

The Role of Authentic Local Resources and Social Capital in the Development of Sustainable Village Tourism

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INTRODUCTION

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Travel and tourism has continuously expanded and diversified, making it one of the largest and fastest expanding economic sectors in the world. It is also one of the primary drivers of export earnings, job creation, business development, and infrastructure. Likewise, as one of the sectors to be raised during the Covid-2019 pandemic. The portfolio of destination products in Indonesia, especially urban and rural tourism, has a fairly large percentage, namely 38% of the cultural destination product portfolio of 60%. This condition opens up opportunities for the potential for consumption of this product to increase.

Tourism destination managers are now playing a significant role in the administration and marketing of tourist sites due to the shift in public consumption patterns toward the consumption of recreational products. Generally speaking, marketing leisure goods and travel locations entails creating tourism resources that can satisfy travelers' needs and expectations. Because of this, management styles that put the competitive advantage of tourism destinations first are not just distinct from (Hartini, Mardhiyah, & Sukaris, 2020). For this reason, in building excellence and developing the sustainability of village tourism is to involve the village community through social capital and local resources that are directed at the welfare of the community. This phenomenon is also supported by Kapera, (2018) that the growth of tourism in the current world is progressively prioritizing sustainable development.

Referring to the World Tourism Organization, (2013) in Nguyen, Ngo, Do, and Nguyen, (2020) The creation of tourist locations that satisfy the demands of both visitors and indigenous peoples while also focusing on sustainability and allocating more resources for the growth of upcoming tourism endeavors is known as sustainable tourism development.

Previous research also discussed sustainable tourism development such as Poudel, Nyaupane, and Budruk, (2016); Chamidah, Guntoro, and Sulastris, (2020); Purnomo, Rahayu, Riani, Suminah, and Udin, (2020); Van Vu, Tran, Nguyen, and Van Nguyen, (2020); Liu, (2003); Timur and Getz, (2009); Amir, Ghafar, Jamal, and Ahmad, (2015); Johnston, (2015); Zamfir and Corbos, (2015). Research on sustainable tourism development is generally linked to the management of all resources for economic, social, and aesthetic needs while preserving the integrity of the local ecology, biodiversity, culture, and life support systems surrounding tourist destinations. Nevertheless, it is evident from this research that little work has been done on social capital and the authenticity of local resources.

The authenticity of local resources is also often referred to as uniqueness and distinctiveness. The authenticity of local resources is determined by the material, design, and location of the tangible resources (Kim, Whitford, & Arcodia, 2019). Prior studies on the connection between sustainable tourism development and the authenticity of local resources such as Zamfir and Corbos, (2015) stated that the success factor in managing sustainable tourism development is the authenticity of tourist destinations. Liu, (2003) also stated that the nature of tourism resources, socio-cultural progress, including in sustainable

tourism development, Sims, (2009) claimed that the growth of sustainable tourism depends in large part on local content. In order for the original or distinctive natural setting to generally draw tourists, which in turn has an effect on sustainability.

Social ties, which include components of social networks, civic involvement, reciprocal norms, and trust, are generally at the core of the idea of social capital. (Affandi, Permana, Yani, & Mursitama, 2020). Social capital plays a more significant role in the tourism industry by creating a distinctive environment through the telling of local history, customs, and folklore, giving guidance during tours, and actively participating in community development (Toader, Bota, Negrusa, Gavriletea, & Tutunea, 2013); Ma'ruf, Hindayani, & Ummudiyah, (2017).

Research that examines the relationship of social capital and sustainable tourism development such as Soulard, Knollenberg, Boley, Perdue, and McGehee, (2018). The study results show that strategic destinations will increase with increasing social capital. Other research, for example Zhou, Chan, and Song, (2017) that tourism development is influenced by three dimensions of social capital, namely personal networks, support institutions, community openness, Ma'ruf, Hindayani, and Ummudiyah, (2017); Affandi, Permana, Yani, and Mursitama, (2020) stated that social capital is the key to success in developing sustainable tourism and is associated with Sustainable Development Goals (SDGs). Sabet and Khaksar, (2020) state that social capital has a positive effect on the development of sustainable rural tourism.

In light of this, it is crucial to research social capital and the veracity of regional village tourist resources in order to promote sustainable village tourism. This study's specific goal is to ascertain how community involvement—through social capital and the utilization of locally produced resources—relates to the growth of sustainable village tourism.

LITERATURE REVIEW

It is anticipated that the growth of a tourism village will assist the local economy by creating jobs and money, as well as the community socially and environmentally by enhancing infrastructure and improving community skills. In the future, the government will encourage the growth of tourism villages even further and extend an invitation to all parties involved to collaborate in order to ensure the success of this initiative. The government will also prepare destination, management, and human resource guidelines in addition to supporting the establishment of tourism communities. It is intended that the outcomes—which include enhancing community welfare, protecting local customs, and benefiting the environment—may be repeated in several other possible communities in order to achieve common goals (www.pwisata.ponorogo.go.id)

Lin and Liu, (2018) states that the goal of sustainable tourism is to strike a balance between protecting the environment, maintaining cultural integrity, building social justice and promoting economic benefits, meeting the needs of local populations both in the short and long term. Research Nguyen, Ngo, Do, and Nguyen, (2020) shows that the factors that influence sustainable tourism development are tourism development institutions and policies, infrastructure, tourism resources, and local communities.

Village tourism development must begin with the motivation to develop the village by utilizing both tangible and intangible local resources, if village tourism is able to provide authenticity of local resources, sustainability will be obtained in the long term.

While capability refers to a firm's ability to use resources through organizational procedures to accomplish goals, resources are assets that a corporation owns or controls (Amit & Schoemaker, 1993)

In the theory of resources base view that Barney, Wright, and Ketchen, (2001); Barney, (1991); Amit and Schoemaker, (1993) offers this perspective, acknowledging the significance of each company's assets and competencies in acquiring and preserving a competitive edge. An essential component of this service is the benefit of destination resources as research Camisón, Beatriz, María, Fabra, and Muñoz, (2015) among a sample of 1019 travel agencies in Spain. The findings show that a stronger competitive position for tourism-related businesses is supported by financial resources as well as dynamic and production skills.

Prior academics have investigated destination pull and push forces through studies pertaining to destination resources (Klenosky, 2002; Yoon & Uysal, 2005). Chekalina, Fuchs, and Lexhagen, (2016) destination resources as destination performance, Hudson and Shephard, (1998) destination resources as an overall combination of products, services and experiences. However, only a few studies link destination resources with sustainable tourism development, for example Chekalina, Fuchs, and Lexhagen, (2016) linking destination resources with benefits and monetary values.

Social networks, norms, and beliefs that have the potential to increase community productivity are referred to as social capital. Research Suwandi, Sukaris, & Faris, (2019) Social capital fosters a sense of shared responsibility among community members, as they connect with another, want to see program activities succeed, are eager to work together, build mutual trust, and are able to match ideas with other citizens. Research from Jung, (2020) shows that social capital consists of social networks, social beliefs and social norms, while Tran, Lee, Nguyen, and Srisittiratkul, (2020) refer to the opinion of Tsai and Ghoshal, (1998) found that social capital has three measures, namely structural, relational, and cognitive social capital. Likewise, Ngo, Nguyen, and Nguyen, (2020) underscored that the scholar's community has acknowledged social capital as an intangible resource and its importance in performance at all scales, micro, meso, and macro.

Previous studies linking social capital and the development of sustainable tourism villages in Indonesia have been carried out, such as Soulard, Knollenberg, Boley, Perdue, and McGehee, (2018) stating that stakeholder support for strategic planning for tourist destinations will increase as ties and social capital increase. Zhou, Chan, and Song, (2017) claimed that before entering the tourism industry, entrepreneurs in rural tourist regions have erroneous impressions of it. The three facets of social capital impact entrepreneurial mobility in the growth of tourism. The potential contribution of entrepreneurial mobility to the development of tourism is increased by integration with the local community.

Sudharma, Supartha, Riana, & Surya, (2020) Stressing that social capital is crucial for enhancing corporate success and that it is the public's acknowledgement of managers' credibility. Sabet and Khaksar, (2020) that social capital has a positive effect on sustainable rural development. Farhan and Anwar, (2016) discovered, in an attempt to enhance sustainable tourism, the idea of a rural tourist development plan based on rural and local wisdom on Bawean Island in Gresik Regency. These studies have shown social capital as an inexhaustible capital to support sustainability, however, it needs to be explored in the context of village tourism development that is still socially managed, will it be able to become a driver for sustainable tourism development.

Based on the theory and previous studies on the role of authenticity of local resources and community social capital in the development of sustainable rural tourism that has been presented, the following hypotheses can be proposed:

H1: Authentic local resources have an effect on the development of sustainable village tourism..

H2: Social capital have an effect on the development of sustainable village tourism.

RESEARCH METHOD

This investigation used a quantitative approach. Because it makes use of study samples and organizes the research process, the quantitative approach is used. The primary data used in this study came from questionnaires given to village tourist managers in Gresik Regency. The questionnaire had a goal response rate of thirty, and based on its Likert scale, the data collected was interval data (Cooper & Emory, 1996). In the meantime, secondary data is utilized exclusively for preliminary data and is characterized by supporting data from literature, journal articles, and other sources. In this study, primary data collecting techniques were used, which means that information was gathered directly from participants. In this instance, the village manager in charge of tourism responded, which is made up of administrators from all village-owned enterprises (BUMdes) who oversee tourism-related businesses as well as administrators from tourism-focused groups who have been granted permission by the village to oversee village tours.

Multiple regression analysis approaches employing the WarpPLS software program are employed in order to answer the study objectives and evaluate the produced model. Testing the validity, reliability, and applicability of the suggested model is done before estimating and testing the hypothesis.

RESULT AND DISCUSSION

Thirty respondents or more were used as the research sample in this study, which used respondents as the sample. Up to 300 samples of the sample have been resampled using the bootstrap approach. in order to remove information from the latent variable measurement model that comes from erroneous manifest variables.

4 The target variable's question items were tested to ascertain its validity and reliability, the measurement scale's accuracy, or the accuracy of the data based on authenticity local resources (LU), development of sustainable village tourism (SD).

Based on the validity test, the loading factor value for the indicator of the variable development of sustainable village tourism (SD) is $SD1 = 0.860$, $SD2 = 0.846$, $SD3 = 0.846$ and $SD4 = 0.804$. For the variable local resources authenticity (LU) the loading factor value of each indicator is $LU1 = 0.978$, $LU2 = 0.818$, $LU3 = 0.888$. The results of the loading factor for the social capital variable SC are $SC1 = 0.841$, $SC2 = 0.870$, $SC3 = 0.822$, $SC4 = 0.905$, $SC5 = 0.945$, and $SC = 0.938$. Based on these findings, it is established that every indication has a loading factor value greater than 0.5, must ensure that the indicators or questions used to test each latent variable meet the requirements for convergent validity or are competent to measure the desired outcome. In a similar vein, all factors or indicators have loading values that are higher than cross loading when loading and cross loading are compared, indicating that the discriminatory validity is satisfied. This outcome is consistent with the opinion of Hair, Black, Babin, and Anderson, (2014). In

order to proceed with additional testing, the measurement scale's accuracy must be satisfied. The scale's correctness indicates that every indicator's constructed factor is the same. that the question items have a correlation of more than 0.50 and can assess the construct being measured

In the reliability test, the combined reliability coefficient value for the variable of authenticity of local resources (LU) was 0.964, social capital (SC) was 0.957, the development of a sustainable tourism village (SD) was 0.905, as a requirement the value has to be greater than 0.7. acceptance of the composite reliability test; however, the internal consistency reliability value is determined by using the Cronbach alpha coefficient criteria above 0.60. The results of the following variables were obtained: the development of sustainable tourism villages (SD) was 0.860; social capital (SC) was 0.946; authenticity of local resources (LU) was 0.944; and questionnaire accuracy for all factors was 0.860. Gliem and Gliem (2003)

Testing the fit index model and determining if the model developed for this study is feasible yielded the following results, which are shown in Table 1:

Table 1: Model Fit and Quality Indices

No	Model fit and Quality Indices	Fit of Criteria	Analysis of Results	Remarks
1	Average path coefficient (APC)=0.445, P=0.003	$p < 0.05$	P=0.003	Good
2	Average R-squared (ARS)=0.566, P<0.001	$p < 0.05$	P<0.001	Good
3	Average adjusted R-squared (AARS)=0.523, P<0.001	$p < 0.05$	P<0.001	Good
4	Average block VIF (AVIF)=1.209, acceptable if ≤ 5 , ideally ≤ 3.3	Acceptable if ≤ 5 , Ideally ≤ 3.3	1.209	Ideal
5	Average full collinearity VIF (AFVIF)=1.857, acceptable if ≤ 5 , ideally ≤ 3.3	Acceptable if ≤ 5 , Ideally ≤ 3.3	1.857	Ideal
6	Tenenhaus GoF (GoF)=0.672, small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36	Small ≥ 0.1 , Medium ≥ 0.25 , Large ≥ 0.36	0.672	Ideal
7	Simpson's paradox ratio (SPR)=1.000, acceptable if ≥ 0.7 , ideally = 1	Acceptable if ≥ 0.7 , Ideally = 1	1	accepted
8	R-squared contribution ratio (RSCR)=1.000, acceptable if ≥ 0.9 , ideally = 1	Acceptable If ≥ 0.9 , Ideally = 1	1	Ideal
9	Statistical suppression ratio (SSR)=1.000, acceptable if ≥ 0.7	Acceptable if ≥ 0.7	1	accepted
10	Nonlinear bivariate causality direction ratio (NLBCDR)=1.000, acceptable if ≥ 0.7	Acceptable if ≥ 0.7	1	accepted

Ten test indices were used to examine the link between latent variables and the assumptions in order to establish the index and fitness of the relationship. The majority of the results met the rule of thumb for all good and ideal indexes, indicating that the model is fit or suitable.

This analysis is utilized to investigate the effect of destinations based on social capital (SC) and authenticity local resources (LU) in the development of sustainable village tourism (SD) utilizing warpPLS 5.0 for model estimation testing and route analysis.

Based on data analysis, an equation model for the development of sustainable village tourism (SD) = 0.371LU + 0.518SC can be drawn up. The destination coefficient based on

destinations based on authenticity local resources (LU) and social capital (SC), have a positive direction towards the development of sustainable village tourism (SD), in order for managers involve village tourism to gain more and more from social capital and local resources, which has a strong and favorable effect on the variable of sustainable village tourism development (SD).

Hypothesis testing is done by comparing the significant probability value (p / α), which is set at 0.05. If the p value is much less than α , the hypothesis can be accepted; if it is more than the probability value, it can be rejected. The findings indicate that the value of β / path coefficient of authentic local resources is 0.518 with a significance (p / α) of 0.001 and the value of β / coefficient of social capital pathway is 0.371 with a significance (p / α) of 0.020. it is concluded that these results support the proposed hypothesis, that is the authenticity of local resources has an effect on the development of sustainable village tourism and social capital affects the development of sustainable village tourism.

Based on the acquired results, the following hypothesis testing forms the basis of each result's discussion:

Destination variables based on authenticity local resources (LU) have an effect on the development of sustainable village tourism (SD). According to the test results, there is a favorable correlation between the destination variable—which is based on genuine local resources—and the variable of sustainable village tourist development. This implies that local authenticity and resources may be leveraged to create better destination management, e.g., in promoting tourism in this community. The coefficient of direct influence of these destinations on the development of sustainable village tourism is equal to 0.518, while maintaining the uniqueness of "palm trees /lontar trees" as authenticity of tourism, in developing tourism This village emphasizes the beauty of the lontar tree as an icon of village tourism and in developing village tourism it will emphasize the authenticity of village tourism, the higher the way to develop sustainable village tourism, such as in developing tourism by paying attention to the sustainability of the palm tree ecosystem, in developing village tourism businesses to maintain the uniqueness of village tourism, In developing this village tourism business, it pays attention to local wisdom (good values that already exist in the village) and in developing village tourism businesses, the community is the object and subject of village tourism development. Therefore, a significant value for the destination variables based on these results on authenticity local resources of 0.001 <0.05, this indicates that there is an influence of destinations based on local resources / local authenticity with the development of sustainable village tourism. The results of this study support previous studies that have provided the same research results as research by Klenosky, (2002); Yoon and Uysal, (2005); Chekalina, Fuchs, & Lexhagen, (2016); Hudson and Shephard, (1998) They assert that the growth of sustainable village tourism is influenced by travel destinations that are founded on genuine local resources

The destination variable based on social capital (SC) has an effect on the development of sustainable village tourism (SD). The test's findings indicate that the direct influence coefficient of social capital-based destinations on the development of sustainable village tourism is 0.371, indicating a favorable correlation between the development variable and the goal variable based on social capital. sustainable village tourism, these findings show that social capital-based destinations, like the village tourist development program, may be better managed, the more responsible for the activities carried out, with the village tourism development program the management is increasingly willing to participate in the success

of the activity program, with the tourism development program. This village can interact with team members, with village tourism development programs, can increase the spirit of working with team members, with village tourism development programs increasing mutual trust with others and with this village tourism development program, managers can equate ideas with other team members, so the higher the way to develop sustainable village tourism, such as in developing tourism by paying attention to the sustainability of the palm tree ecosystem, in developing village tourism businesses. The uniqueness of village tourism is that in developing this village tourism business, it pays attention to local wisdom (good values that already exist in the village) and in developing village tourism businesses, the community is the object and subject of village tourism development. Consequently, a significant value of $0.020 < 0.05$ for the destination variable based on social capital supports these results, suggesting that social capital-based destinations have an impact on the growth of sustainable village tourism. The findings of this study corroborate those of other investigations, which provide similar findings as those of Sabet and Khaksar (2020); Farhan and Anwar (2016) asserted that social capital-based destinations influence the growth of sustainable village tourism.

CONCLUSION

It can be demonstrated that destinations based on social capital and destinations based on authentic local resources have an impact on the growth of sustainable village tourism. Considering the study's goals, findings, and interpretation of the findings. Managers continue to capitalize on the social capital already present in the community in light of the influence of social capital-based destinations on the growth of sustainable village tourism, as this variable will likely play a role in the sustainability of village tourism as well as provide capital for its development. Although the resampling process has been completed, this study's data collection during the Covid-19 pandemic was limited, making it less than ideal. Consequently, it employs a PLS analysis tool, which can handle small data analysis, in order to expand its sample size from different managers in the future. broader tourism in villages. The tourism industry is heavily impacted by environmental dynamics; for instance, during the Covid-19 pandemic, tourist sites were unable to operate. Therefore, future research can include influences from external organizations.

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