

ASERS

Journal of Environmental Management and Tourism

Quarterly

Volume XIV

Issue 2(66)

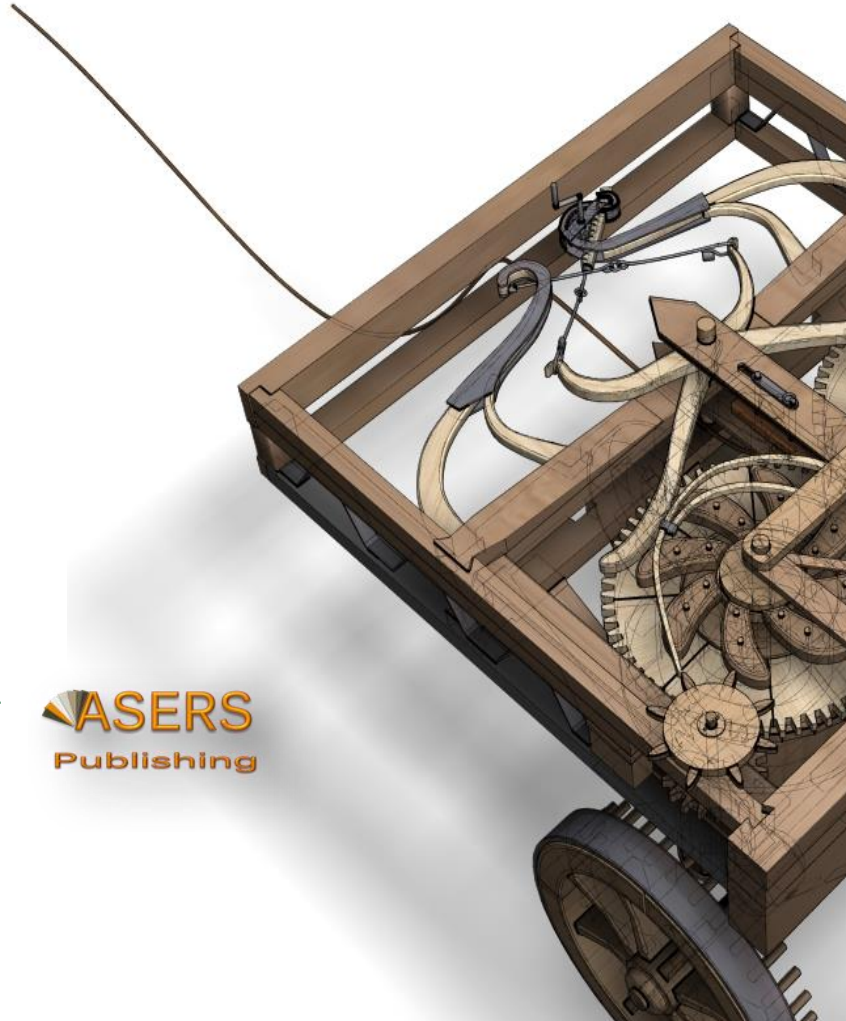
Spring 2023

ISSN 2068 – 7729

Journal DOI

<https://doi.org/10.14505/jemt>

ASERS
Publishing



Editor in Chief: Ramona Pîrvu

University of Craiova, Romania

Co-Editor: Cristina Barbu

Spiru Haret University, Romania

Editorial Board

Omran Abdelnaser

University Sains Malaysia, Malaysia

Huong Ha

University of Newcastle, Singapore,
Australia

Harjeet Kaur

HELP University College, Malaysia

Janusz Grabara

Czestochowa University of Technology,
Poland

Vicky Katsoni

Technological Educational Institute of
Athens, Greece

Sebastian Kot

Czestochowa University of Technology,
The Institute of Logistics and International
Management, Poland

Nodar Lekishvili

Tbilisi State University, Georgia

Andreea Marin-Pantelescu

Academy of Economic Studies Bucharest,
Romania

Piotr Misztal

The Jan Kochanowski University in
Kielce, Poland

Agnieszka Mrozik

University of Silesia, Poland

Chuen-Chee Pek

Nottingham University Business School,
Malaysia

Roberta De Santis

LUISS University, Italy

Fabio Gaetano Santeramo

University of Foggia, Italy

Dan Seligteanu

University of Craiova, Romania

Lesia Kucher, Lviv Polytechnic National
University, Ukraine

Laura Ungureanu

Spiru Haret University, Romania

Table of Contents:

1	Tourist Potential of Ukraine: Challenges and Prospects of the Post-War Time Inna LEVYTSKA, Alona KLYMCHUK, Anna SHESTAKOVA, Natalia BILETSKA	299
2	Tourists' Hotel Booking Preferences Changed by the COVID-19 Outbreak Sauwanee RODYU, Onanong CHEABLAM, Nuttaprachya NANTAVISIT, Yang LING	306
3	Crises and Conflicts on the Way to Sustainable Tourism Development: A Study of Cox's Bazar, Bangladesh Mohammad Rakib Uddin BHUIYAN, M. Badruzzaman BHUIYAN	320
4	The Impact of Marketing Mix Elements on Tourist's Satisfaction towards Five Stars Hotel Services in Dubai during COVID-19 Ashraf JAHMANI, Omar JAWABREH, Reneh ABOKHOZA, Ali Mahmoud ALRABEL	335
5	Key Factors to Promote a Vulnerable Region as a Competitive Tourist Destination Diego MARÍN-IDÁRRAGA, Juan SÁNCHEZ-TORRES, Pedro SANABRIA-RANGEL	347
6	Explore the Potential for Tourist Scams in Indonesia Tarjo TARJO, Alexander ANGGONO, Eklamsia SAKTI, Zakik ZAKIK, Muh SYARIF, Otniel SAFKAUR, Jamaliah SAID	363
7	Competitiveness of Milk Production. New Perspectives for Developing a New Direction in Tourism: Dairy Tourism Anar YERNAZAROVA, Karlygash ALYONOVA, Zhibek ANAFIYAYEVA, Anar NUKESHEVA, Adaskhan DARIBAYEVA, Azhar KIZIMBAYEVA	369
8	The Applications of Technology Acceptance Models in Tourism and Hospitality Research: A Systematic Literature Review Youssef EL ARCHI, Brahim BENBBA	379
9	Rising Customer Loyalty with Beneficial Impact on Service Quality Dimensions during the COVID-19 Pandemic for Tourism in Thailand MUSRIHA, Diana RAPITASARI	392
10	Features of Rural Tourism as an Element of Kazakh Culture during the Pandemic Syndrome Aitolkyn TLEUBAYEVA, Altynbek ZHAKUPOV, Roza SHOKHAN, Aizharkyn NURGAZINA, Zhanbota KARIPBAYEV, Maral SIYEUBAYEVA, Makhabbat DOSSOVA	398
11	Tourism of Ukraine as a Type of Business before and during the War Ilona YASNOLOB, Nataliia DEMIANENKO, Oleksandr GALYCH, Oleg GORB, Olena YEHOVA, Roman LIPSKYI, Tetyana BOROVYK, Inna MYKOLENKO, Nataliia PROTSIUK	417
12	Development of Mangrove Ecotourism Based on The Tourist Perspective in Lembung Village, Indonesia Akhmad FARID, Apri ARISANDI, Akhmad Farhan FARIDY, Moh. Wahyudi PRIYANTO	425
13	Tennis Tournaments from the Perspective of Sport Tourism Alexandru-Nicolae BANCIU, Claudiu-Ionut POPIRLAN, Germina COSMA	435

Editor in Chief: Ramona Pîrву

University of Craiova, Romania

Co-Editor: Cristina Barbu

Spiru Haret University, Romania

Editorial Board

Omrان Abdelnaser

University Sains Malaysia, Malaysia

Huong Ha

University of Newcastle, Singapore,
Australia

Harjeet Kaur

HELP University College, Malaysia

Janusz Grabara

Czestochowa University of Technology,
Poland

Vicky Katsoni

Technological Educational Institute of
Athens, Greece

Sebastian Kot

Czestochowa University of Technology,
The Institute of Logistics and International
Management, Poland

Nodar Lekishvili

Tbilisi State University, Georgia

Andreea Marin-Pantelescu

Academy of Economic Studies Bucharest,
Romania

Piotr Misztal

The Jan Kochanowski University in
Kielce, Poland

Agnieszka Mrozik

University of Silesia, Poland

Chuen-Chee Pek

Nottingham University Business School,
Malaysia

Roberta De Santis

LUISS University, Italy

Fabio Gaetano Santeramo

University of Foggia, Italy

Dan Selişteanu

University of Craiova, Romania

Lesia Kucher, Lviv Polytechnic National
University, Ukraine

Laura Ungureanu

Spiru Haret University, Romania

14	Overtourism in a City Destination from the Perspective of Entrepreneurs: Evidence from Wroclaw, Poland Wojciech FEDYK, Mariusz SOŁTYSIK, Tomasz RÓLCZYŃSKI, Babak TAHERI, Jacek BORZYSZKOWSKI, Fevzi OKUMUS	442
15	Entrepreneurial Leadership Values in Tourism Classroom Teaching. Enhancing the Learning Processes for Tourism Business Muh. FAHRURROZI, Hamzani WATHONI, Hasan BASRI, MOHZANA, Astrid DWIMAULANI	458
16	A Study on the Causality Relationship between Total Capital Increase, Foreign Investments, and Tourism Sector Revenues in Azerbaijan Nigar HUSEYNLI	469
17	Socio-Economic Consequences of the Transition to Organic Agriculture and Its Impact on Ecotourism Rassul KARABASSOV, Kairat NURMAGANBETOV, Kairat BODAUKHAN, Aisulu KULMAGANBETOVA, Gulnar ORYNBEKOVA, Zhibek OMARKHANOVA	477
18	Accessibility of Women's Empowerment in Tourism Industry from Mandalika Special Economic Zone SYAFRUDDIN, Muh. SALAHUDDIN, NURHILALIATI	491
19	Factors Influencing Customer Attitudes towards Online Food Delivery Application after the COVID-19 Epidemic in Jordanian Restaurants Bashar M. AL NAJDAMI, Mohammad KHASAWNEH, Issam M. AL-MAKHADMAH, Hakam SHATNAWI, Qusay KHALEEFAH, Ramzi AL ROUSAN	500
20	Marine Tourism-Based Sustainable Community Empowerment Model in the New Normal Era Elimawaty ROMBE, Zakiyah ZAHARA, Rosida P. ADAM, Suardi SUARDI, Moh. TAUFAL	513
21	The Effect of Creativity Skill, Motivation, Locus of Control on Self-Efficiency That Impact on the Success of Culinary Tourism Entrepreneurs in North Sumatra Rasmulia SEMBIRING, Umi Yusniar LUBIS, SYAIFUDDIN	522
22	The Sustainable Development Strategy of the Light Industry and New Orientations towards Ecotourism Bakytzhan MUKHAN, Altyn YESSIRKEPOVA, Aigul TULEMETOVA, Nazgul ORAZAYEVA, Ayimzhan ZHAKESHOVA, Daulet KANASHAYEV	529
23	The Impact of the COVID-19 Epidemic on Risk Management Perception in Tourism Business Nguyen Van NINH	540
24	Kazakhstan Tourism Industry in Promoting Sustainable Agriculture Development Bakytgul AINAKANOVA, Anar NUKESHEVA, Zhaskairat SUNDETULY, Aigul KAZKENOVA, Zhibek OMARKHANOVA, Anar YERNAZAROVA	552
25	Motives to Visit Urban Ecotourism Sites: A Study of A Botanical Garden in South Africa Uwe P HERMANN, Samantha C BOUWER	563
26	Determinants of Sustainable Tourism Destinations in Indonesia Pasaman SILABAN, Wisnu Rayhan ADHITYA, KHAERUMAN, Surya Wisada DACHI, Joli AFRIANI, Siti AISYAH, Sunday Ade SITORUS	575
27	The Dynamics of Religious Tourism. Case Study: Romania Laura UNGUREANU	582

Call for Papers Summer Issues 2023 Journal of Environmental Management and Tourism

Journal of Environmental Management and Tourism is an interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

Journal will publish original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modeling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies, etc. This topic may include the fields indicated above, but are not limited to these.

Authors are encouraged to submit high quality, original works that discuss the latest developments in environmental management research and application with the certain scope to share experiences and research findings and to stimulate more ideas and useful insights regarding current best-practices and future directions in environmental management.

Journal of Environmental Management and Tourism is indexed in SCOPUS, RePEc, CEEOL, ProQuest, EBSCO and Cabell Directory databases.

All the papers will be first considered by the Editors for general relevance, originality and significance. If accepted for review, papers will then be subject to double blind peer review.

Deadline for submission:	21 st April 2023
Expected publication date:	June 2023
Website:	https://journals.aserspublishing.eu/jemt
E-mail:	jemt@aserspublishing.eu asers.jemt@gmail.com

To prepare your paper for submission, please see full author guidelines in the following file: [JEMT Full Paper Template.docx](#), then send it via email at jemt@aserspublishing.eu.



DOI: [https://doi.org/10.14505/jemt.v14.2\(66\).20](https://doi.org/10.14505/jemt.v14.2(66).20)

Marine Tourism-Based Sustainable Community Empowerment Model in the New Normal Era

Elimawaty ROMBE
Tadulako University, Indonesia
elimawatyr@gmail.com

Zakiah ZAHARA
Tadulako University, Indonesia
zakiahahara.feb@gmail.com

Rosida P. ADAM
Tadulako University, Indonesia
rosida_adam@yahoo.co.id

Suardi SUARDI
Tadulako University, Indonesia
Wahyuningsih WAHYUNINGSIH
Tadulako University, Indonesia
wahyuningsih.wahyuningsih@untad.co.id

Moh. TAUFAL
Tadulako University, Indonesia
moh.taufal@gmail.com

Suggested Citation:

Rombe, E. *et al.* (2023). Marine Tourism-Based Sustainable Community Empowerment Model in the New Normal Era. *Journal of Environmental Management and Tourism*, (Volume XIV, Spring), 2(66): 513-521. DOI:[10.14505/jemt.v14.2\(66\).20](https://doi.org/10.14505/jemt.v14.2(66).20)

Article's History:

Received 30th of May 2022; Received in revised form 23rd of June 2022; Accepted 2nd of August 2022; Published 31st of March 2023. Copyright © 2023 by ASERS® Publishing. All rights reserved.

Abstract:

Community-based tourism is an empowerment approach that involves and places the community as an important public in the context of the new sustainable development paradigm. Community-based tourism is an opportunity to mobilize the potential and dynamics of the community, in order to balance the role of large-scale tourism business actors. This study aims to determine the Model of Marine Tourism-Based Sustainable Community Empowerment in the New Normal Era. This research is descriptive and quantitative. The study used a purposive sampling method with 100 samples with a questionnaire to the community in Palu City and Donggala Regency. This data was analyzed using Partial Least Square (PLS). The results showed that the variable of community-based tourism, where the variables of economy, culture, social, political environment had a significant effect on community development. It states that community empowerment refers to how local communities have a great influence socially and in community organizations to improve their living environment.

Keywords: marine tourism; community-based tourism; community empowerment.

JEL Classification: D83; Q56; R11; Z32.

Introduction

In the 21st century dawn, the world's tourism seems to be in rapid development. On the one hand, there will be many ways to meet the needs and achieve profits from sightseeing activities, but it will also be challenging and not easy. In the future world tourism market, you need to give up a variety of unique and high-quality products (production of unique products with high value-added) and Langescale Tourism Products. Nevertheless, this

forecast was done for the smoke epidemic, especially COVID19, especially around the world. The tourism industry contributes 11% of global domestic products, creating work for more than 200 million people, thanks to 700 tourists in one year. These figures were 2020 from February 20 to 2020, and tourism development has increased the impact of the COVID19 virus. However, improvements may have started successfully. Tourism is one of the world's largest export sectors for more than 50 developing countries worldwide. At the same time, there were "gaps" sharing the benefits of developing countries at some of the prices of several African countries and 85% of India. It is 40%. This situation is an obstacle to developing the tourism sector in developing countries. The United Nations Conference on Trade and Development (UNCTAD) at the Ministerial Conference in São Paulo, Brazil, in July 2004 recommended several essential things to promote tourism in developing countries. Tourism is the fastest growing industry globally and plays an essential role in the economy and stimulates the growth of other economies (Osman and Sentosa 2013). The development of tourism has made an essential contribution to poverty reduction and economic restructuring. As people's living standards improve, tourism needs also become more popular. Indeed, traveling has many benefits, such as relieving stress, experiencing new things that have never been experienced, and increasing knowledge related to foreign cultures, traditions, and cuisines. (Goliath-Ludic and Yekela 2020). According to (Pitana *et al.* 2005) in "The Hospitality and Tourism Education Industry (The Case of Indonesia)", tourism is already one of the largest industries in the world, seen from many indicators. Various figures such as the level of employment and the mobility of people. And income. In some countries and regions, tourism contributes significantly to gross domestic product. The United Nations Commission on the Environment and Development has established sustainable tourist industry. According to Neto (2003) of the United Nations, sustainable tourism is the development of tourism activities that fulfill today's requirements without jeopardizing natural resources to meet future needs. The following are examples: 1) A type of tourist governance in which the local community manages and actively participates in tourism development and management. 2) Tourism management can create chances for persons directly working in the tourism industry to benefit from existing tourism. 3) F Necessary kinds of tourism, systemic and democratic empowerment, and equitable benefit sharing to disadvantaged communities in tourist destinations (Goodwin and Santilli 2009). The tourism industry is one of the major industries in the world as it absorbs a lot of workers, increases incomes, and even contributes the most enormous amount to a country's GDP. Law Number 10 of 2009 concerning tourism explains that tourism development is needed to encourage the equal distribution of business opportunities, gain benefits, and face the challenges of changing local, national, and global life.

It also supports tourism policy in the Togean Islands. Tourism objects in the Togean Islands have the potential but have not developed according to their potential. The local government has made a strategy for tourism development in Palu City, but this strategy has not been able to provide significant progress in optimizing the existing potential by not involving local communities, so another strategy is needed where this strategy is captured through the perceptions of tourists and local communities. Community-based tourism is known as CBT (Community-Based Tourism) because it forms a development strategy for the tourism sector, especially during the New Normal period. According to (Pitana *et al.* 2013), there are four desirable goals for implementing the concept of community-based tourism. It contributes (1) to the increase and / or improvement of the conservation of natural or cultural resources, including biodiversity. Responsibility to tourists who provide products that contribute to the region's economic development, increase the region's income and profits, (3) involve the community, and (4) respect the natural, social and cultural environment. The five main aspects of CBT development consist of five aspects: economy, society, culture, environment, and politics. The five main aspects of CBT development consist of five aspects: economy, society, culture, environment, and politics (Suansri and Yeejaw-haw 2013).

Economic, social, cultural, and environmental issues all play a role in developing community-based tourism in tourist sites (Suansri and Yeejawhaw 2013). Locals have been encouraged to participate in tourism activities by their economic motive and desire to better their social position (Sutrisna 2011). Local people have been attracted to tourism activities for internal and external reasons (education, family economy, social status) (Winia *et al.* 2019; Darmayanti and Oka 2020). The local population's reliance on government policies has hampered CBT adoption. However, their great desire to shift their mindset and use their strengths to achieve their goals through tourism management can foresee this (Oka *et al.* 2021).

The empowerment of communities (local communities) in places that are tourist destinations through the tourism business is one of the development models attracting the attention of many groups and will become an important program. To develop the tourism industry in the future. According to global tourism experts, empowering communities in tourism development is an important point. Murphy (2013) asserts that, for the most part, tourism development is inseparable from the resources and uniqueness of the local community, both in terms of physical

and intangible elements (traditional and cultural.) is the main driver of tourism activities and carried out by communities in their environment, tourism is therefore considered a community activity.

The Central Sulawesi Provincial Government, namely the Central Sulawesi Tourism Office, noted that the growth of foreign tourist arrivals in the area during 2018 increased significantly, amounting to 6,741 tourist visits from the realization of 25,741 visits. On the other hand, the level of domestic tourist visits did not meet the target, from the target of 3,450,000 visits, only 3,432,178 visits were realized, resulting in a decrease of 17,822 tourist visits, even before the COVID-19 pandemic. In fact, the tourism industry has contributed to Central Sulawesi's economic growth during 2018 of 6.65 percent compared to 2017 which was only 4.41 percent. The purpose of this study is to provide an overview of the involvement of local communities in tourism development, especially in Palu City and Donggala Regency, by being able to identify the concept of empowerment community or local participation is a prerequisite for sustainable tourism. Next, we will analyze CBT (Community Based Tourism) in forming a development strategy in the tourism sector.

Tourism development based on community-based tourism (CBT) is a development model that provides maximum opportunities for local communities to participate in tourism development. The success of sustainable tourism development in community-based tourism lies in the role of the local productive community (empowerment of local communities) as actors in building, owning, and directly managing tourism facilities and services. In the end, they are expected that the community can enjoy the economic benefits and prevent the impact on the environment. This study examines various aspects that are predicted to play a major role in increasing tourist visits, especially foreign tourists, by examining the concept of community empowerment, namely the influence of Community Based Tourism (CBT) on the development of tourism communities in Tanjung Karang-Donggala and the role of enabling setting, local community empowerment, and socio-political support. Community involvement in tourism development plays an important role in making a community-based sustainable tourism development strategy in Central Sulawesi. The purpose of this research is to explore: 1.) Does Maritime Tourism-Based Sustainable Community Empowerment in the New Normal Period at Tanjung Karang Tourism Object have good tourism potential for Central Sulawesi Province? 2.) What are the factors that support the development of the best tourism potential? The objectives are stated in detailed questions, namely: 1. Does the economy have a significant effect on community development? 2.) Does social have a significant effect on.

1. Research Background

CBT must also pay attention to community participation in the surrounding region or the local community, which is a requirement for long-term tourism development. Local people whose lives and livelihoods are impacted by the development must manage it (Wijaya *et al.* 2020). As a result, a community management system emerged as the dominant tourist actor. Salazar (2011) argues that CBT is an effort to create a sustainable tourism industry by prioritizing local communities in planning tourism development. In line with this, Kibicho (2010) mentions that CBT involves skill development and income generation among local communities thereby empowering them through the creation of job opportunities. Although CBT is similar to other sustainable tourism development models in order to preserve nature and cultural heritage, the priority of the CBT concept focuses on the role of local communities to have control in directing sustainable tourism development in their own area. Furthermore, (Goodwin & Santili 2009) describe several indicators that can be used in measuring the success of CBT practices which consist of (1) improving livelihoods or improving living standards, (2) local economic development, (3) commercial viability, (4) collective benefits, (5) social capital and empowerment, (6) sense of belonging to a place, (7) education, (8) conservation and the environment, (9) tourism, (10) other factors.

Community-based tourism, also known as community-based tourism (community-based tourism), is becoming increasingly popular as a tourism development concept. This concept encourages community engagement to improve the economy and decision-making communities to manage the tourism industry's development (Suansri and Yeejawhaw 2013). According to Zielinski (2020), community-based tourism must pay special attention to the participation of local communities, which is a must for long-term tourism development. The local community must manage the lives of those affected by the development. As a result, the five critical dimensions of CBT development are: economic, social, cultural, environmental, and political. (Pitana *et al.* 2011) proposes three components for community empowerment: (1) enabling, (2) motivating, and (3) facilitating. (Pitana *et al.* 2011) suggests several components carry out community empowerment; (1) Enabling, (2) Motivating, (3) Educating, (4) Encouraging, (5) Protecting, (6) Empowering, (7) Opportuning, and (8) Devolution (Zielinski, 2020).

Community-based tourism is defined by Suansri (2003) and Nurhidayati (2007) as tourism that addresses environmental, social, and cultural sustainability. CBT is a technique for promoting community development and

environmental protection. To put it another way, CBT is a method for achieving long-term tourist growth. The main aspects of CBT development include five aspects, which are:

1. From an economic standpoint, including measures such as community development funding, employment creation in the tourism sector, and improved tourism-related income for local communities;
2. The social dimension includes improved community pride, equal role distribution among men, women, young and old generations, and community organization strengthening.
3. Cultural dimension includes indicators such as encouraging respect for various cultures, assisting in the development of cultural exchanges, and developing cultures that are deeply based on local culture;
4. Environmental considerations, including study indicators of wilayah carrying capacity, waste management, and conservation consciousness;
5. Political direction, including indicators: boosting local engagement, increasing community authority, and ensuring natural resource management rights.

This concept aims to increase community participation to improve the economy, and the community reserves the right to decide on business management or development in tourism. According to Pitana (2002), community tourism must pay attention to the participation of the local community, which is an absolute requirement for the development of sustainable tourism. Local communities must manage life and life affected by development.

Through community-based tourism (CBT), people manage their community's resources, such as tourism and tourist lodging, through community-based tourism (CBT). People get money from land, contractors, service and product providers, and employees. At least a fraction of tourism revenue is used to benefit the entire community. Allow the host community to use tourism as a strategy for community development; he must evaluate and appreciate the problem from a "global" standpoint. This will help the host community make the most of CBT's potential as a long-term community development strategy. The five main aspects are (1) economic; income from local production, a diverse local economy, and social autonomy (2); people-centered development, social fairness, fulfilling quality of life, and active community groups (3) politics; community participation, development, and cultural democratization (4); formal and informal education, the transmission of local culture to future generations, and cultural preservation (5) environment; natural resource management rights, environmental responsibility, and natural resource conservation (Mintzberg 2009; Polnyotee & Thadaniti 2015).

Meanwhile, community development research has been noted for many positive outcomes of social capital, such as community capacity, cooperation, increased community participation and ownership without desire, and the opportunity for citizens to collaborate to achieve shared goals as an indicator of community sustainability (Gittel and Vidal 1998). Since social capital combines the distribution and use of resources and the subsequent exercise of power, it can illuminate social injustices that often exist in the collective and exclude individuals - and marginalized because of their inability to access resources (Roseland 2000). In addition, formal and informal networks, norms, and resources highlight the importance of quality relationships in enabling community members to collaborate and contribute. In democratic and equitable decision-making. Therefore, the findings on social capital reflect attitudes regarding sociocultural sustainability and propose to use it as a conceptual guide to consider the sociocultural aspects of sustainable tourism. Sustainable (Zhang *et al.* 2021).

According to the capital approach (Costanza *et al.* 2007), sustainability can best be explained by comparing the "empty world" economic model with the "full world" economic model. In this empty world form, the only significant sources of capital are products (the economy) and financial capital. The exclusive welfare results from the consumption of goods or services, while the purpose of economic activity is the best way to convert land and labor into goods or services. This model has primarily influenced the business calendar. Still, change is needed if sustainability is to be achieved. An alternative to the empty world model is the entire world model, in which there are many different forms of capital, including natural, social, economic, and human capital. Welfare in this alternative model is extended to recognize the need to strike a balance between exclusivity and community development. Economic and governmental action aims to protect and increase capital underwriting in many different forms. "Empowerment leads individuals to revel and enhance in their control and mastery over themselves on factors and decisions which sharpen their livelihood" (Hur, 2006). That decides residents to support or oppose tourism development in a particular region while contributing to attaining tourism development in the broad sense of sustainability. Accordingly, empowerment will influence the resident's perception to support tourism as a construct of its impacts" (Gursoy, Jurowski and Uysal 2002). Equally, (Cole 2006; Hidayat *et al.* 2017) recognizes community empowerment as one of the significant components that lead to community

participation in tourism development. He further elaborates that "members of a community are active agents of change and they have the ability to find solutions to their problems, make decisions, implement actions and evaluate their solutions". However, when examining the previous literature, in identifying the relationship between empowerment and its influence on residents in other constructs like supporting tourism, more researchers have basically utilized social exchange theory to examine the facts.

To achieve long-term growth, community participation is required. This is particularly true when it comes to multidimensional development. (Arismayanti *et al.* 2017; Pitana, 2006) "Participation of local people is a precondition for sustainable tourism" (Pitana 2006; Arismayanti *et al.* 2017). Three aspects must be present in the concept of empowerment: 1) Establishing parameters improves the situation at the local level, allowing local communities to be more innovative. 2) Empowering Local Communities is a framework created locally, and then local communities must be equipped with the knowledge and skills necessary to make the most of it. This is accomplished through education, training, and other human resource development methods. 3). Socio-political assistance, including needed social support, political support, and networks, among other things.

2. Methodology

Based on the specific objectives and research objectives, the types of this research are (1) exploratory research and (2) conclusive research. This research is located in Palu City and Donggala Regency. Purposive sampling was used to determine the tourism object's community, including those who play an active role in the tourism industry's service process, community leaders, and owners of various tourism supporting institutions. Respondents were invited to complete a questionnaire in which they were asked to rate their impressions of the five CBT criteria on a scale of 1 to 5, with the results analyzed using a Likert scale. This study uses the Structural Equation Model (SEM) analysis method and a Variance Based SEM (Partial Least Square) methodology. WarpPLS-based analysis tool.

3. Case Studies

A convergent validity test was conducted to determine the validity of the relationship between statement items and the latent variable being studied. This test is carried out based on the correlation of statement items (component score) with latent score (construct score). The criteria used in this study is if the coefficient of outer loading or loading factor is above 0.6, then the item is declared valid and feasible to be used in research. However, the factor loading value can still be tolerated up to 0.5, while (Solimun, *et al.* 2017) state that in the latent variable, there are indicators or items 3-7, and the value of the rule of thumb factor loading is considered meaningful with a higher value.

Table 1. Convergent Validity Test Result

Variable	Item	LoadingFactor	StandardError	P-value	Description
Economic (X1)	X.1.1	0.895	0.085	<0.001	Valid
	X.1.2	0.895	0.085	<0.001	Valid
	X.1.3	0.831	0.085	<0.001	Valid
Culture (X2)	X.2.1	0.842	0.085	<0.001	Valid
	X.2.2	0.872	0.085	<0.001	Valid
	X.2.3	0.741	0.085	<0.001	Valid
Social (X3)	X.3.1	0.866	0.085	<0.001	Valid
	X.3.2	0.889	0.085	<0.001	Valid
	X.3.3	0.909	0.085	<0.001	Valid
Environment (X4)	X.4.1	0.890	0.085	<0.001	Valid
	X.4.2	0.911	0.085	<0.001	Valid
	X.4.3	0.751	0.085	<0.001	Valid
Politics (X5)	X.5.1	0.901	0.085	<0.001	Valid
	X.5.2	0.852	0.085	<0.001	Valid
	X.5.3	0.859	0.085	<0.001	Valid
Supporting Facilities (X6)	X.6.1	0.888	0.085	<0.001	Valid
	X.6.2	0.925	0.085	<0.001	Valid
Community Development (Y)	Y.1	0.719	0.085	<0.001	Valid
	Y.2	0.886	0.085	<0.001	Valid
	Y.3	0.856	0.085	<0.001	Valid
	Y.4	0.856	0.085	<0.001	Valid

Source: Data processed 2021

Therefore, greater than or equal to 0.30 but below that value, the item is declared invalid or removed from the measurement instrument. Table 4.1 displays the results of the convergent validity test, which shows the loading factor value for each statement item that is the measurement instrument in this study.

The statistics in Table 1 show that the values of the loading coefficients of all factors of each variable are more significant than 0.6. Therefore, he explains that all study elements are valid and usable. Reliability testing aims to ensure that the measuring instrument is consistent when measuring a building. Evaluation of the measurement model includes tests, namely the extracted mean-variance (AVE), Cronbach's alpha, and composite reliability. The criterion for each test was that the construct was declared reliable if the AVE was more significant than 0.5, the Cronbach's alpha value was greater than 0.7, and the composite confidence value was more significant than 0.7.

Table 2. Reliability Test Result

Latent Variables	Composite Reliability	Cronbach's Alpha	Average Variance Extracted (AVE)
Economics	0.907	0.845	0.764
Culture	0.860	0.758	0.673
Social	0.918	0.866	0.789
Environment	0.889	0.813	0.729
Politics	0.904	0.841	0.759
Supporting Facilities	0.902	0.785	0.822
Community Development (Y)	0.899	0.859	0.692

Source: Data processed 2021

Based on Table 2, states that the value of Cronbach's alpha in each variable is worth more than 0.7, namely Economy of 0.845, Culture of 0.758, Social of 0.866, Environment of 0.813, Politics of 0.841, Supporting Facilities of 0.785, and Community Development of 0.859. Furthermore, the composite reliability value for each variable is worth more than 0.7, namely Economy of 0.907, Culture of 0.860, Social of 0.918, Environment of 0.889, Politics of 0.904, Supporting Facilities of 0.902, and Community Development of 0.899. Then, the AVE value of all variables is more than 0.5, namely the variables, namely Economics of 0.764, Culture of 0.673, Social of 0.789, Environmental of 0.729, Political of 0.759, Support Facilities of 0.822 and Community Development of 0.692. This indicates that all items are declared trustworthy in measuring latent variables and that these variables meet reliability criteria.

This hypothesis test aims to determine the direction of the link between the independent and dependent variables. This is done by examining the path or pattern that was followed. In a single regression study, the SmartPls 3.0 application may be used to evaluate complicated structural models and illustrate the results of route analysis. The route coefficient can be used to determine the correlation between constructs, and the significance level can then be compared to the hypothesis. The test criteria, directly and indirectly, affect variables; If PValue 0.05, then Ho is accepted; On the other hand, if the Pvalue is 0.05, the cough is rejected, and Ha is accepted. Tests in PLS analysis can be done by checking their positive path coefficients and levels. Check statistics in WarPpls 6.0. The abnormality can be minimized by restoring the bootstrap method for search data.

Table 3. Direct Effect Test Results

Relationship Between Variables	Direct Coefficients	P-value	Descriptions
Economic → CommunityDevelopment	0.28	0.15	Significants
Culture → Community Development	0.12	0.05	Significants
Social → Community Development	1.15	<0.001	Significants
Environment → Community Development	1.11	<0.001	Significants
Politics → Community Development	0.13	0.05	Significants
Supporting Facilities → Community Development	0.39	0.05	Significants

Source: Data processed 2021

Based on Table 3, the path coefficients and p-values of the variables from economic development to community development are 0.28 and 0.15, and the coefficients of the path and the p-values of the variables from culture to culture. Community development is 0.12 and 0.05. In addition, the path coefficients and values of the variables of social development with the community are 1.15 and <0.001, the coefficients of the path and the values of the variables of the environment-community development are 1.11 and <0.001, then the path coefficient and the value of the policy variables. Community development is 0.13 and 0.05, and the latter values for the path

coefficients and p values of the base variables supporting community development are 0.39 and 0.05, respectively.

Community-based tourism (CBT) is also known as community-based tourism. Conceptually, the basic principle of CBT is to place the community as the leading actor through empowering the community in various tourism activities. Thus, the maximum benefit from tourism is for the benefit of the community. The concept of community-based tourism is used by designers, tourism development activists, and strategies to actively mobilize communities to participate in tourism development. The goal to be achieved is to enhance the community's socio-economic status and enhance tourism activities, especially for the tourists who will visit Tanjung Karang Kab. Donggala.

Furthermore, CBT will involve the community in the decision-making process and derive most of its revenue directly from tourists. As a result, it will be able to create jobs, eliminate poverty, and positively impact the village's environment and indigenous culture. Finally, it is hoped that it would be able to strengthen the local population's sense of identity and pride, which has risen due to increased tourism activities. CBT can be described as a genuine populist economic approach that is immediately adopted by the community and directly benefits the community. This concept is more concerned with tourism's influence on society and natural resources. CBT arose from a community development approach that used tourism to increase rural community organizations' capacity to manage tourism resources with community participation. Although emerging from society, CBT is not a perfect solution to society's problems. If applied carelessly, CBT can cause problems and lead to disaster. Therefore, the community must choose wisely and be careful. In addition, everything must be prepared adequately before operating the CBT to be suitable for CBT development. More importantly, communities must have the power to modify or suspend CBT not to exceed the community's management capacity or lead to uncontrollable negative impacts.

Three components must exist in the concept of empowerment: 1.) The goal of enabling setting is to improve local conditions so that local communities can be more innovative. It's similar to constructing a sound "stage" where residents can "dance." 2.) Giving local communities more power. The local community must enhance their "dance" talents when a proper "stage" has been set. Following the preparation of the local setting, the local community must enhance their knowledge and abilities to make the most of it. This is accomplished through various methods, including education, training, and other forms of human resource development. 3.) Political and social backing. If the scenery is lovely, the local community can "dance," but no further supporting devices, such as equipment or spectators, are required; all that is required is social support, political support, and networks, among other things. Without adequate socio-political support, local people will not be able to 'dance' well on the 'stage', even if the community is outstanding at 'dancing'. This theory is used when dissecting the first problems, namely how managers have carried out community empowerment activities through the development of tourism objects in Tanjung Karang so far to provide community economic improvement. Community empowerment activities are identified through what activities are carried out by village communities related to tourism village activities. Empowerment activities should not conflict with the norms believed by the villagers, and there have been no significant conflicts since their implementation.

Conclusion

Based on the findings in interviews and qualitative research data analysis on the Model of Marine Tourism-Based Sustainable Community Empowerment in the New Normal Period at Tanjung Karang Tourism Object, it can be concluded that Tanjung Karang tourism object is one of the tourism potentials in Central Sulawesi Province, especially in Donggala Regency. Therefore, the role of the government, officials, and communities around the tourism object must maintain sustainability and not damage the existing facilities and infrastructure in the tourism object and maintain the potential of coral reefs under the sea. During the community empowerment at Tanjung Karang Tourism Object, there are supporting factors: adequate tourism potential, close to government centers and tourist attractions, receiving support from related agencies, and high community participation. Therefore, it will be an opportunity for Tanjung Karang Tourism Object to continue to develop its potential. However, there are also inhibiting factors, including limited funds & human resources, limitations in language, inadequate infrastructure & accessibility, and internal and external communication, which, if not handled quickly, will become a boomerang for Tanjung Karang Tourism Object in the future.

Based on the research above, it can be seen that a form of community empowerment has been applied in the development of Tanjung Karang Tourism Object, Kab. Donggala. However, there are several suggestions that researchers would like to convey to the manager of the Tanjung Karang Tourism Object so that the development of the Tanjung Karang Tourism Object is more optimal, including: 1.) The need to improve access roads that are

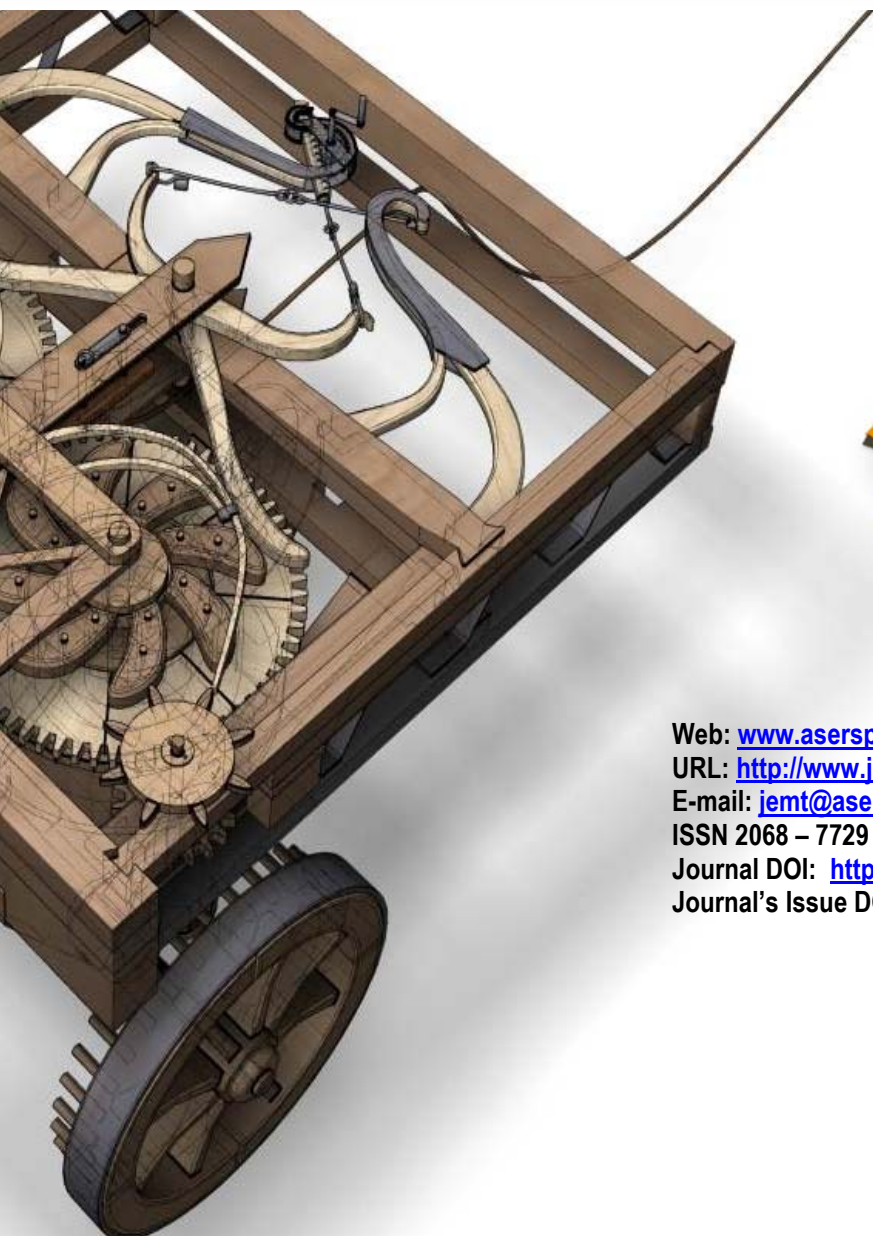
narrow and with holes along the way to the Tanjung Karang Tourism Object entrance so that tourists feel comfortable. 2.) More intensive socialization to the local community so that people understand more about a piece of information related to community empowerment. 3.) Training is more intensified because the Magelang Regency Government only provides 2 times of training in a year. Therefore, it is very minimal for community development even though the surrounding community is very enthusiastic. 3.) Socialization to village government officials around the Tanjung Karang Tourism Object regarding the disbursement of fund proposals to assist existing empowerment activities. 5.) Conducting regular surveys to tourist villages to find out how far the development of tourist villages is.

References

- [1] Arismayanti, N. K., Widyatmaja, I. G. N., and Wiraatmaja, I. W. 2017. The Establishment of Rural Tourism Based Creative Economy Kendran Village, Gianyar. *Udayana Journal of Social Sciences and Humanities (UJoSSH)*, 1(1): 13.
- [2] Blackstock, K. 2005. A critical look at community-based tourism. *Community development journal*, 40(1): 39–49.
- [3] Cole, S. 2006. Information and Empowerment: The keys to achieving sustainable tourism. *Journal of Sustainable Tourism*, 14(6): 629-644.
- [4] Costanza, R., Graumlich, L. J. and Steffen, W. 2007. Sustainability or Collapse: Lessons from Integrating the History of Humans and the Rest of Nature. *Geological Society of America Bulletin*, 59 (9): 941–76.
- [5] Darmayanti, P.W., Oka, I M.D. and Sukita, I.W. 2020. Development of Kaba-Kaba Tourism Village in the perspective of the local community]. *Jurnal Ilmiah Hospitality Management*, 11(01): 15–23. DOI:<https://doi.org/doi:10.22334/jihm.v11i1.173> (in Indonesian)
- [6] Dwyer, L., Forsyth, P. and Spurr, R. 2003. Inter-industry effects of tourism growth: implications for destination managers. *Tourism Economics*, 9(2): 117–132.
- [7] Giao, H. N. K., Vuong, B. N., Phuong, N. N. D., and Dat, N. T. 2021. A model of factors affecting domestic tourist satisfaction on eco-tourism service quality in the mekong delta, Vietnam.
- [8] Gittel, R., and Vidal, A. 1998. *Community Organizing: Building Social Capital as a Development Strategy*. London: Sage.
- [9] Goliath-Ludic, K., and Yekela, S. 2020. Resident's perception of the environmental impact of tourism: A case study of the bawa community in Butterworth, South Africa. *GeoJournal of Tourism and Geosites*, 33(4): 1527–1531.
- [10] Goodwin, H., and Santilli, R. 2009. Community-based tourism: A success?. ICRT Occasional Paper 11
- [11] Gursoy, D., Chi, C. G., and Dyer, P. 2010. Locals' Attitudes toward Mass and Alternative Tourism, The Case of Sunshine Coast, Australia. *Journal of Travel Research*, 49(3): 381-394.
- [12] Hidayat, A., Rahmanita, M., and Hermantoro, H. 2017. Community Empowerment in Plempoh Cultural Tourism Village. *TRJ Tourism Research Journal*, 1(1): 98.
- [13] Hur, M. H. 2006. Empowerment in Terms of Theoretical Perspectives: Exploring a Typology of the Process and Components across Disciplines. *Journal of Community Psychology*, 34(5): 523-540.
- [14] Kibicho, W. 2008. Community - based tourism: A factor - cluster segmentation approach. *Journal of Sustainable Tourism*, 16(2): 211-231.
- [15] Mintzberg, H. 2009. Rebuilding Companies as Communities. *Harvard Business Review* (July–August 2009).
- [16] Murphy, P. E. 2013. *Tourism: A community approach (RLE Tourism)*. Routledge.
- [17] Neto, F. 2003. A new approach to sustainable tourism development: Moving beyond environmental protection. in *Natural resources forum*. Wiley Online Library, pp. 212–222.
- [18] Nurhidayati, S. E. 2007. Community Based Tourism (CBT) sebagai Pendekatan Pembangunan Pariwisata Berkelanjutan. *Jurnal Masyarakat, Kebudayaan, Dan Politik Universitas Airlangga*, 3(3): 191–202. Available at: http://www.journal.unair.ac.id/filerPDF/Community Based Tourism_CBT_.pdf (in Indonesian)

- [19] Oka, I. M. D., Murni, N. G. N. S., and Mecha, I. P. S. 2021. The Community-Based Tourism at the Tourist Village in the Local People'S Perspective. *GeoJournal of Tourism and Geosites*, 38(4): 988–996. DOI:<https://doi.org/10.30892/gtg.38401-735>
- [20] Osman, Z., and Sentosa, I. 2013. Mediating effect of customer satisfaction on service quality and customer loyalty relationship in Malaysian rural tourism. *International Journal of Economics and Management Studies*, 2(1): 25-37.
- [21] Pitana, I Gede, *et al.* 2005. *Hospitality Industry and Tourism education (The Case of Indonesia)*. Paper presented at the 2005 ASAIHL Seminar on “Hospitality and Tourism Education”, Phuket, Thailand, October 16-19, 2005, organized by Association of South East Asian institutions of Higher Learning (ASAIHL) and Prince of Songkla University.
- [22] Polnyotee, M., and Thadaniti, S. 2015. Community-based tourism: A strategy for sustainable tourism development of Patong Beach, Phuket Island, Thailand. *Asian Social Science*, 11(27): 90–98. DOI:<https://doi.org/10.5539/ass.v11n27p90>
- [23] Roseland, M. 2000. Sustainable Community Development: Integrating Environmental, Economic, and Social Objectives. *Progress in Planning*, 54 (2): 73–132.
- [24] Salazar, N. 2012. Community - based cultural tourism: Issues, threats and opportunities. *Journal of Sustainable Tourism*, 20(1): 9-22.
- [25] Solimun. 2002. *Multivariate Analisis, Structural Equation Modeling (SEM) Lisrel dan Amos*. Brawijaya FMIPA, Indonesia
- [26] Stronza, A. 2007. The Economic Promise of Ecotourism for Conservation. *Journal of Ecotourism*, 6(3): 210-230.
- [27] Suansri, P. 2003. *Community Based Tourism Handbook*. Thailand: REST Project.
- [28] Suansri, P. and Yeejaw-haw, S. 2013. *CBT Standard Handbook*. The Thailand CBT Institute, Thailand
- [29] Sunaryo, B. 2013. *Kebijakan Pembangunan Destinasi Pariwisata Konsep dan Aplikasinya di Indonesia*. Yogyakarta: Gava Media.
- [30] Sutrisna, E. 2011. The problem of women working in the tourism sector (hospitality case study). *Jurnal Aplikasi Bisnis*, 1(2): 97–102. (in Indonesian)
- [31] Tinta, A. A. et al. 2018. Assessing the Impact of Integration on Economic Growth and Food Security in ECOWAS. *Theoretical and Practical Research in the Economic Fields*, Volume 9, Issue 1(17), p. 32-44. DOI: [https://doi.org/10.14505/tpref.v9.1\(17\).04](https://doi.org/10.14505/tpref.v9.1(17).04)
- [32] Wijaya, P. Y., Hartati, P. S., and Sumadi, N. K. 2020. The Readiness of Community Based Tourism Village Development (Case Study at Bongkasa Pertiwi Tourism Village, Bali Province, Indonesia). *European Journal of Business and Management Research*, 5(3). DOI: <https://doi.org/10.24018/ejbmr.2020.5.3.269>
- [33] Winia, I N., Oka, I M.D., and Pugra, I W. 2019. The Implementation of the community-based tourism at Tista Tourist Village. In International Conference on Applied Science and Technology 2019-Social Sciences Track (ICASTSS 2019). DOI: <https://doi.org/10.2991/icastss-19.2019.15>
- [34] Zhang, Y., Xiong, Y., Lee, T. J., Ye, M., and Nunkoo, R. 2021. Sociocultural Sustainability and the Formation of Social Capital from Community-based Tourism. *Journal of Travel Research*, 60(3): 656–669. DOI:<https://doi.org/10.1177/0047287520933673>
- [35] Zielinski, S., Jeong, Y., and Milanés, C. B. 2020. Factors that influence community-based tourism (CBT) in developing and developed countries. *Tourism Geographies*, 0(0), 1–33. DOI:<https://doi.org/10.1080/14616688.2020.1786156>
- [36] *** UNWTO. 2008. UNWTO Development Assistance - Annual Report of the World Tourism Organization on Development Assistance Activities. on the www: <http://dtxtq4w60xqpw.cloudfront.net/>

ASERS



The logo for ASERS Publishing, featuring the word "ASERS" in a bold, orange, sans-serif font with a stylized fan-like graphic to the left, and the word "Publishing" in a smaller, orange, sans-serif font below it.

Web: www.aserspublishing.eu

URL: <http://www.journals.aserspublishing.eu/jemt>

E-mail: jemt@aserspublishing.eu

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Journal's Issue DOI: [https://doi.org/10.14505/jemt.v14.2\(66\).00](https://doi.org/10.14505/jemt.v14.2(66).00)