

# Residents' Perception Towards Tourism Impact and Community Participation

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**Abstract**—Tourism development in various regions has both positive and negative impacts on various aspects of life. Sustainable development with regard to community perceptions and participation is a step taken to avoid the negative impacts of tourism development. Based on a research, public perceptions influence their willingness to participate. This study aims to understand the influence of residents' perception about tourism impact on participation willingness in Kampung Adat Kuta, one of the areas planned to be a cultural village in Ciamis Regency, West Java. By understanding what is happening in Kampung Adat Kuta, the potential problems of tourism development can be anticipated. This research uses quantitative descriptive method with simple linear regression analysis techniques. The results showed that residents' perception of Kampung Adat Kuta regarding the impact of tourism was positive and the willingness in the community to participate was positive. However, this perception affected only 16.4% of the willingness of the community to participate. This can happen because people do not really understand tourism and its impacts, or because the community only follows the orders of its leaders to participate without really understanding the interests of tourism.

**Keywords**—community perception; participation; development

## I. INTRODUCTION

Every tourism development will give impacts on the region, either positive or negative. Sustainable tourism development is used to deal with the possible impacts. Communities are usually involved in this type of development because they are the main actors who will get influenced [1]. The previous research has shown the influence of public perception to the willingness of participation [2]. Problems in tourism development will occur if people's perceptions are not considered, as has happened in Jatiluwuh Village of Bali and Kanas Tuva Village of Xinjiang, China. They have community problems related to tourism development.

However, this has not happened in Kampung Adat Kuta, Ciamis District. Problems related to community and tourism development have not been seen in the area that is planned to be a Cultural Village in 2015 RIPPARKAB Ciamis. Allegedly, the people of Kampung Adat Kuta positively perceive the impact of tourism so that the participation and acceptance of the development program is likely to be good. This study aims to determine the effect of residents' perception on tourism impact toward the willingness to participate in Kampung Adat Kuta. By understanding this, the problems related to the development of tourism can be prevented.

## II. LITERATURE REVIEW

### A. Community Perception Regarding Tourism Impact

The community has their own views on the development of tourism and the impacts that occur in their lives. From the economic aspects of both developing and developed countries [3], the development of tourism opens employment opportunities, increases income and investment. However, in some areas, the development of tourism can also cause the price of living necessities increase [2]. Community perceptions are important regarding the impact of tourism development, especially those who use the concept of CBT (Community Based Tourism) because differences of opinion between the community and the management often happen. These differences are common in the welfare aspect, in which people can feel that the CBT program implemented does not meet the needs of the community because they are not involved in the planning process. Those who benefit from the program are only certain parties [12].

Socio-cultural aspects also got influenced. With the development of tourism, the main values in the tourism destinations are eroded. The environment is also an aspect that is affected significantly. The tourism destinations are indeed improved, but they become more vulnerable. Some

irresponsible visitors contribute to this environmental damage in many ways, for example littering and doing vandalism [2].

### B. Society participation

The aim of involving the community in planning and development is to educate and involve them in decision making, program implementation, sharing of development benefits, and program evaluation [4]. Community participation is important because it makes the planning process more effective, equitable, and legitimate, as long as the participants represent all community and are competent to express people's aspiration [4]. According to Ericson in [5], the form of community participation can be divided into three stages, namely planning stage, implementation phase, and evaluation phase.

## III. RESEARCH METHODS

### A. Research Locations and Samples

This research is located in Kampung Adat Kuta, Karangpaningal Village, Tambaksari District, Ciamis Regency, West Java Province. It is about 177 km from the provincial capital, 43 km from the district capital, and  $\pm 4$  km from the district. It has 185,195 ha of area. The population in this study was the entire community of Kampung Adat Kuta, amounting to 277 people. Samples taken were 74 people based on the Slovin formula. Traditional ways of life can be seen from the type of work, the people who mostly work as a farmer, and other traditions and local culture that are still run by the community. The attractiveness possessed by Kampung Adat Kuta includes history, sacred places such as Leuweung Gede, rituals such as *nyuguh* ceremonies, arts such as *Gondang Buhun*, and so on.

### B. Research Instruments

The instrument used in this study is structured questionnaire. The first section contains questions related to the demographic characteristics of respondents. The second part contains items of tourism impacts related to environmental, socio-cultural, economic, and quality of life aspects. There are 16 indicators used. Four point scales were used to assess the 16 indicators on the questionnaire. Even number is used to avoid neutral answers since neutral answers bring biased results [6]. The scale used is only 1 to 4, starting from strongly disagree, disagree, agree, and strongly agree with the aim that the answers given are distinct and firm and the respondent is not confused in answering the question.

The third part of this questionnaire is related to the tendency of the community to participate in the development of cultural village tourism. There are three groups of statements proposed, namely the willingness of the community to participate in the planning stage (there are four indicators), the willingness of the community to participate in the implementation phase (three indicators), and the willingness of the community to participate in the evaluation phase (two indicators).

The approach used is interview. The interviewers or researchers read out questions or statements to respondents

and record their answers. The advantages of this approach are more accurate and complete answers. The researchers can also ask other questions to complete the data needed, either based on the questionnaires or others.

## IV. RESULTS AND DISCUSSION

Based on the findings, we can see that the residents of Kampung Adat Kuta have positive perception toward the impact of tourism. The willingness of the community to participate is also positive. All aspects get high scores, but the scores obtained for each indicator are varied. There are indicators that get higher or lower scores than others.

In the environmental aspect, the highest value is obtained by the statement "The condition of natural resources is maintained by the presence of tourism". It means they see the condition of natural and other resources in their area are maintained. Meanwhile, the environmental hygiene indicator in the statement "The environment remains clean by the presence of tourism" gets the lowest score among other indicators. It means they realize that the arrival of tourists contributes a lot of garbage for the environment.

The total score on social and cultural aspects also occupies a high category. The community has already known that tourist attraction in their area is its custom. Therefore, the indicator of pride in culture in the statement "People become more proud of the culture with tourism" gets the highest score compared to other indicators on social and cultural aspects.

According to Madrigal in [7], economic perceptions of tourism are influenced by how high the dependency of their works on the tourism industry. However, the community in Kampung Adat Kuta still positively perceives the impact of tourism, even though they do not depend on tourism financially. People know that tourism can help in increasing income and developing small businesses. That is why the MSME indicator gets the highest score compared to other indicators on economic aspects. At present, some people make snacks and sell them in little shops near *pesanggrahan* (the hall where visitors gather). There are also people who make crafts called traditional Kamuti bags made from *gebang* leaves.

The last aspect is the community's life quality. This aspect also gets a good assessment from the residents of Kampung Adat Kuta. The total score obtained by this aspect is in the high category.

There are several other factors that influence public perception. The education level of the majority respondents is junior high school/equivalent. With this level of education, the community is considered to know about tourism but not necessarily understand it well. Another reason is that the tourism development in Kampung Adat Kuta is still on the early stage. The number of tourists is not excessive so that the interaction with the local community is not intense. Smith and Krannich in [7] stated that public perception is inversely proportional to the level of development. Socialization or

guidance on tourism and culture can also create a positive public perception regarding tourism. In Kampung Adat Kuta, there have been various visits from District Tourism Office, Tourism and Culture Office of West Java Province, Bandung Cultural Value Conservation Center, and other institutions since 2013. This kind of socialization from the government or other parties will influence people's perception. Research conducted by [8] shows that the government indeed make efforts to conduct tourism socialization and counseling to improve public perception of the related regional tourism development programs.

The willingness of the community to participate in the development of Kampung Adat Kuta is good. The character of Kampung Adat Kuta community is happy to work together. This habit makes people willing to participate in the planning stage and attend meetings at any activity. In accordance with [9], a sense of togetherness is influential.

The residents of Kampung Adat Kuta like to work together. It has also been their custom to protect the environment. It can be seen from the indicator in the statement "I want to participate in maintaining cleanliness" that gets the highest score compared to other indicators.

Another factor that causes people to be willing to participate is because of their trust in leaders. The government has a role in applying the principle of community involvement/participation [10]. The customary leader is chosen based on community deliberation and trust, so the community follows what their leaders say.

To find out the influence of public perception about tourism (as variable X) on participation in the development of Kampung Adat Kuta (as Y variable), a simple linear regression test was conducted.

TABLE 1. OUTPUT LINEAR REGRESSION

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	19,945	3,101		6,431	,000
1 Perception on tourism	,208	,055	,405	3,760	,000

Constant value (a) in the table above is 19,945 while the perception value of tourism (b / regression coefficient) is 0,208. Therefore, the regression equation can be written as follows:  $Y = 19,945 + 0,208x$ , with a significance of  $0,000 < 0,05$ .

TABLE II. COEFFICIENT OF DETERMINATION OUTPUT

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,405 <sup>a</sup>	,164	,152	4,64280

a. Predictors: (Constant), perception on tourism

b. Dependent Variable: participation in development

The table above explains the correlation value (R) that is equal to 0.405. From the output, we can see that the coefficient of determination (R Square) is 0.164, which implies that the influence of perceptions about the impact of tourism (Variable X) on participation in development (Variable Y) is 16.4%.

It has been known that community perception regarding the impact of tourism (variable x) influences the willingness to participate in development (variable y). This is consistent with the statement of [11] that there is a correlation between the influence of perceptions of development, support, and participation. However, the influence value is not that strong, as we can see from the coefficient of determination (R Square) of 0.164. This means that people's perceptions of tourism gives a contribution of 16.4% on community participation in the development of Kampung Adat Kuta. The value of the influence is not so strong because of many possibilities, including because the community does not really know about tourism or how its impacts occur in other wider areas. Another reason is because they do not care about the impact of tourism when participating. Other than that, the community feels sufficient with their current life. They do not have more desire to improve the quality of life by taking positive advantages and opportunities from the tourism industry. When participating, they only focus on following/running the requests or orders from their leaders. It is also possible that their participation is merely based on their will to join the same activity with their neighbors. They participate because they believe the order is a good thing, not because they focus on the tourism interests.

V. CONCLUSION

Based on the research, it can be concluded that the perception of residents regarding the impact of tourism is positive. This positive perception is influenced by various factors: the type of regional tourism, community education, age, the level of tourism development in Kampung Adat Kuta which is still in early stage, the level of interaction or contact with visitors, and socialization or coaching from the government or other agencies.

Community perceptions of the impact of tourism affect the willingness of the community to participate in the development of Kampung Adat Kuta. However, the effect is not significant. Based on the results, community's perceptions of the impact of tourism contributed 16.4% to the willingness of the community to participate in the development of Kampung Adat Kuta.

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