizes environmentally sound development known as Environmentally Friendly Development (Velenturf & Purnell, 2021). Reducing the impact of inefficient and ineffective urban structures is one of the goals of sustainable development. This is of course related to the arrangements and services in it (Surya et al., 2021). Equitable development will accompany the goals of sustainable development, so that the community's needs will be fulfilled by themselves. The virtue of this concept is justice in the development process for the sake of the sustainability of all

future generations. Efficient development should prioritize the use of natural resources more wisely, and pay attention to the after-effects, because not all natural resources can be renewed (Gurría, 2021).

H1: Environmentally Aspect has the positive and significant effect on Inclusive Community

#### ***The Effect of Economics Aspect on Inclusive Community***

The use of quality resources should pay attention to their controlled management, as well as their long-term benefits for the balance of the surrounding environment. The use of quality resources should pay attention to their controlled management, as well as their long-term benefits for the balance of the surrounding environment. At least the results can be enjoyed by all people without exception, to create an inclusive society.

On the economic aspect (Purnamawati & Yuniarta, 2021), several moral reasons for the importance of sustainable development support the efforts of an inclusive community, and even become a loophole for enjoying quality services. The community is involved in it without neglecting the welfare of those around the environment, especially in tourist areas that prioritize environmental sustainability and beauty to attract tourists this includes a moral obligation (Tosam, 2019). Other problems include the ecological side in the form of biodiversity with high benefits, at least there are efforts made not to damage the environment on a large scale (exploitation of natural resources). This reason is motivated by economic motives (Niesenbaum, 2019)..

Behind all these efforts, it will provide strong obstacles in creating inclusive growth. The implementation of economic development in Sudaji village is dominated by the plantation and tourism sectors. Existing facts reveal that MSMEs in Sudaji Village have not been able to fully utilize their potential because the technology used in running the economy is not yet advanced. Amid advances in smart farming using Artificial Intelligence. For this reason, globalization also encourages rapid changes for MSMEs that inevitably adopt innovative methods based on new technologies (Dubey et al., 2019)(Purnamawati, Oudah, et al., 2022)(Purnamawati et al., 2023)(Hsu & Lin, 2018)(Yuniarta & Purnamawati, 2020).

H2: Economics Aspect has the positive and significant effect on Inclusive Community

#### ***The Effect of Social Aspect on Inclusive Community***

Community productivity in economic activities must be in line with the application of sustainable principles. In reality, many of these economic activities only pursue profits, without regard to the wider impact. It even results in poverty if the production does not involve human resources to the fullest and without being followed by an increase in production.

The concept used is based on the basic formulation of the principles of equity, diversity, synergy and integration, future reach in the long term (Missimer, 2015). The orientation of equity and justice is in line with the orientation of development which includes factors of production, roles and opportunities that are fair and equitable, an equitable economy is also in line with prosperity (Khan et al., 2021).

H3: Social Aspect has the positive and significant effect on Inclusive Community

#### **METHOD**

This research was conducted in Sudaji and Les Village, Buleleng Regency to determine the implementation of environmental and socio-economic sustainable development (Purnamawati, Yuniarta, et al., 2022). There are quite a few villages in Buleleng Regency, but not all of them have developed tourism villages, so the researchers then took two samples of villages that had rapid development in terms of eco-tourism. The potential of a village that has unique traditions and natural beauty with abundant natural resources is an attraction for tourists, both domestic and foreign.

This study used a questionnaire with a Likert scale of 1-5 (responses: strongly disagree to strongly agree) to obtain information and interviews with one part of the developing tourism object. Samples were obtained as many as 230 people who met the criteria from a total population of 13,064 people. Interviews were conducted with Sudaji Village officials, homestay managers, tourism awareness groups, and the local community, to obtain clear and precise information. The author also compares the results of interviews with the reality in the field.

The data collection method was carried out using a questionnaire which was distributed by visiting the tourism actors, the community, and the village government apparatus directly. The number of respondents from the distribution of the questionnaire is in accordance with the number of samples that have been determined in this study, namely as many as 230 respondents who will be used for data analysis.

Research Model :

$$Y = \gamma_1 X_1 + \gamma_2 X_2 + \gamma_3 X_3 + \varepsilon$$

Where,

Y: Endogenous variable (Inclusive Community)

X: Exogenous variable

X<sub>1</sub>: Environmentally Aspect

X<sub>2</sub>: Economics Aspect

X<sub>3</sub>: Social Aspect

$\gamma$ : The coefficient of influence of exogenous latent variables on endogenous latent variables

$\varepsilon$ : error term

#### **RESEARCH RESULTS AND DISCUSSION**

This study consists of three types of independent variables (X), namely Environmentally Aspect (X<sub>1</sub>), Economics Aspect (X<sub>2</sub>), and Social Aspect (X<sub>3</sub>), as well as one type of dependent variable (Y), namely Inclusive Community. This research was conducted on tourism actors in Sudaji and Les Tourism Villages, Buleleng Regency because specifically, Buleleng district as an area in Bali Province which has the largest area and a tourist village that is starting to develop compared to other districts also has

the same problems related to the success of tourism in efforts emerging from the COVID-19 pandemic. This can be seen from the development of the number of tourist villages that have received the Best Tourism Village Award. Based on the data obtained, it can be seen that Buleleng Regency has 50 Tourism Villages that have the potential to be developed.

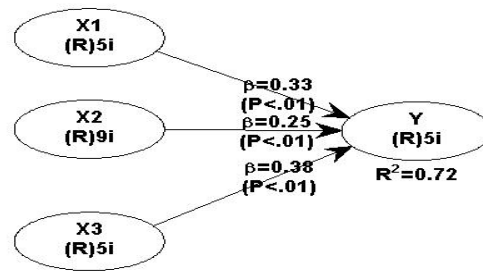


Figure 1. Direct effect

Table 1. Convergent Validity

Variable	Indicator	X1	X2	X3	Y
Environmentally Aspect (X <sub>1</sub> )	X1.1	0.891*			
	X1.2	0.978*			
	X1.3	0.967*			
	X1.4	0.971*			
	X1.5	0.977*			
Economics Aspect (X <sub>2</sub> )	X2.1		0.903*		
	X2.2		0.881*		
	X2.3		0.947*		
	X2.4		0.963*		
	X2.5		0.905*		
	X2.6		0.934*		
	X2.7		0.971*		
	X2.8		0.959*		
	X2.9		0.877*		
Social Aspect (X <sub>3</sub> )	X3.1			0.935*	
	X3.2			0.983*	
	X3.3			0.948*	
	X3.4			0.778*	
	X3.5			0.979*	
Inclusive Community (Y)	Y1				0.991*
	Y2				0.913*
	Y3				0.950*
	Y4				0.924*
	Y5				0.958*

Source: processed data

\*) P-value < 0.001 (Valid)

Cross-loading of variables used in discriminant validity testing uses the square root value of the average variance extract and according to the requirements exceeds the correlation between variables.

Table 2. Discriminant validity

Correlations among l.vs. with sq. rts. of AVEs				
	X1	X2	X3	Y
Environmentally Aspect (X <sub>1</sub> )	0.788*			
Economics Aspect (X <sub>2</sub> )		0.749*		
Social Aspect (X <sub>3</sub> )			0.741*	
Inclusive Community (Y)				0.744*

Source: processed data

The evidence shown in Table 2 is in accordance with the AVE requirements for 230 respondents who are accepted if it also exceeds the correlation between latent variables.

**Table 3.** Latent variable coefficients

Coefficients	X1	X2	X3	Y
R-squared				0.722
Adjusted R-squared				0.718
Composite reliability	0.889	0.919	0.858	0.815
Cronbach's alpha	0.839	0.900	0.792	0.715
Average variances extracted	0.621	0.561	0.549	0.468
Full collinearity VIFs	2.432	2.038	2.423	3.321
Q-squared				0.724

Source: processed data

**Table 4.** Model Fit and Quality Indices

Model Fit and Quality Indices	Index	Description
Average path coefficient	0.321*	p < 0.05
Average R-squared	0.722*	p < 0.05
Average adjusted R-squared	0.718*	p < 0.05
Average block VIF	2.212*	acceptable if ≤ 5, ideally ≤ 3.3
Average full collinearity VIF	2.554*	acceptable if ≤ 5, ideally ≤ 3.3
Tenenhaus GoF	0.630**	small ≥ 0.1, medium ≥ 0.25, large ≥ 0.36
Sympson's paradox ratio	1.000*	acceptable if ≥ 0.7, ideally = 1
R-squared contribution ratio	1.000*	acceptable if ≥ 0.9, ideally = 1
Statistical suppression ratio	1.000*	acceptable if ≥ 0.7
Nonlinear bivariate causality direction ratio	1.000*	acceptable if ≥ 0.7

\*) fulfilled

\*\*) fulfilled, large category

Source: processed data

Hypothesis one is accepted, the interpretation is that sustainable development seeks to achieve equitable distribution of development results for all people between generations. Especially the use of natural resources that contribute to economic growth with special limitations related to ecosystem control. All without exploiting natural resources that cannot be regenerated (Lim et al., 2018). Preservation of natural resources and the environment is the shared responsibility of the entire community, so it is expected to provide guarantees for the next generation, especially in relation to cultural conservation in Sudaji Village which is famous for its local wisdom. The beauty of nature is the main attraction of tourism offered by the local village community.

Hypothesis two is acceptable. The profit motive in economic activity is an obstacle to sustainable development. This aspect of sustainability is quite complex because it is not only limited to paying attention to intergenerational welfare and needs that must be fulfilled socially, culturally, and socializing values. All these components create consumption standards that have different abilities for the environment to meet them, and of course everyone can want that. However, there is a tendency that meeting these needs will have the opportunity to guarantee meeting the needs for increasing economic growth by utilizing digital technology amidst the current rapid competition (Adejumo et al., 2020). The use of technology has not been maximized in Sudaji village because the village government's support has not been optimal, so it has not fully reached the village. promotion using the official website of a tourist village owned by a local homestay entrepreneur.

Hypothesis three can be accepted, its meaning can be interpreted by respecting differences in ensuring the availability of sustainable natural resources now and in the future. Development synergy focuses on the relationship that occurs between the community and nature or the surrounding environment, in line with a long-term perspective (Sala et al., 2015). Meanwhile, development that requires a long-term perspective is a sustainable development perspective (Bappeda, 2017). World financial markets and the central government are also increasingly demanding information on environmental and social performance from village and local governments (Moallemi et al., 2020), because there is increasing evidence showing that good performance in the environmental and social fields will lead to better financial performance of village and local governments. So that the development of village and regional governments will also run more smoothly and of course have a good impact on today's society and future generations (Cahyandito, 2010).

The three aspects that have been analyzed are able to provide reinforcement for good governance in realizing a sustainable tourism village. Included in its implementation is applying the elements of local wisdom and maintaining the religious aspect in it in the form of elements of *Tri Hita Karana* (Three causes of happiness in Life) and *Tri Kaya Parisudha* (three actions that are purified). Through the meditation center offered in Sudaji Village, introducing a tourism village that has a religious aspect that can attract tourists to visit. There is also a Namaste Forest in Sudaji Village which has been able to maintain its historical value.

## CONCLUSION AND SUGGESTION

The development of a tourist village can also show aspects of synergy in it through the application of technology. This provides various benefits in development in the rural tourism sector and provides employment opportunities to improve their standard of living. The technological aspect can support the role of the economy and strengthen new innovations. Technology development aims to improve process, design, technology, and market access. Inclusive Growth also concerns political, social, and economic needs. Such growth will require information technology as the main driver of economic growth. Digitalization can help develop a sustainable rural economy so that later it will become a platform for many economic actors to build web-based technologies. Various information centers will be able to narrow the digital divide in rural and urban areas. ICT can increase productivity not only in agriculture, but also in other sectors such as services, and can even increase access to some of the basic services needed. Information and communication technologies, such as mobile banking, are key drivers of growth and inclusion. Especially providing opportunities and potential for innovation that benefits the lower middle class. The technological synergy that occurs between telecommunications and banking can help banking and supply chain inclusivity. From the research conducted, it was concluded that the villages of Sudaji and Les have implemented various programs for sustainable tourism development through synergy and collaboration that are environmentally and socio-economically sound in accordance with the 17 goals of sustainable development itself. Another aspect that is no less important is religious tourism which is also developed through meditation on tourists. Considering that there have been many governments calls for sustainable development, both for village governments and other regions, it is time for all government agencies to carry out sustainable development by considering the impact on future generations. Thus, the goal of sustainable development can be achieved.

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