



The Coercive Isomorphism Will Not Let Tourism Die: Explaining the Integration Motivational Aspects of Sustainable Tourism in Madura Island

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Abstract. The tourism sector contributes significantly to the development of the economy by facilitating the expansion of local businesses. Thus, efforts to maintain of sustainable tourism have a crucial role. This research aims to exploration of development sustainable tourism by considering the coercive isomorphism perspective through efforts to integrate motivational aspects from the social, economic, environmental, and cultural in one observation model. This study uses a qualitative method with case studies approach and interpretive paradigms with involving one of the tours popular in Madura. The research findings indicate that the integration aspect is motivational, which includes elements of social, economic, environmental, and cultural, based on community and partnership through public-private cooperation programs, and is the most effective strategy to inducing ecosystem sustainable tourism. The results of the study show that the integration of motivation through social aspects with structured institutions has a role in encouraging the development of sustainable tourism use to produce a marked economy while maintaining a balanced environment and heritage culture. This research provides valuable insights for policy-makers and stakeholders' interests as a consideration in formulating strategies for the development of a sustainable tourism industry.

Keywords: Sustainable Tourism, Coercive Isomorphism, Social, Culture, Integration

1 Introduction

Tourism contributes to the development of the economy in many developing countries [1]. Along with the development of the economy in the short term, development tourism can help form employment opportunities for local communities [2]. Moreover, the development of the tourism can encourage the strengthening of objective development as long as it reduces poverty, protects the environment, and grows the econo

my as a whole [3]. The vital role of tourism pushes the development of tourism research and leads to mechanisms of sustainable tourism. Sustainable tourism is an essential priority for governments, businesses, and visitors. tourism [4]. Literature on sustainable tourism recognizes that tourism can have positive and negative on the environment, society, and economy, so push efforts to form socially, ecologically, and economically responsible tourism [5].

[6] explained that sustainable tourism can help the public locally build a job field at once to guard source power nature and sustainability culture [7]. Urgency sustainable tourism has pushed the development of empirical research to study determinant sustainable tourism both internally and externally in management tourism. From the internal side, research developments have to study the development of models and development strategies for sustainable tourism [8; 9], quality institutional and consumption energy [10], intellectual capital and governance institutional [11]. Meanwhile, in terms of external factors, covering projects investment infrastructure [9] to the role of digital transformation in sustainable tourism [12].

[13] explained that internal aspects, including governance mechanisms, institutions, society, and nations, have a crucial role in pushing sustainable tourism. Development of tourism research from the internal side has focused on technical development and validation of indicators of sustainable tourism, including governance and institutions [14; 15; 16]. However, the emphasis on measurement basis and validation needs to be more detailed, involving managers and local area actors [17]. [18] explains that the involvement of local management is an essential aspect of sustainable tourism.

[12] explained that the involvement of the local perpetrator is crucial to pushing preservation culture and supporting business locally so that tourists based on society can form a system of sustainable tourism by becoming sustainable in nature and culture. Thus, there is a gap from previous research, which may not be comprehensive, and the integration of local area managers and actors in the mechanism of institutional sustainable tourism potentially distorts information. The role of institutions integrated with management tourism can be captured through the perspective of institutional theory. Thus, this study explicitly explores the mechanism of sustainable tourism development by considering the coercive isomorphism perspective through efforts to integrate the motivational institutional aspect from the social, economic, environmental, and cultural aspects in one observation model.

This research uses a qualitative method with case study approach and interpretive paradigms on one object tour nature in Madura. Madura is one of the islands in Indonesia with a diverse inheritance culture and beautiful nature with currently in the making an effort to increase the preservation of the environment, providing opportunities to promote destination tours of nature [19]. This research provides contribution by constructing the assumption of coercive isomorphism, this study explains the role of institutions as a factor in the mover's leading sustainable development practice. The findings of this study can be used by regulators and related parties in policy determination and strengthening governance institutions to encourage the formation of sustainability.

2 Literature Review

2.1 Institutional Theory

Institutional theory understands that organizations in the same plane are inclined to grow similarly to each other and differ according to the restrictions imposed to form an isomorphism institutional [20]. Institutionalization happens because organizations think logically by considering classifications, routines, scripts, and schemas to form isomorphism assumptions [20; 21]. The isomorphism assumption emphasizes that the organization competes to get source power and consumers and gain strength in politics through legitimate institutions and for the benefit of society [20].

[20] identified the occurrence of isomorphic change as one of the due to due to coercive isomorphism. Coercive isomorphism is an organization that acts as a regulator because existence influences politics and problems legitimacy from outside the organization [20]. Institutional theory began to be used in the study of sustainable tourism [22]. A comprehensive research study based on institutional theory explains the role of crucial regulators in pushing the formation of ecosystem tourism sustainability [13]. Thus, this study considers explicitly the role of coercive isomorphism. This is an organization that acts as a regulator because its existence influences politics and problems' legitimacy from outside the organization.

3 Research Methods

3.1 Research Approach

This research use qualitative method, which aims to understand the phenomenon of what is experienced by the research subjects. The paradigm used in this study is the interpretive paradigm. The approach used in this study is a case study approach. This study focuses on a case that examines the general nature of the implementation of tourism management at Lon Malang Beach, located in Bira Tengah Village, Sokobanah District, Sampang Regency, Indonesia. Lon Malang Beach has become a tourist destination located on the North Madura route. The Lon Malang Beach destination in 2023 has won an award as the number 2 winner in the CHSE category in the ADWI Kemparekraf Republic of Indonesia.

3.2 Informant

This research involves parties who have experience and are directly involved in the research site as informants. The number of experienced informants can help achieve the goal of obtaining overall information from activities and details from every uniqueness that exists from the information obtained. The informants involved in this research are specifically presented in Table 1. In order to improve the results of the research review, in the initial stage, a Focus Group Discussion (FGD) activity was carried out to review the tasks and responsibilities of several roles, which is detailed presented in the following table:

Table 1. Informant

| Informant | Role |
|---------------------------|----------------------------------|
| Martuli [MT] | Tourism Founder |
| Ahmad Taufikurrahman [AT] | Secretary BUMDes |
| Juhairiyah [J] | Local Community at a time Trader |
| Awi [A] | Local Community at a time Trader |
| Marnie [M] | Local Community at a time Trader |
| Fitria [F] | Local Community at a time Trader |
| Khotimah [K] | Local Community at a time Trader |

Source: *Processed Data, 2024*

3.3 Data Collection and Validity

The data collection techniques used in this study were unstructured interviews and documentation. The unstructured interview also gives informants more freedom to disclose their minds and flows according to events' existence. Other data collection is done using relevant business report documentation techniques. To determine the degree of trust or validity of data for research validity, researchers use triangulation. The triangulation technique used in this study is triangulation source by conducting interviews with more than one source to ensure the truth of an event or situation. The next stage is data analysis techniques the data reduction and presentation process. This stage begins with an explanation of the problems raised in this study, followed by the presentation of interview results. The data from the interview is then linked to the theory used so that it can answer the problems raised.

4 Results and Discussion

Lon Malang Beach is located in Bira Tengah Village, Sokobanah District, Sampang Regency. Lon Malang Beach is a destination village tourism pioneered by Martuli who at that time served as Village Head. Lon Malang Beach has become a destination tour favorite located on the North Madura route. Lon Malang Beach Destination 2023 has been awarded as the 2nd winner in the CHSE (Cleanliness, Health, Safety, Environment Sustainability) category in the ADWI (Anugrah Desa Wisata) Kemparekraf Republic of Indonesia. There are 25 permanent employees and if the season holiday is increased to 40 people.

The destination has given a chance to around 40 perpetrators' business trade in the destination area permanently. Other opportunities include residents' homestays. The destination has the potential power to pull tour coral, mangroves, and turtles. Destinations have preserved nature since its inception, with nurseries and planting tree spruce as a natural ecosystem at a time of beauty tourism. Wisdom local potential to become a power pull tour among other traditions Roka' Tasik is Fishermen's celebration as a feeling of gratitude for the gift of Allah Visually, research findings integrated with the

perspective of coercive isomorphism of the institutional theory can be presented in Figure 1.

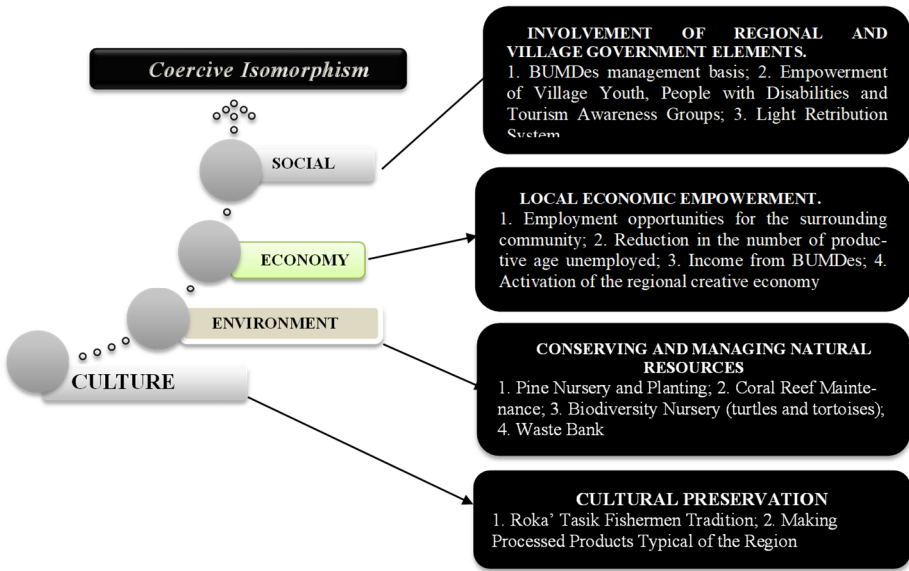


Fig. 1. Coercive Isomorphism Integration Tourist Sustainable Lon Beach Malang.

Source: Processed data, 2024

4.1 Social: Engagement Element Regional and Village Government

Lon Beach Malang has become a sustainable tourism destination, showing that management destination below. Management policy is oriented towards empowering village youth and disabled communities rather than profiting. This was caught from statement informant:

“Lon Malang the deliberations were held in a village related to the determination of Price at the destination beach lon, unfortunately. Facilities such as games only cost an annual maintenance fee. The division is 60% for those who work and 40% for development and maintenance costs such as photo spots, beach umbrellas, and others” [AT]

“Lon Malang is building brand awareness for products or crafts typical of the village. One of the initiatives is to design batik motifs on tourist clothes that depict the identity of Pantai Lon Malang” [MT]

Government of villages that are manifested through Village-Owned Enterprises (BUMDes) and form the Tourism Community Group, show that the social structure of an ordered government has a vital role in encouraging the development of tourism through the form of guard facilities available at tourist locations to ensure sustainability for visitors. This finding is also in line with the assumption [20] emphasized coer-

cive isomorphism about the critical role of formal structure in forming management institutions to achieve needs together. BUMDes can also be to facilitate financial management, which contributes to income government while still paying attention to community welfare. This can be seen from the results of observations, which show that there is a system payment retribution light every month for every business, as statement informant.

“Monthly income can reach IDR 3,000,000, if on weekdays it can reach five hundred thousand IDR per day, besides that, you also have to pay tax IDR 25,000 per month to management and for cleaning costs amounting to IDR 10,000 to IDR 15,000” [A]

This finding is in line with [11], who explained that the role of crucial institutions is one of the vital main reasons for sustainable tourism. This is in line with [13], who state that adequate governance is one of the efforts to maintain the sustainability of the tourism industry. The existence of a governance mechanism between the government and the management destination is the primary strategy to strengthen institutional governance of tourism.

4.2 Economy: Local Economic Empowerment

Along with the development and progress management of Lon Malang, capable of contributing to income Bumdes and absorption of the permanent workforce as well as chance trying and trading for the citizen's village. There are 25 permanent employees and if the season holiday is increased to 40 people. The youth in the village had hope and the opportunity to work at their destination. The destination has given a chance to around 40 perpetrators business trade in the destination area permanently. Other opportunities include residents' homestays around 10 and 1 homestay managed. The destination of this activity can be seen from several statements the following informants:

“In homestays, there are ten houses, some have two rooms, some have three rooms” [AT]

“Initial capital for business originates from own money. Income from selling at Pantai Lon Malang reaches IDR 30,000,000 every month. The products sold are mostly imported from outside, such as products like petis and salted fish” [F]

This finding is in line with [6], who showed that tourism can encourage the development of a developing country's economy. There are efforts involving the public from the entrepreneurial side with business trade, or rent can push the development of the Local community economy, which has an impact on the growth economy public. This finding is in line with the findings of [23], which showed that the contribution of tourism is sustainable and large enough to push the growth of the economy. The existence of the sector tourism can expand the sector business's new potential and create a new source of income for the government.

4.3 Environment: Conserving and Managing Natural Resources

The destination has been doing nature conservation since the pioneering of the destination by cultivating and planting pine trees as a natural ecosystem as well as tourist beauty. In addition, research findings also show the existing role as well as the government's effort preservation to maintain balanced nature namely through efforts protection coral reefs which are also supported by the government province management ecosystem nature. This was captured based on observations and information during research.

"The trees that are not green are cut down, and better ones will emerge. On the east side, there are pine trees. There are many coral reefs, so shells are made. The program from this province is the creation of coral reefs, and there is some feedback from the government. There are many turtles and tortoises, but they are still small"
[AT]

"If there is trash here, there is a trash bank below. Under the auspices of Pokdarwis, so before the waste is thrown away, it is sorted and then sent to the waste bank"
[AT]

The findings in line with [24], who explained that sustainable tourism practices are in line with the United Nations' sustainable development goals through tourism practices that minimize negative impacts on the environment and promote social inclusion and cultural preservation. Efforts to plant trees and spread egg turtles are a form of ecotourism, which is one manifestation of sustainable tourism that has a positive impact and maintains the balance of nature. This finding is in line with [7], who explained that ecotourism is a form of sustainable tourism that can encourage environmental protection while creating jobs by emphasizing activities that are responsible to nature by preserving the environment and improving the welfare of local communities. In addition, [25] explained that sustainable tourism requires efforts to reduce waste to maintain balance. The existence of waste bank activities at the research site is a form of environmental maintenance effort to reduce waste. It is also a reasonably crucial strategy in encouraging the formation of sustainable tourism.

4.4 Culture: Cultural Preservation

Local wisdom that has the potential to become a tourist attraction includes the Roka' Tasik fishermen tradition, a celebration of fishermen as a form of gratitude for Allah's gifts. Some traders have also sold souvenirs or food originating from the village, including packaged anchovies, *petis*, *terasi*, and anchovy-flavored gambir crackers, which are typical foods from local potential. Conservation efforts culture that is partly integrated into the mechanism This entrepreneur was caught during the research process, which was also documented through informant:

"There are shrimp paste, anchovies, crackes, and cassava chips whose ingredients are initially from Bira Tengah. There are also handicraft clothes. BUMDes Bira Tengah Village provides guidance to one of the disabled communities to develop products such as tote bags [AT]"

“All sellers and employees in the tourism sector come from the Bira Tengah community, although not from all hamlets [MT]”

The findings of this study are in line with those of [24], who explained that in addition to minimizing negative impacts on the environment, sustainable tourism practices need to promote social inclusion and cultural preservation. Efforts to preserve culture through various supporting activities, including preservation of aspects of fulfilling primary needs based on local resources, are a form of effort to maintain cultural sustainability and encourage the formation of sustainable tourism. This finding is in line with the explanation of [26] that cultural protection is one of the main parts of maintaining sustainable tourism. The efforts of the surrounding community to maintain local wisdom and introduce visitors to forms of local culture that are packaged in the form of fulfilling primary needs, such as food, to secondary needs, such as souvenirs, are forms of preservation efforts that can be one of the efforts to maintain sustainable tourism.

5 Conclusion

This research shows that structured institutions play a crucial role in the development of sustainability to produce a marked economy while remaining in a balanced environment and heritage culture. Tourism based on community and partnership through public-private cooperation programs is the most effective strategy to push ecosystem tourism sustainability. This finding provides the implication that in some parts. First, by constructing the assumption of coercive isomorphism, this study explains the role of institutions as a factor in the mover-leading development practice of tourist-integrated sustainable research. Second, this research complements previous research studies by comprehensively considering role integrating role elements of social, economic, environmental, and cultural in one mechanism model of institutional sustainable tourism. Third, the findings of this study can be used by regulators and related parties in policy determination and strengthening governance institutions to encourage the formation of sustainable tourism. Although it has some implications, this study also has several limitations. First, this study only considers the aspect of motivation from the assumption of coercive isomorphism. Second, this study focuses on institutional aspects from the internal management information side without considering the aspects of tourism users or visitors. Further research can consider comprehensive aspects from the management side of institutions and visitors who directly feel the impact.

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