



Relationship Between Tourism Impact, Overtourism and Life Satisfaction of the Gudang Kahuripan Village Community

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Abstract. The purpose of this study to determine and examine the effect of public perceptions of the positive impact of sustainable tourism, the negative impact of unsustainable tourism, the perception overtourism on people's life satisfaction. Data were collected from distributing questionnaires with techniques to 100 people in Gudang Kahuripan Village. Data analysis used the partial least square - structural equation model (SEM-PLS) method with the positive impact of sustainable tourism and the negative impact of unsustainable tourism as exogenous variables, variables perception overtourism as moderator variable and community life satisfaction variable as endogenous variable. The results partially show that the perception of overtourism has a positive effect on that the negative impact of unsustainable tourism which means that if the negative impact feels high, it will increase the perception of overtourism. Furthermore, the perception of overtourism has a negative effect on people's life satisfaction, which means that if the perception of overtourism is high, it will reduce people's life satisfaction. The positive impact of sustainable tourism has a direct effect on people's life satisfaction without the presence of a mediator. Meanwhile, the perception of overtourism does not mediate the positive and negative impacts of tourism on people's life satisfaction, so further studies are needed to find other moderating variables.

Keywords: Positive Impact of Tourism · Negative Impact of Tourism · Overtourism · Community Life Satisfaction

1 Introduction

Tourism is the most growing sector from year to year. This sector plays a role in increasing business revenues, creating jobs, and encouraging local governments in the construction and maintenance of infrastructure [16]. The availability of infrastructure for the community makes human movement free in carrying out various tourist trips. The movement of people to travel causes density, saturation, or congestion of a tourist destination which refers to the negative influence of tourism on the perception of the quality of life of local residents and the experience of visitors.

High tourism activity is something that is expected by various parties. This is because tourism contributes to the development of other sectors. But on the other hand, urban

communities are very worried about overtourism in their area. Visible urban spaces have become the center of the recent anti-tourism movement [1].

The perception of overtourism is very important to manage because it can affect residents' satisfaction with life around tourist destinations. Perceptions of overtourism are triggered by low sustainable positive impacts and high unsustainable negative impacts. When the negative impact of tourism on a destination is excessive, it can negatively affect residents' perceptions of the quality of life or the quality of the visitor experience. This phenomenon can be referred to as overtourism [18].

Gudang Kahuripan is one of the popular tourism areas in Lembang which is the destination for tourist arrivals. There are two superior tourist destinations in this region, namely the Farm House and The Great Asia Afrika. Since the previous few years, these two tourist attractions have become destinations that have never been empty of tourists even during a pandemic.

Gudang Kahuripan Village has good tourism potential. Beautiful scenery and cool air attract tourists to come. However, this village is also a densely populated area with a density reaching 6,356 people/km² in 2021. Tourism activities add to the active population in the area.

In 2015, visitors overflowed during the opening of the Farm House tourist attraction, so this tourist attraction was temporarily closed. At that time, the tourist area was crowded with visitors. A number of other visitors who wish to enter this tourist attraction must wait outside until the entrance is opened which causes congestion around the entrance [11]. Even during a pandemic, tourists did not experience a decline. During the year-end holidays in 2021, traffic along the road to Lembang experienced severe congestion. Traffic officers must conduct contraflow in the Farm House-Lembang area so that several roads cannot be used normally [3].

Conditions like this indicate that tourism activity is already very high in Gudang Kahuripan Village and other tourist areas in Lembang. As we know tourism provides welfare for the people around the tourist area, but tourism also has other impacts that disrupt people's lives. Therefore, this study wants to find out how the relationship between overtourism, the impact of tourism and the life satisfaction of the people of Gudang Kahuripan Village.

2 Objectives

This study aims to analyse the influence of the impact of tourism, overtourism and life satisfaction felt by the people of the Gudang Kahuripan Village. Another objective is to analyse the relationship between tourism routes, tourism perceptions and life satisfaction of the people of Gudang Kahuripan Village.

3 Theoretical review

Residents are important in tourism, because their perceptions show tourism's view of the sustainability of tourism. Communities play an important role in the development of sustainable tourism because they are actors of the culture and social groups in which tourism exists [9]. Inskip also (in [12]) states that people must have a voice in shaping

their future as a direct consequence of tourism development and can affect their lives. Glasson et al. (in [9]) say that local hospitality is a key element of tourism products, it is necessary to find ways to “pay back” or spread benefits to the community.

Overtourism directly or indirectly affects society. Olya (in [12]) explains when the number of tourists reaches a point where they enter negatively it can affect people’s lives so that residents develop an antipathy attitude towards tourists again. Furthermore if the number of tourists cannot be controlled and exceeds the carrying capacity of the place. Besides the density, the space for local people to move is also limited because every facility and infrastructure that is built prioritizes being used for tourists who come to these destinations.

In a recent study, UNWTO defines overtourism as the impact of tourism on a destination or part of it, which excessively affects the perception of the quality of life of residents and/or the quality of the visitor experience negatively [17]. Therefore, the condition of overtourism that occurs needs to be reconfirmed to the surrounding community through their perceptions of overtourism in order to find out how the perceptions resulting from the negative impact of tourism are.

The increasing number of tourist visits has led to increased inconveniences for residents, such as disturbance caused by tourist noise, damage to village landscapes and illegal waste disposal [15]. Crowds of tourists and disturbance by groups of tourists cause local people to avoid or be unable to use their parts of the city at certain times [14].

Overtourism has an impact on the environment, economy, and socio-culture (Cheer, et al.; in [4]). The most commonly felt environmental impacts include water, air, soil and noise pollution, loss of biodiversity, waste management problems, infrastructure and facility congestion, including pressure and overcrowding in public spaces as well as damage to natural, historical and architectural sites.

The impact of over tourism on the economy includes job creation and increased income from tourism. This impact is included in the positive impact. However, overtourism also has a negative impact. Overtourism causes a high economic dependence on tourism, inflation, and increases in land prices and living costs.

The most frequently reported socio-cultural impacts affecting host and visitor communities, including unwelcome visitor behavior, resident annoyance and frustration, host/visitor hostility, increased crime and violence, lifestyle changes, loss of cultural identity, lack of stakeholder participation in tourism development. overcrowding during high season and peak times, as well as negative perceptions and tourist dissatisfaction.

Factors that can affect life satisfaction include social relations, race, occupation, age, education, gender, religion, income, marriage and family, events that occur during life, activity and personality [5].

The life satisfaction model is divided into two dimensions, namely unidimensional and multidimensional [10]. Disclosure of life satisfaction by giving individuals the freedom to use self-chosen criteria as a whole is called unidimensional. Items in unidimensional measurements are independent of context, for example in The Satisfaction with Life Scale (SWLS) by Diener, Emmons, Larsen, & Griffin, (1985) the scale displays a measure of individual life satisfaction in general [6].

There are five components representing the 5 item statements in The Satisfaction With Life Scale (SWLS) by Diener et al., (1985), namely [6]:

1. In most aspects, life was close to ideal.
2. The existing conditions in life have been very good
3. Feeling satisfied with life.
4. So far, have got the important things you want in life
5. If you could restart life, it would hardly change anything.

4 Methods

The research was conducted on 100 residents of Gudang Kahuripan Village who carry out activities side by side with tourism activities, that is those who live in RW 4, 5, 6 and 14. To answer research problems, this study uses the Structural Equation Model especially Partial Least Square (SEM-PLS) with a total of 100 respondents. For more details, the respondent's profile can be seen in Table 1.

The data used is primary data with data collection techniques is a survey method using a questionnaire. There are four variables that will be searched for the relationship

Table 1. Respondent Profile

Respondent	n	%
Gender		
Male	45	45%
Female	55	55%
Age		
>17	1	1%
17–25	17	17%
26–35	15	15%
36–45	34	34%
< 46	33	33%
Work		
Tourism	11	11%
Non-Tourism	81	81%
Unemployment	4	4%
Student	4	4%
Residence		
RW 4	25	25%
RW 5	25	25%
RW 6	25	25%
RW 14	25	25%

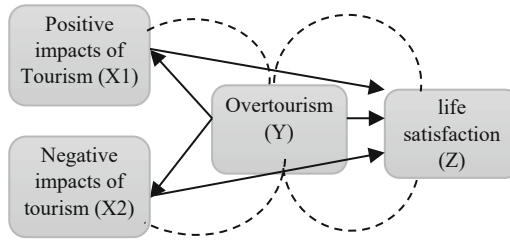


Fig. 1. The structural model tested

of one variable with other variables. The four latent variables are the positive impacts of tourism, the negative impacts of tourism, overtourism and life satisfaction.

This study tested 7 hypotheses using SEM-PLS. The SEM-PLS method is an appropriate method for testing the predictive effect of the relationship between variables in a model. SEM-PLS can also be operated with a small number of samples, does not require various assumptions or is non-parametric in nature, does not have to be normally distributed, and can be tested on research models with a weak theoretical basis [8].

This analysis consists of 2 models to be tested. The first model is the measurement model or also known as the outer model. The second model is the structural model or also known as the inner model. The structural model to be tested can be seen in Fig. 1.

5 Findings and Discussion

Based on the field results, an overview was obtained of the perceptions of the Gudang Kahuripan community on the positive impacts of tourism, the negative impacts of tourism, overtourism and their life satisfaction. Overall, the positive impact of tourism felt by the Gudang Kahuripan community is in the moderate category. According to them, the highest positive impacts include tourism activities that boost the community's economy, provide jobs, and foster new businesses for the community.

On the other hand, the community feels a very high negative impact, in general, due to tourism activities. The highest negative impact felt by the community is environmental pollution. Tourism activities cause air pollution from vehicle fumes. The long traffic jams made it difficult for the Gudang Kahuripan community to carry out their activities. In addition, trash is scattered everywhere disturbing the beauty and tidiness of the surrounding environment.

The environmental damage that was felt the most by the community was that a group of monkeys began to appear in residents' housing. These wild animals attack residents to get food and shelter. These animals live in the forests in Gudang Kahuripan Village. Their lives were disrupted, allegedly, due to the construction of various tourism facilities in their habitat.

This is in line with research from Widz & Brzezińska-Wójcik, (2020) [18]. In his research, Widz & Brzezińska-Wójcik, (2020) explained that an increase in the number of tourists, on the one hand, can have a negative impact on the natural environment and consequently worsen conditions for recreation on the other hand [18]. It can also lead to a buildup of social tensions on multiple levels.

For overtourism, the Gudang Kahuripan community considers that the tourism activities around them fall into the high category. This can be seen from the large number of vehicles passing on the main roads to the existing alternative roads. Long traffic jams on weekends and holiday seasons are a common sight for the public. The evaluation of the Gudang Kahuripan community regarding the negative impacts of tourism, the positive impacts of tourism, overtourism, and life satisfaction is summarized in Table 2.

As shown in Table 2, the life satisfaction of the Gudang Kahuripan community is in the moderate category. This shows that the people of Gudang Kahuripan are quite satisfied with the life they have lived so far. Diener et al., (2003) states that if the SWLS (The Satisfaction With Life Scale) score is in the moderate category, then it can be said that the respondent is satisfied with several aspects of his life, but still wants a change in a better direction to meet his life needs [7].

Furthermore, the linkages between research variables can be explained through the model tested using SEM-PLS. The model produced by this study can be seen in Fig. 2.

From testing the structural model, it was found that overtourism did not significantly affect the positive impact of tourism felt by the people of Gudang Kahuripan (H1). This

Table 2. Gudang Kahuripan Community Perceptions

No	Variable	Mean	Category
1	Positive impacts of tourism	3,07	Moderate
2	Negative impacts of tourism	3,76	High
3	Overtourism	4,03	High
4	Life satisfaction	2,97	Moderate

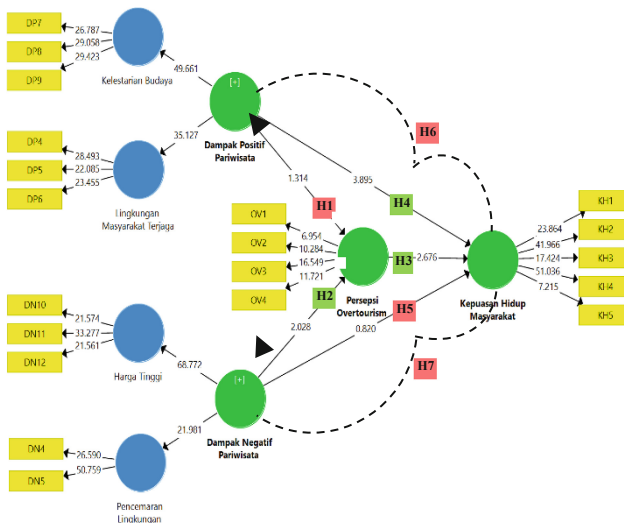


Fig. 2. Tested Structure Model

indicates that the condition of overtourism has no effect on the positive impact, meaning that when overtourism occurs the tourism industry does not employ more employees, does not add other new businesses. The Gudang Kahuripan community cannot automatically change jobs during the long holiday season, or new job opportunities are not easy to enter around tourist destinations.

In contrast to the positive impacts of tourism, Overtourism has a direct effect on the negative impacts of tourism felt by the community (H2). During the long holiday season, long traffic jams cannot be avoided, apart from that, there is an increasing amount of waste coming from tourists. The higher the condition of overtourism, the higher the negative impact felt by the community.

Furthermore, the results also show that overtourism has an effect on the life satisfaction of the Gudang Kahuripan community (H3). The relationship between these two variables is negative, meaning that the higher the overtourism condition, the lower the people's life satisfaction. These results are also in line with the research of Mihalič & Kuščer (2019) [13]. From this research, they also suggest that overtourism needs to be considered more deeply because it can affect people's life satisfaction.

The results of the study also show that the positive impact of tourism has an effect on people's life satisfaction (H4). The higher the positive impact felt by the community will increase their life satisfaction in the end. The existence of tourism which has a positive impact on giving happiness to the community [7]. However, the negative impact of tourism felt by the community has no effect on their life satisfaction (H5). That is, the high or low negative impact of tourism does not affect people's life satisfaction. The results of testing the indirect effect between research variables show that both the positive impacts of tourism (H6) and the negative impacts of tourism (H7) do not significantly affect people's life satisfaction indirectly with overtourism as a mediating variable.

From this study it can be said that people's life satisfaction is influenced by the positive impacts of tourism and the negative impacts of tourism. In other words, the people of Gudang Kahuripan are getting used to the negative impacts of tourism and are starting to anticipate when overtourism occurs. They do not reject tourism, because the positive impact of tourism increases their life satisfaction. Diener [in 2] states that there are several factors that can influence people's life satisfaction, namely social relations, race, occupation, age, education, gender, religion, income, marriage and family, events that occur in life, activities and personality.

The life of the surrounding community will be affected by tourism. This makes tourism actors have to carefully manage the negative impacts and try to maximize the positive impacts for people's life satisfaction [13]. This is supported by the opinion of Diener, Oishi, & Lucas, (2003) that satisfaction with life is a real form of happiness.

6 Conclusion

Public perception of overtourism reflects the condition of high overtourism. In line with the greater number of tourists on holidays which makes some people around tourist attractions feel uncomfortable. Meanwhile, the life satisfaction of the people of Gudang Kahuripan Village is generally in the moderate category. Some of the desires that have been achieved in life can be concluded that they are satisfied with their current life, but still want a better life.

Overtourism has an effect on increasing the perception of the negative impact of tourism. Furthermore, high perceptions of overtourism can reduce people's life satisfaction. Community life satisfaction will increase if the positive impact of tourism felt by the community is high. The perception of overtourism is not a mediator between the impact of tourism and people's life satisfaction because other mediators are needed to make a significant relationship.

From this conclusion, it is necessary to pay attention to the life satisfaction of the people who live around tourist areas by continuing to establish good relations with them. It is important for tourism business actors to pay attention to the negative impacts arising from overtourism. This will create community-based sustainable tourism.

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