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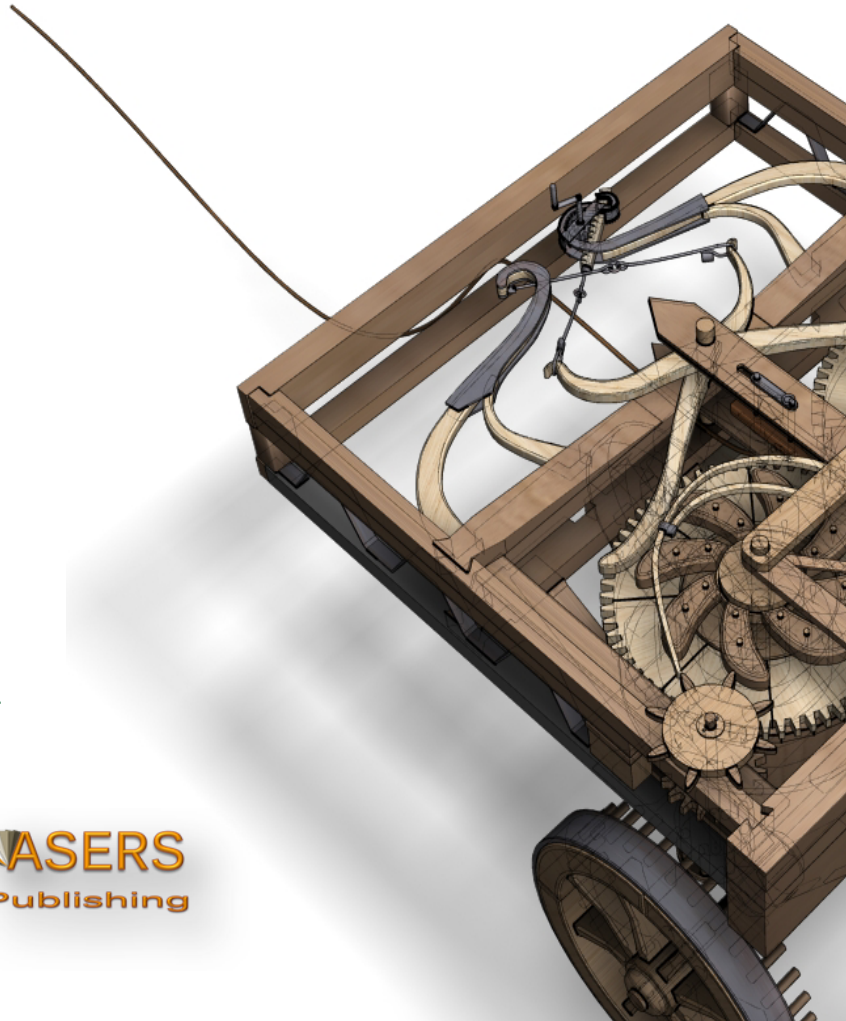
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Call for Papers

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Journal of Environmental Management and Tourism

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Examining the Mediating Effects of Social Capital and Community-Based Tourism on the Role of Tourism Villages in Sustainable Tourism

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Abstract: Sustainable tourism is still a topic of study that is predicted in tourism research in Indonesia. Various strategies and efforts have been made to create sustainable tourism, starting from issuing various government policies supporting sustainable tourism programs involving the private sector and the community. However, the results achieved still need to be optimal. There are so many factors that can affect sustainable tourism. Among the variables that are stated to have a contributing influence on it, they will be discussed in this study. This study aims to analyze the mediating role of social capital and community-based tourism between the influence of tourism villages on sustainable tourism in rural tourism in West Sumatra, Indonesia. Quantitative research of the associative type is sought to reveal the hypothesis proposed. A total of 422 samples were used in this study. The research instrument in the form of a validated and highly reliable questionnaire was used, supported by literature studies and documentation. Data analysis used Structural Equation Modeling (SEM) statistics Analysis Moment of Structural (AMOS) and continued with the Sobel test. The results proved that the role of tourism village through the mediating role of social capital and community-based tourism proved to have a significant effect on sustainable tourism but not a partial effect. The role of tourism village affects social capital and community-based tourism, while social capital and community-based tourism also significantly affect sustainable tourism.

Keywords: role of tourism village; social capital; community-based tourism; sustainable tourism.

JEL Classification: Z32; Q56; Q01; L83.

Introduction

Tourism in Indonesia is one of the sectors that has the fastest growth and has a strategic position; this can be seen from its significant contribution to the increase in the country's foreign exchange (Saputra *et al.* 2023), thus

having an impact on the profitability of the government's financial balance. Apart from that, the tourism industry also has quite a large workforce absorption capacity and has great potential to improve community welfare (Frinaldi *et al.* 2023) and is a hope for alleviating poverty (Phiri 2016; Shahbaz *et al.* 2021; Soliman 2014; Saarinen and Rogerson 2014).

One of the study topics in the tourism sector, which is still a strategic topic in Indonesia, is sustainable tourism. Because it is assumed to be able to contribute to the recovery of the country's economic growth after the COVID-19 pandemic several years ago (Sigala 2020; Schönherr *et al.* 2023). Sustainable tourism is a form of effort to develop tourist attractions and ensure that the natural, social, economic, and cultural resources used can still be enjoyed by future generations (Bruyn *et al.* 2023; Saputra *et al.* 2023; Mubarak *et al.* 2023). Sustainable tourism has existed since the early 1990s (Buckley 2012). However, the study of sustainable tourism has long been discussed by experts and researchers in the field of tourism, but until now, it is still a matter of debate and concern (Butler 2014); these concerns can be seen from the slow implementation of sustainable practices in the tourism sector (Moyle *et al.* 2018). Apart from that, there is still a lack of attention to sustainability research in the tourism sector. Research that explicitly examines progress and trends related to research in sustainable tourism is still limited (Bruyn *et al.* 2023). This will be a concern because there is still a lack of effort to maintain and preserve this research to remain relevant.

In Indonesia, sustainability research in the tourism sector is still deemed necessary to be carried out. It needs special attention from the government because Indonesia has great tourism potential, and every region in Indonesia has made tourism a leading sector. Sustainable tourism in Indonesia is expected to be able to make a significant contribution to the economic, social, and community welfare fields because tourism is one of the flagships of Indonesia's national development. Various government strategies and policies have been pursued to support the success of this program. However, this effort has not been able to produce optimal results. One of the regions in Indonesia that is aggressively promoting sustainable tourism development is the West Sumatra Province. West Sumatra's seriousness in tourism development can be seen with the issuance of Regional Regulation number 14 of 2019 concerning the tourism development master plan for West Sumatra province for 2014-2025. One of their focuses is developing rural tourism with a sustainable concept. Tourism with a rural concept is an alternative form of tourism based on preserving nature, culture, and traditions and empowering local communities (Rosalina *et al.* 2023). Local societies or communities are the main elements in implementing sustainable tourism (Susilo and Dharmawan 2021). Through this concept, it is believed to be able to improve the welfare of local communities and it is hoped that they can utilize resources sustainably (Yachin and Ioannides 2020).

The success of implementing sustainable tourism can be caused by many factors, including the role of tourism villages and the involvement of local communities, whether in the form of social capital or Community-Based Tourism. Based on this, this research seeks to effectively determine the influence of the role of tourism village on sustainable tourism through the mediating role of social capital and community-based tourism in rural tourism in West Sumatra. The mediating role of social capital and community-based tourism built into this concept is new, especially in sustainable tourism for developing countries like Indonesia. This is hoped to add new literature in the field of tourism because, unlike most previous research, this research assesses sustainable tourism from the perspective of the role of tourism village, social capital, and community-based tourism. Hence, this study is important for sustainable tourism developers.

Even though research on sustainable tourism has often been conducted, very little research on sustainable tourism has been found that focuses on the influence of the role of tourism village on sustainable tourism mediated by social capital and community based tourism variables in a research model. So, this research is here to address the research gaps and debates in previous studies to propose a more comprehensive framework by adding social capital and community-based tourism as mediating variables. This study also builds a new data set and focuses on sustainable tourism issues in the context of research in Indonesia as a developing country.

1. Literature Review

1.1 Role of Tourism Village

The tourism village program has a vital role in encouraging the sustainability of tourism in rural areas. Tourism in rural areas is expected to utilize resources sustainably and management based on community participation (Yachin and Ioannides 2020). Village tourism is an alternative form of tourism based on preserving nature, culture, tradition, and empowerment of local communities (Rosalina *et al.* 2023). Developing a tourist village is based on exploring potential resources (Herdiana 2019). Tourist villages are given the authority to manage their

rural tourism; it is intended that rural tourism will be able to progress and develop (Arafi *et al.* 2022). Tourism villages are responsible for developing sustainable tourism in their villages; besides that, tourism villages also have an essential role in developing sustainable tourism. One of the critical roles of tourist villages in sustainable tourism is the responsibility of protecting the environment and local culture. Tourism villages have a strategic role in the development of cultural tourism (Adi and Mulyadi 2019). The role of tourist villages is expected to increase stakeholders' capacity and assist rural tourism managers in improving the welfare of local communities (Rosalina *et al.* 2023).

1.2 Social Capital

Social capital has the power to understand the norms and social relations that work within the social structure in a community that involves all aspects, including social, religious, economic, cultural, and political, that are integrated into a pluralistic society and stated that social capital, which includes norms, actions, and values, can motivate the community to engage in tourism development (Kollmuss and Julian 2022; Rusdi *et al.* 2024). Social capital is one of the indicators of community-based tourism development. Social capital can be a tool used by individuals and groups in developing tourism (Hwang and William 2017). Social solid capital is one of the conditions for realizing tourism at the rural level (Rocca and Zielinski 2022). Therefore, the higher the appeal of social capital in the community, the more the potential for conflict can be resolved so that economic development programs can be easily realized (Suandi 2014). Social capital has components to support sustainable tourism development. These components are participation or proactive action in managing trust, mutual assistance, social norms and values, and social networks to strengthen communities. In its various components, social capital is significant for tourism development and multi-level community governance. *Social capital* is an asset that manifests through access to networks, trust relationships, solidarity, norms, rules and sanctions, political participation, and cooperation (Grootaert *et al.* 2004).

1.3 Community-Based Tourism

Community-Based Tourism (CBT) is a tourism management model that involves community participation and utilizes local communities in tourism development. CBT always seeks and maximizes the benefits and minimizes the negative impacts of tourism activities for local communities (Ballesteros and Ramírez 2010; Alhadi *et al.* 2023). CBT provides opportunities for the community to participate in controlling and developing management so that the maximum benefit of tourism is only for the community (Jugmohan *et al.* 2016; Hausler 2005). The main goal of the CBT concept is tourism development and improving the welfare of local communities (Arifin 2017). In general, CBT can be understood as a form of tourism development where control over the planning of tourism benefits is in the hands of community groups (Kontogeorgopoulos *et al.* 2013). The difference between ordinary tourism and CBT tourism is that there is another purpose of tourism, which is not merely as a business to get the maximum profit from investors or visitors but as a means to strengthen a community social organization in managing tourism resources with direct participation from residents (Suansri 2003). CBT products combine tourism activities, local food and beverages, and accommodation services (Benur and Bramwell 2015). One of the potential benefits of CBT for community welfare is economic benefits, such as contributing to rural development and poverty alleviation (Goh, 2015; Müllera 2020; Salazar 2012), as well as strengthening local cultural traditions (Kayat 2015; Lenao 2015), empowering rural communities (Salazar 2012), cross-cultural exchange (Regmi and Walter 2016), and preserving the natural environment and wildlife (Dowling *et al.* 2002; Reimer and Walter 2013).

1.4 Sustainable Tourism

The concept of sustainable tourism development arises because of the belief and joint efforts that ensure that future generations can enjoy the natural, social, and cultural resources utilized today; they have the same opportunity for the future (Zakiah and Alhadihaq 2023; Kurniawati 2013). The World Tourism Organization (WTO) defines *sustainable tourism development* as a development that meets the needs of tourists today while protecting and promoting opportunities for the future of tourism. Not only meeting the needs of the present and future generations (Bruyn *et al.* 2023) but So, in this case, the sustainable tourism development policy is directed at the utilization of natural resources and human resources for the long term (Sharpley 2010; Aimon *et al.* 2023). At least three aspects must be fulfilled in sustainable tourism development, namely economic, social, and environmental (Maftuhah and Wirjodirdjo 2018; Nugraheni *et al.* 2019). Sustainable tourism requires local communities to be directly involved and actively participate and look positively at tourism development (Han *et al.* 2023; Aleshinloye *et al.* 2021) able to maintain a balance between social, cultural and environmental (Andreck,

Valentine, Knopf, and Vogt 2005); Ramkissoon 2023), all resources must be managed sustainably (Saputra *et al.* 2022).

1.5 Hypotheses Development

1.5.1 Role of Tourism Village and Social Capital

Community social capital formed from the community's active role is indispensable in tourism development (Scott 2012). By relying on social capital alone without the intervention and support of the tourism village government, tourism development is likely to fail. On the other hand, tourist villages need social capital to succeed. Because tourist villages have limitations in terms of managing tourism, tourism villages can build social capital for community tourism development through the village government (Rocca and Zielinski 2022). Here, it can be seen that there is a dependency relationship between the two, and they influence each other, so the first hypothesis proposed in this study is:

H1: There is an influence of the role of tourism village on social capital.

1.5.2 Role of Tourism Village and Community-Based Tourism

The success of managing a tourist village is in the hands of its inhabitants. The community is the core of a tourist village and the main subject in rural tourism management (Noor and Zulfiani, 2021; Syafrini *et al.* 2023). A tourist village should start from the community and be for the community itself. Internally, the role of the community is the main factor in the success of a Tourism Village. Tourism village is a form of tourism development that focuses on the contribution of rural communities and the preservation of the rural area environment (Asianingsih *et al.* 2023). So that the success of tourist villages in tourism management and development can be connected to the name of community participation / community-based tourism. Here, it has been seen that there is a link between the role of tourism village and community-based tourism.

H2: There is an influence of the role of tourism village on community-based tourism.

1.5.3 Role of Tourism Village, Social Capital, Community-Based Tourism and Sustainable Tourism

Tourism villages have the authority to manage tourism in their villages and are required to be able to carry out tourism development in a sustainable manner (Arafi *et al.* 2022). One of the important roles of tourist villages in sustainable tourism is the responsibility of protecting the environment and local culture. Tourism villages are best positioned to encourage a sustainable tourism sector development agenda (Ruhanen 2012). Tourist villages have a direct role and involvement in organizing tourism in the village (Wang and Xu 2014). Through various policies, tourist villages can play their role in directing (Liu *et al.* 2020), encouraging the implementation of tourism towards the desired direction (Yang *et al.* 2021), and implementing various financial, marketing, and technical assistance, consultation and coordination strategies (Kata *et al.* 2022) as well as acting as a motivator and facilitator (Simamora and Sinaga 2016). One study that states that the role of tourism village influences sustainable tourism is influenced by research (Junaid *et al.* 2022).

H3: There is an influence of the role of tourism village on sustainable tourism.

One of the successful implementations of rural-level tourism can be caused by many factors, including social capital. Social capital can be a tool in developing tourism (Hwang and William 2017). The main goal of the social capital tourism concept is the development and sustainability of tourism that focuses on improving the welfare of local communities (Arifin 2017). Social capital has principles such as mutual trust, upheld norms, and relationships that play a role in solving problems in life together (Fathy 2019). Social capital has been proven to play a role in sustainable tourism development (Aji and Faniza 2022). Tourism as a form of activity can be driven by social capital (Aji 2020), so social capital needs to be developed to create sustainable tourism. Giango *et al.* (2022) mentioned that local community support in the form of social capital is needed for development and sustainable tourism. Community involvement in the form of social capital has contributed significantly to the development and sustainability of the tourism industry (Llupart 2022). From some of the above statements, it can be assumed that social capital is on sustainable tourism.

H4: There is an influence of social capital on sustainable tourism.

CBT is one of the concepts that contribute to sustainable tourism development. CBT is needed as a sustainable tourism development strategy (Wijaya and Sudarmawan 2019). As the main actors of CBT in sustainable tourism, local communities have an important role in developing and utilizing a tourism area because

tourism development cannot only be done by the government and tourism entrepreneurs or investors, but collaboration is needed. The community is integral to participating as a subject and object in sustainable tourism. CBT can provide benefits and positively impact sustainable tourism (Utami *et al.* 2022). The research results (Adi and Mulyadi 2019; Nurlena *et al.* 2021) also prove a significant positive influence between CBT and sustainable tourism.

H5: There is an influence of community based tourism on sustainable tourism.

1.5.4 Mediating Social Capital and Community-Based Tourism Between the Influence of the Role of Tourism Village and Sustainable Tourism

In general, the role of tourist villages in developing sustainable tourism using a participatory approach to social capital and CBT based on local community empowerment has proven to influence tourism sustainability. Sustainable tourism can run well if community involvement is actively implemented with collaboration between the two. Tourism villages, social capital, and community-based tourism are important in achieving sustainable tourism. If these three things are fulfilled, sustainable tourism will automatically form. This has been proven by the findings of previous research results, as described above. However, previous studies have not examined social capital and community-based tourism as mediating variables between the Role of tourism village and sustainable tourism. So, the next hypothesis in the study assumes that:

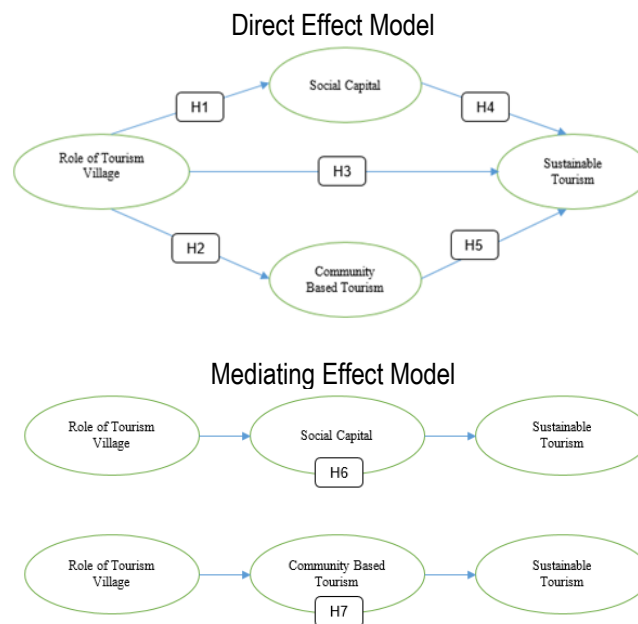
H6: There is an influence of the role of tourism village on sustainable tourism through social capital.

H7: There is an influence of the role of tourism village on sustainable tourism through community based.

1.6 Hypothesized Conceptual Framework

From the description and theoretical studies discussed in section 1.5, Figure 1 shows the conceptual framework model of the hypothesis built between research constructs.

Figure 1. Conceptual model



Source: Researchers' construct, 2023

2. Methods

2.1. Study Location

This study chose West Sumatra as the region where the research was conducted. West Sumatra is one of the 38 provinces in Indonesia. West Sumatra has much potential to develop and is a tourist destination that can bring in both local and foreign tourists (Edwin and Pramudia 2008). According to statistical data, in 2023, there were 5,913,795 tourist visits to tours spread across West Sumatra (BPS, 2023). At the same time, this research focuses on seven rural tourism locations managed based on social capital and CBT. These tourist locations include: Soghosah Waterfall Tourism in Nagari Koto Tinggi, Lima Puluh Kota Regency; Saribu Gonjong

(SARUGO) Tourism in Nagari Koto Tinggi, Lima Puluh Kota Regency; Nyarai Waterfall Tourism in Nagari Salibutan, Padang Pariaman Regency; Kapalo Banda Taram Tourism in Nagari Taram, Lima Puluh Kota Regency; Pariangan Most Beautiful Village in Nagari Pariangan, Tanah Datar Regency; Nagari Saribu Rumah Gadang Area in Nagari Koto Baru, South Solok Regency; and Kubu Gadang Tourism Village in Ekor Lubuk Village, Padang Panjang City. At least seven tourist sites are used as objects in this research. The most important reason for the choice of this research is that no previous research has been found that measures the mediating role of social capital and community-based tourism on sustainable tourism in one research conceptual framework model in West Sumatra; the next reason is that West Sumatra Province is currently focusing on sustainable tourism development.

2.2. Sampling and Data Collection

The research population is tourists, tourism managers, communities around tourism sites, and stakeholders involved in rural tourism. The population form in this study is infinite because the number is not fixed, the number cannot be known with certainty, and the researcher cannot calculate the total population (Frinaldi *et al.* 2023). Because the population has a large and broad target, the research sample is determined using the Accidental Sampling technique. Namely, respondents are selected by chance when the researcher is collecting data. The sample size was determined to be as many as 422 respondents. In this study, two types of data were used, namely primary and secondary data. Primary data was collected using research instruments in the form of questionnaires, while secondary data sources used were the results of literature reviews related to the study of this topic. Data was collected using a face-to-face questionnaire from August to November 2023. A closed questionnaire was used for data collection in the field; the questionnaire had previously been tested for validity and reliability. The questionnaire is compiled based on indicators of the variables outlined in the form of questions with alternative answers on a Likert scale that the respondent can select. A 4-point Likert scale was used to measure the questions on the questionnaire. On this scale, 1 means "strongly disagree," while 4 means "strongly agree."

Data collection was also assisted by enumerators from among students appointed and assigned who had previously been given information and understanding about the research and how to fill out the questionnaire. Respondents who were met in the field before being given a questionnaire to be answered by the respondent were previously asked first about their availability of time and knowledge of the topic of this research and were also asked how old they were, if the respondent's age were above seventeen years then the data collection through the questionnaire would continue, if the respondent's age was below seventeen years then the data collection would be stopped and look for other potential respondents. This study limits respondents to seventeen years of age and above because respondents at that age can provide an overview of a problem and can analyze the questionnaire they will answer later. This also aims to minimize the occurrence of misunderstandings or multiple interpretations of the questionnaire that will be answered later. Respondents are required to answer the questionnaire for 10-15 minutes. Documentation studies in the form of primary and secondary data were also involved in this research. A total of 422 data were collected and answered completely. Due to time and cost constraints, this research was stopped with this amount of data. The data were then tabulated and analyzed.

2.3. Measurement of Constructs

Each question in the questionnaire is developed and compiled based on indicators of the variables built in the conceptual framework model. The model built in this study uses five variables consisting of one exogenous variable and three endogenous variables. One exogenous variable is the role of tourism village variable (Adi and Mulyadi 2019), consisting of four dimensions (cultural role dimension, economic role dimension, social role dimension, and financial role dimension) with nine questions. The three endogenous variables include Social capital variables (Putnam 2015; Kollmuss and Julian 2022) consisting of four dimensions (trust, mutual help and network, norms, tolerance) with four questions contained in the research questionnaire, then community-based tourism variables (Saarinen 2006; Nurhidayati 2007), consisting of five dimensions (public participation dimension, institutional dimension, collaboration dimension, local wisdom dimension and inclusive dimension of rural development) with ten questions. Sustainable tourism variables (Schönherr *et al.* 2023; Mihalič *et al.* 2012; Roberts and Tribe 2008; Pitana and Diarta 2009) consist of four dimensions (sustainable management dimension, social and economic sustainability dimension, cultural sustainability dimension, and environmental sustainability dimension) with ten questions. Meanwhile, for descriptive analysis of respondents' demographic

characteristics, data were collected based on gender group, age group, education level group, occupation group, and type of tourism visited group.

2.4. Data Analysis

The initial data analysis presented is descriptive statistical analysis. It will continue with SEM (Structural Equation Modeling) statistical analysis with the help of AMOS (Analysis Moment of Structural) software to see the structural relationship model built in this study. The model was developed based on a previously designed conceptual framework (Figure 1). The SEM test was chosen because this study has several variables, including exogenous, mediating, and endogenous (Solimun *et al.* 2017). The Sobel test is also used to determine the contribution of the influence of the mediating variable (Lanin *et al.* 2023).

3. Research Result

3.1 Sample Profile

The distribution of data for this study can be seen in Table 1. The results of data analysis related to the demographic profile of respondents will be divided into several categories..

Table 1. Respondent's demographic characteristics (N 422)

| | Respondent of Characteristics | Frequency | Percent |
|---|-------------------------------------|----------------------------|---------|
| Gender | Male | 296 | 70% |
| | Female | 126 | 30% |
| Age | ≥17-24 Years | 366 | 87% |
| | 25-44 Years | 49 | 12% |
| | 45-59 Years | 6 | 2% |
| | ≥60 Years | 0 | 0% |
| Level of studies | Elementary School Equivalent | 2 | 1% |
| | Junior High School | 6 | 2% |
| | High School Equivalent | 228 | 54% |
| | Diploma | 18 | 4% |
| | Bachelor | 160 | 38% |
| | Master | 5 | 1% |
| | Other... | 3 | 1% |
| Occupation | Not Yet Working | 21 | 5% |
| | Government Employees/Soldier/Police | 42 | 10% |
| | Private Sector Employee | 13 | 3% |
| | Student | 198 | 47% |
| | Entrepreneur | 17 | 4% |
| | Housekeeper | 4 | 1% |
| | Farmer/Fisherman/Planters | 93 | 22% |
| | Contract Worker/Honorary Staff | 25 | 6% |
| | Laborer | 0 | 0% |
| | Other... | 8 | 2% |
| | Type of tourism | <i>Air Terjun Soghosah</i> | 63 |
| <i>Saribu Gonjong (SARUGO)</i> | | 51 | 12% |
| <i>Air Terjun Nyarai</i> | | 55 | 13% |
| <i>Kapalo Banda Taram</i> | | 72 | 17% |
| <i>Desa Terindah Pariangan</i> | | 68 | 16% |
| <i>Kawasan Nagari Saribu Rumah Gadang</i> | | 59 | 14% |
| <i>Desa Wisata Kubu Gadang</i> | | 55 | 13% |

Source: Data analysis, 2023

For the gender category, it is known that the respondents of this study were mostly dominated by male respondents, as much as 70%. In contrast, in terms of age, these respondents were dominated by respondents

aged between 17-24 years, as much as 87%, an age classified as young and productive as a tourism actor. They are, on average, currently occupying or have completed education equivalent to High School Equivalent 54%; it is also known that most respondents are still students, with a percentage of 47%. In contrast, of the tourist destinations visited by the respondents, the most visited was the Kapalo Banda Taram tourist attraction, which was visited by 17%. A descriptive analysis of the demographics of respondents aims to describe the identity of respondents according to the research sample that has been determined and provide an overview and information on the distribution of samples in the study (Lanin *et al.* 2023)

3.2 Validity and Reliability Test

The validity test is carried out using the convergent validity test, where the construct (indicator) will be tested to determine whether each indicator has a high variance. Making a validity test decision, the indicator is declared valid if the "Loading Factor" or "Standardized Loading Estimate" value is > 0.5 and declared invalid if the value is < 0.5 . The results of the feasibility test of this research model are shown in table 2 below:

Table 2. Validity test results

| Standardized Regression Weights | | Loading Factor Limit | Estimate | Label |
|------------------------------------|---------------------------|----------------------|----------|---------|
| Cultural Role | ← Role of Tourism Village | > 0.5 | 0,640 | Valid |
| Economic Role | ← Role of Tourism Village | > 0.5 | 0,735 | Valid |
| Social Role | ← Role of Tourism Village | > 0.5 | 0,640 | Valid |
| Financial Role | ← Role of Tourism Village | > 0.5 | 0,656 | Valid |
| Trust | ← Social Capital | > 0.5 | 0,721 | Valid |
| Mutual Help and Network | ← Social Capital | > 0.5 | 0,764 | Valid |
| Norms | ← Social Capital | > 0.5 | 0,612 | Valid |
| Tolerance | ← Social Capital | > 0.5 | 0,530 | Valid |
| Public Participation | ← Community Based Tourism | > 0.5 | 0,586 | Valid |
| Institutional | ← Community Based Tourism | > 0.5 | 0,589 | Valid |
| Collaboration | ← Community Based Tourism | > 0.5 | 0,506 | Valid |
| Local Wisdom | ← Community Based Tourism | > 0.5 | 0,625 | Valid |
| Inclusive of Rural Development | ← Community Based Tourism | > 0.5 | 0,524 | Valid |
| Sustainable Management | ← Sustainable Tourism | > 0.5 | 0,617 | Valid |
| Social and Economic Sustainability | ← Sustainable Tourism | > 0.5 | 0,668 | Valid |
| Cultural Sustainability | ← Sustainable Tourism | > 0.5 | 0,414 | Invalid |
| Environmental Sustainability | ← Sustainable Tourism | > 0.5 | 0,528 | Valid |

Source: Data analysis, 2023

Table 2 presents the results of the validity test analysis; it is known that only one indicator is declared invalid, namely "Cultural Sustainability," with a loading factor value of less than 0.5. Meanwhile, the other indicators can be declared valid and fulfill convergent validity because the loading factor value is more than 0.5. Invalid items will then be resolved by eliminating and modifying this indicator; this is possible because the Cultural Sustainability indicator on the questionnaire consists of more than one question item, making it possible to carry out elimination and modification treatments to make this indicator valid.

Table 3 presents the results of the reliability analysis. Reliability test is used to test the reliability and consistency of data. The construct is declared reliable if the Cronbach Alpha value is greater than 0.6 or Construct Reliability above 0.7.

Table 3. Reliable test results

| Variable | Cut-Off Value | Construct Reliability | Label |
|-------------------------|---------------|-----------------------|----------|
| Role of Tourism Village | > 0.7 | 0,76347 | Reliable |
| Social Capital | > 0.7 | 0,75487 | Reliable |
| Community Based Tourism | > 0.7 | 0,78149 | Reliable |
| Sustainable Tourism | > 0.7 | 0,70841 | Reliable |

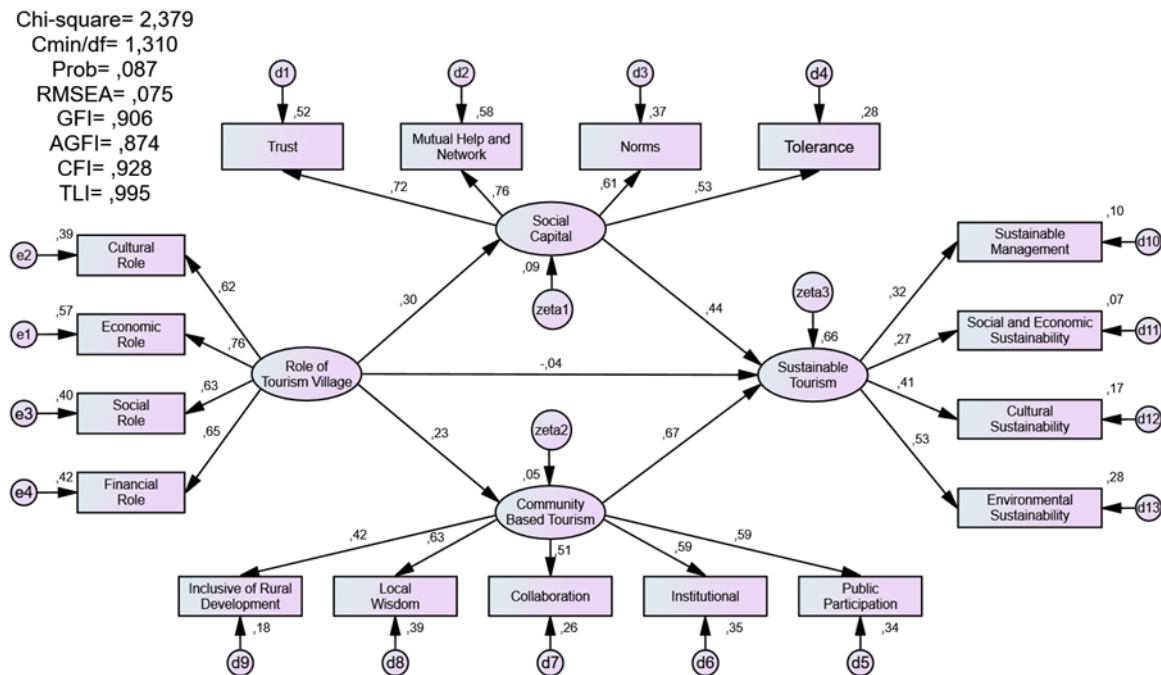
Source: Data analysis, 2023

Based on the analysis results presented in Table 3, it is known that all research constructs are declared reliable because the Cronbach Alpha value is greater than 0.6 and the construct reliability value is greater than 0.7. Thus, this research can be continued for further analysis.

3.3 Structural Model Analysis

After analyzing the indicators of latent variable formation, the next analysis is regression analysis with full model Structural Equation Modeling (SEM) statistics. At the initial stage, the SEM regression model will be tested for quality to ensure that the constructs and indicators to be analyzed have high quality and relevance so that the model output can be used for decision-making (Gonu *et al.* 2023). Analysis of data processing results at the full SEM model stage by conducting model feasibility tests and causality significance tests. The path diagram for the full model analysis that has eliminated invalid indicators is presented as follows:

Figure 2. Structural model indices



Source: Data analysis, 2023

Figure 2 presents the results of the model feasibility test showing model fit. This model has previously been modified (Modification indices) and model evaluation. The model evaluation uses several goodness-of-fit index criteria to measure whether the proposed model is good (Black and Babin, 2019). This test is carried out to determine how appropriate (fit) the model is in the study. The results of the model goodness of fit (GOF) test after modification can be seen in Table 4 below:

Table 4. Model fit indices

| The Goodness of Fit Index | Cut-off Value | Analysis Results | Model |
|---------------------------|---------------|------------------|-------|
| X ² /df | Minimum/<3.00 | 2.379 | Fit |
| Significant Probability | ≥0.05 | 0.087 | Fit |
| RMSEA | ≤0.08 | 0.074 | Fit |
| GFI | ≥0.90 | 0.908 | Fit |
| AGFI | ≥0.90 | 0.877 | Fit |
| CMIN/DF | ≤2.00 | 1.310 | Fit |
| TLI | ≥0.90 | 0.995 | Fit |
| CFI | ≥0.90 | 0.928 | Fit |

Source: Data analysis, 2023

Based on the goodness of fit test results in Table 4. shows the value of the Chi-Square, Probability index, RMSEA, GFI, AGFI, CMIN / DF, TLI, and CFI have met the requirements of the goodness of fit index criteria. The goodness of fit test results indicates that the study's model cannot be accepted. The model is acceptable for research.

3.4 Hypothesis Test

Table 5 will present the results of the research hypothesis test. Hypothesis testing is done using the t-value with a significance level of 0.05. The t-value in the AMOS program is the Critical Ratio (c.r) value on the Regression Weight of the fit model. Suppose the Critical Ratio (c.r) value is greater than 1.967. Alternatively, if the probability value is greater than 0.05, then H_0 is rejected (the research hypothesis is accepted). The following are the results of AMOS SEM statistical processing of the full research model:

Table 5. Hypothesis test results

| Variable | Direct Effect Coefficients (Standardized) | Indirect Effect | C.R. | Sig<0.05 | Labelling |
|--|---|-----------------|--------|-----------------|-----------|
| Role of Tourism Village → Social Capital | 0.313 | - | 4,543 | 0.000 (Sig) | Accepted |
| Role of Tourism Village → Community Based Tourism | 0.234 | - | 3,162 | 0.002 (Sig) | Accepted |
| Role of Tourism Village → Sustainable Tourism | -0.035 | - | -0,404 | 0.686 (Not Sig) | Rejected |
| Social Capital → Sustainable Tourism | 0.438 | - | 3,640 | 0.000 (Sig) | Accepted |
| Community Based Tourism → Sustainable Tourism | 0.666 | - | 4,421 | 0.000 (Sig) | Accepted |
| Role of Tourism Village → Social Capital → Sustainable Tourism* | - | 0.137 | 2.837 | 0.002 (Sig) | Accepted |
| Role of Tourism Village → Community Based tourism → Sustainable Tourism* | - | 0.156 | 2,563 | 0.005 (Sig) | Accepted |

*Sobel Test Partial Mediated

Source: Data analysis, 2023

From the results of data analysis, as shown in Table 5, it can be interpreted that in **H1**, it is proven that the role of tourism village has a significant positive effect on social capital, so when changes occur in the role of tourism village will cause changes in social capital by 31.3 percent. Meanwhile, **H2**, which proposes that the role of tourism village has a significant positive effect on community-based tourism, is also proven to be influential in this study. This can be seen from the c.r value 3.162 with a probability p-value of 0.002. These results show that the role of tourism village has a significant positive effect on community-based tourism, with a value of 16.2% contribution to changes in community-based tourism. In other words, community-based tourism can increase by 16.2 percent if the role of the tourism village is increased. In terms of **H3**, it is known that the role of the tourism village is partially proven not to affect sustainable tourism because the acquisition of a c.r value of 0.686 is below the standard value (c.r) of 1.967, and a significant value is also above 0.05. Meanwhile, for **H4**, it is known that the estimated value of the effect of social capital on sustainable tourism is positive at 0.438. This means that the better social capital is applied, the more sustainable tourism will increase by 43.8 percent. The c.r value is 3.640, and the p-value is 0.000, which means that the influence of social capital on sustainable tourism is significant. In addition, the estimation of **H5** shows that community-based tourism has a positive and significant influence on sustainable tourism, with a contribution value of 66.6%. The acquisition of the c.r value of 4.421 and a p-value of 0.000 means that the influence that occurs is significant. There will be an increase in sustainable tourism if community-based tourism is improved. Although the variable role of tourism village proved directly has no effect on sustainable tourism, the relationship is mediated by social capital and community-based tourism variables, and the influence that occurs will change to be significant. This can be seen from the results of processed data contained in **H6**, which shows that the path coefficient value of the indirect effect of the role of tourism village on sustainable tourism through social capital is positive, 0.137. That is, the more the role of the tourism village is improved, the more sustainable tourism will also increase, as well as social capital, which will increase if the role of the tourism village is improved. The indirect effect is only able to contribute 13.7 percent. The presence of social capital as a mediating variable between the role of tourism village on sustainable tourism is proven to have a positive and significant effect. However, the influence that arises is smaller when compared to the direct influence of the role of tourism village on sustainable tourism. Based on the results of the Sobel test (Sobel, 1982) using the Sobel online calculator which was carried out online, the Sobel test statistic value was obtained with a c.r value of 2.837 and a p-value of 0.002; this means that the indirect influence that occurs can be declared significant. Meanwhile, for **H7** as the final hypothesis in this research, based on the results of the analysis, it can

be concluded that community-based tourism as a mediating influence of the role of tourism village on sustainable tourism has proven to have a positive and significant influence, with an indirect influence contribution of 15.6 percent. Sustainable and community-based tourism will increase if the role of tourist villages is increased. The indirect influence that arises as a result of the mediating role of community-based tourism is very small when compared to the direct influence of the role of tourism village on sustainable tourism; however, even though the influence is small, it is still declared significant because the Sobel test results obtained a c.r value of 2.563 with a significance value of 0.005.

4. Discussions

4.1 Influence of Role of Tourism Village on Social Capital, Community-Based Tourism and Sustainable Tourism

The results of data analysis prove that this research has found a positive influence between the role of tourism village on social capital with a significance value of 0.000 and an estimated contribution value score of 0.313 or 31.3%. This means that the role of tourism village has had a significant influence on social capital. This research confirms the results of previous research conducted by (Scott 2012; Rocca and Zielinski 2022) that social capital has a causal relationship with the role of tourism village. Strong social capital owned by a social community requires intervention from stakeholders in tourism development; the role of tourism villages is one of them. Tourism villages have an important role in encouraging the sustainability of tourism in rural areas (Yachin and Ioannides 2020).

This research also reveals a positive influence between the role of tourism village and community-based tourism, with a significance value of 0.002 and an estimated value of 0.234 or 23.4%. This means that the influence of the role of tourism village on community-based tourism is significant. The results of this research strengthen the results of research from (Noor and Zulfiani 2021; Syafrini *et al.* 2023), which states that rural tourism management cannot be separated from the role of tourism villages and community-based tourism because the community is the core of the tourist village and the main subject in rural tourism management. Tourist villages are given the authority to manage their rural tourism; this is intended so that rural tourism can progress and develop (Arafi *et al.* 2022). With the role of tourism villages, it is hoped that they will be able to increase the capacity of stakeholders and assist rural tourism managers to improve the welfare of local communities (Rosalina *et al.* 2023).

This research found no influence between the role of tourism village on sustainable tourism partially because the significance value of 0.686 was below 0.05 and the estimated value given was also very small, namely -0.035 or 3.5%. This means that the influence of the role of tourism village on sustainable tourism is not significant. The research results contradict the results of research conducted (Ruhanen 2012; Wang and Xu 2014), which states that to create sustainable tourism, the role of tourist villages plays a large role in it. Although the results of this research do not support the results of their research, they do support the statement expressed by (Rusyidi and Fedryansah, 2018) that in realizing sustainable tourism, three important roles are needed that support each other and cannot be separated between the three, namely the roles of government, private sector, and society. The role of government in this case can be linked to the role of tourism villages because when we talk about village-level tourism, the government system in Indonesia, which is at the lowest level, is the village government. Even though the village is stated to be the lowest government, the village government has the authority. It plays a role in direct involvement in organizing tourism in the village (Wang and Xu 2014) as a motivator and, at the same time, as a facilitator for tourism development in the village (Simamora and Sinaga, 2016). Through various policies, tourist villages can play their role in directing (Liu *et al.* 2020), encouraging the implementation of tourism in the desired direction (Yang *et al.* 2021), and implementing various financial, marketing, technical assistance, consultation and coordination strategies (Kata *et al.* 2022).

The role of a tourism village is measured using four indicators, namely: cultural role, economic role, social role, and financial role (Adi and Mulyadi 2019). For the role of tourism village variable, the highest loading factor is the economic role indicator, namely 0.735 or 73.5%. This means that the role of a tourism village, according to the respondents studied that they most want, is an economic role. This is by the opinion (Rosalina *et al.* 2023) that community-based tourism focuses on improving the economy and the welfare of local communities. The birth of a tourist village will likely contribute to the surrounding community's economy, providing new employment opportunities for the local community.

4.2 Influence of Social Capital and Community-Based Tourism on Sustainable Tourism

Research has proven a positive influence between social capital on sustainable tourism with a significance value

of 0.000 and an estimated value of 0.438 or 43.8%. This means that the influence of social capital on sustainable tourism is significant. This research strengthens the results of research from (Hwang and William 2017; Arifin 2017), which said that the success of implementing sustainable tourism at the village level is the active involvement of local communities reflected in social capital. Social capital has been proven to play a role in developing sustainable tourism (Aji and Faniza 2022). Giango *et al.* (2022) states that local community support in the form of social capital is needed for sustainable development and tourism.

This research also found a positive influence between community-based and sustainable tourism, with a significance value 0.000 and an estimated score of 0.666 or 66.6%. This means that the influence of community-based tourism on sustainable tourism is significant. The results of this research strengthen the research results (Adi and Mulyadi 2019; Nurlena *et al.* 2021; Utami *et al.* 2022), which have proven that there is a significant positive influence between community-based tourism and sustainable tourism. Community-based tourism is necessary as a strategy for developing sustainable tourism (Wijaya and Sudarmawan 2019). Community participation in community-based tourism is necessary for every sustainable development, as stated by (Gunn and Var 2020), who emphasized that "Local people participation is prerequisite for sustainable tourism."

The social capital variable is measured using four indicators: trust, mutual help, network, norms, and tolerance (Putnam 2015; Kollmuss and Julian 2022). The highest loading factor for the social capital variable is the mutual help and network indicator, 0.764 or 76.4%. According to the respondents studied, the social capital they most want is mutual help and network. Cooperation, mutual assistance, and internal and external networking are needed to develop sustainable tourism to achieve goals, including improving the community's economy and creating natural environmental sustainability (Saputra *et al.* 2023) building cooperation between stakeholders in sustainable tourism management and networks between stakeholders. Networks have an important role in the process of sustainable tourism development. The network developed aims to build good relationships with all elements. In maintaining the network, coordination must be carried out vertically and horizontally. This ensures that communication remains good (Maulidah and Setiajid 2021). Social capital positively correlates with the physical environment and the development of community interactions (Zhai and Ng 2013).

The community-based tourism variable is measured using five indicators: public participation, institutional collaboration, local wisdom, and inclusiveness of rural development (Saarinen 2006; Nurhidayati 2007). The highest loading factor for the community-based tourism variable is the local wisdom indicator, 0.625 or 62.5%. This means that community-based tourism, according to the respondents studied, what they most want is to maintain local wisdom. The values of local wisdom contained in tourist attractions must be maintained and preserved because the unique traditions of the community have a high intention to sell local wisdom (Permatasari *et al.* 2022). Maintaining the uniqueness of cultural tourism through local wisdom is very much needed in realizing sustainable tourism.

Meanwhile, the sustainable tourism variable is measured using four indicators, namely: sustainable management, social and economic sustainability, cultural sustainability, and environmental sustainability (Schönherr *et al.* 2023; Mihalič *et al.* 2012; Roberts and Tribe 2008; Pitana and Diarta 2009). The highest loading factor for the sustainable tourism variable is the social and economic sustainability indicator, 0.668 or 66.8%. This means that according to the respondents studied, what they want most is social and economic sustainability. Good planning must also be considered in developing sustainable tourism, especially from a community, economic, social, and cultural perspective. Therefore, there is great potential in a sustainable tourism development approach that aims to support efforts to protect the natural and cultural environment and increase community participation in management to provide economic benefits to local communities. Ardika (2018) states that in creating a sustainable tourism world, involving local communities in tourism activities is necessary, which can provide many benefits in the economic, social, cultural, and job creation fields. Preserving environmental conditions and spurring local economic growth, This tourist village concept can become a form of environmentally friendly tourism in the future (Putra 2013).

Based on the results of the research on the results of statistical tests as explained above, the researchers obtained a picture that the influence of the role of tourism village on social capital and community-based tourism and the influence of social capital and community-based tourism on sustainable tourism has been empirically proven to be able to provide significant contribution to sustainable tourism in West Sumatra, Indonesia. However, the role of the tourism village in this research was proven unable to contribute partially to sustainable tourism (insignificant influence). The test results show that not all research hypotheses can be tested empirically. However, it is proven to have a significant effect if the role of tourism village is mediated by social capital and community-based tourism on sustainable tourism.

Based on the research results and discussion above, if it is linked to the theory used to analyze problems

in the field, the theory is true in the researcher's opinion. This research has proven it, so the theory is still quite current and relevant, according to the researcher. This research does not produce new theories or invalidate existing theories but can strengthen the theories used by researchers, except for the role of tourism village variable on sustainable tourism; the research results contradict the theory used because the influence is insignificant. This could be because the context and object of the research are slightly different from previous research, in which the object only focused on village-level panel research managed by local community groups.

Conclusions

Based on the results of data analysis in this research, the role of the tourism village variable has been proven to have a significant positive effect on social capital and community-based tourism. The social capital and community-based tourism variables have also been proven to affect sustainable tourism significantly. Each of these influences occurs partially. One variable that is proven to have no influence on sustainable tourism is the role of tourism village variable. This variable is proven unable to influence sustainable tourism partially (the influence is not significant). However, it is proven to have a significant effect if the role of village tourism is mediated by social capital and community-based tourism on sustainable tourism. So, the test results show that not all hypotheses proposed in the research can be tested empirically.

The most dominant loading factor of the indicators for each of these variables is: For the role of tourism village, according to the researched respondents, what they most want is an economic role, while for Social Capital, according to the researched respondents, what they most want is Mutual Help and Network, for community-based tourism, according to the respondents studied, what they want most is local wisdom and the last one, while for the sustainable tourism variable, according to the respondents studied, what they want most is social and economic sustainability.

This study has theoretical and practical implications, namely that the proposed hypothetical model can be used as a new model for managing sustainable tourism, which is managed participatively by using social capital and community-based tourism as mediating variables in realizing the success of sustainable tourism.

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Credit Authorship Contribution Statement

Jumiati: Conceptualization, Investigation, Project administration, Writing – original draft, Supervision, Funding acquisition.

Boni Saputra: Conceptualization, Methodology, Software, Formal analysis, Writing – original draft, Writing – review and editing.

Aldri Frinaldi: Conceptualization, Investigation, Project administration, Writing – original draft, Data curation.

Nora Eka Putri: Conceptualization, Investigation, Formal analysis, Writing – original draft, Data curation, Validation.

Declaration of Competing Interest

The authors declare that there are no conflicts of interest that relate to the research, authorship, or publication of this article.

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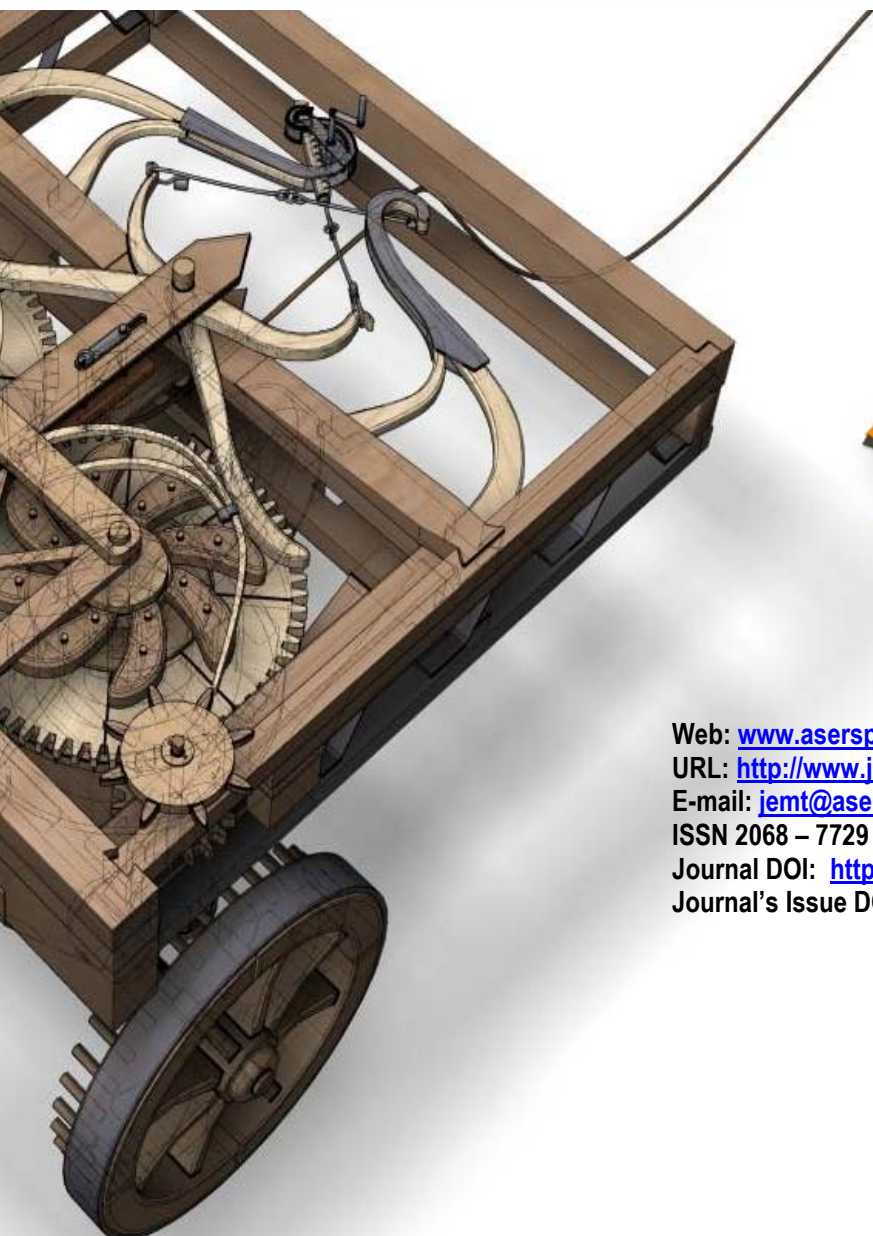
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