

# THE DEVELOPMENT OF COMMUNITY BASED TOURISM: FROM ATTRACTIVENESS TO LOYALTY

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# The Development of Community Based Tourism: from Attractiveness to Loyalty

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## Abstract

This research aims to test the loyalty of tourists who visit tourism village as one of the community based tourism. The loyalty model that is proposed explores the relationship between attractiveness, trust, service quality, positive attitude, intention to visit, and intention to recommend. This research uses the respondent survey of domestic and foreign tourists who visit community based tourism village in the Province of Daerah Istimewa Yogyakarta (DIY), Indonesia. The sampling technique is using purposive sampling with the respondent criteria of tourists who are motivated to visit because of special intention. The number of respondent is 400 people. The data analysis technique is using Structural Equation Modeling (SEM). This research result explains that the research model is accepted, this means that there is a relationship between attractiveness, trust, service quality, positive attitude, intention to visit and intention to recommend. This research result gives a direction for the manager of tourism village about the increased tourist loyalty through infrastructure improvement either in tourism location or home stay provided by the community, ease of access, security, hospitality, and professional tour guide. This research has originality such as the setting of tourism village based community and analyze tourists loyalty with the antecedent of trust and attractiveness which mediated by service quality and positive attitude that is different with tourist loyalty model that have been researched before.

**Keywords:** *trust; attractiveness; quality; attitude; loyalty.*

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## 1. Introduction

Community based tourism (CBT) in the context of sustainability tourism development has a very important role. CBT can empower the community through a sustainable tourism management and give priority to the community as central position in the management of tourism are. CBT is the management of community-based tourism that provide many opportunities to the empowerment of local community, especially in developing country (Sugandini et al., 2017b; Diharto et al., 2018; Wróblewski, et al., 2017, Kurowska-Pysz, 2015). The community involvement in the management of these tourism areas will also give an important role for the community in maintaining and developing tourism village to be sustainable and building a strong regional economic activity for the sustainability of household economy and the welfare of the community itself (Feriyanto, 2016a; Feriyanto, 2016b).

The research about CBT is important to be done because: (1) the measurement of CBT impact is still difficult to observe, because it is indirect and intangible. The economic impacts are easier to be analyzed, but the social and environmental impacts are very difficult to be measured; (2) local issues has a direct impact on tourism experience, a bad experience with local community can bring a hostility toward tourists, so understand the positive attitude of tourists toward a CBT can show an alignment that occurs between local community and social climate which will have an impact on tourism benefits and there will be no victim of the existence of CBT (Wahab and Pigram, 1997); (3) trust is usually studied only for electronic-tourism context (Nguyen et al., 2011), e-loyalty, online tourism and information

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technology related to tourism (Diharto, et al., 2018). This research studies about trust in relation to trust toward community-based tourism destination sites. Trust toward local community, natural environment, infrastructure, facilities, and special events or festival become an important factor to be considered in this research.

This research tests the impact of CBT from the success of CBT. The success of CBT can be seen from the increasing loyalty of tourists towards community-based tourism destination. The loyalty of this research is seen from the intention to visit community-based tourism and intention to recommend the tourism to other potential tourists/travelers. Loyalty becomes important to be analyzed because if the loyalty program is managed properly, it is very possible to manage and control the buying behavior of the tourists (Sugandini et al, 2018d; Štefko, et al., 2017). Loyalty also become an important contributor in gaining profitability (Darnell and Johnson, 2001; Hsu et al., 2008, Simarmata, et al., 2017).

This research was conducted to test the model of tourist loyalty in CBT in the Province of DIY. CBT that is analyzed is a special interest type of tourism, such as home stay, nature tourism, and live in tourism village. Some tourism village in DIY offer educational, cultural, and natural tourism for their visitor. These tourism villages also offer traditional game facilities such as *enggrang*, *engklek*, *dakon*, *gobaksodor*, and others, which can be played in that location. Tourism village in DIY also has a very beautiful scenery, fresh air, and a clear and well-maintained river. There are also home stay as a place to stay for the tourists that equipped with a restaurant provided by the community. Tourism villages in DIY are fully managed by the community, empowered by the community, and it is include in community-based tourism (CBT). This research is conducted based on the approach of social exchange theory, because in CBT there is a high involvement between community and tourists, so the high involvement will create social exchange between the two. Social exchange theory can show a framework of reference where the theories are built based on several assumption about human and relationship nature. This theory can be used to explain the use relationship between community and tourists in community-based tourism destination, because there is a very strong interaction between tourists, manager, and community (Sugandini et al., 2018c; Diharto, et al., 2018).

## 2. Literature review

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### 2.1. Social Exchange Theory

Social exchange theory is a general sociological theory (Ward and Berno, 2011), which can be applied on the exchange of tourism resource, travel experience, and social interaction between tourism stakeholders. This theory sees interpersonal relations as a commercial transaction. Social exchange theory is rooted in economic theory, social psychology, and sociology. Social exchange theory is that every individual are voluntarily enters and stays in social relationship as long as the relationship is satisfying, in terms of rewards and costs.

### 2.2. Attractiveness, service quality and positive attitude

Ajzen (1991) defined attitude toward behavior as “how far a person has a favorable or unfavorable situation of a product and service”. Several factors affect tourists’ attitude toward tourism destination can be classified into two major determinants. According to Middleton and Fyall (2009), several factors that affect tourists’ attitude is the attraction of tourism destination such as nature condition, culture or entertainment events, the availability of major and supporting facilities in the tourism destination, accessibility, image, price level, and the quality of destination and promotion from tourism organization to introduce a tourism destination (Sugandini et al, 2018a; Muafi, 2017; Roostika and Muafi, 2014).

Besides affecting attitudes, attractiveness also has a positive influence toward destination quality (Al-Ababneh, 2013; Roostika and Muafi, 2014). Perceived service quality of a destination includes a good souvenir, a restaurant, and a comfortable lodging. A person who perceived attractiveness of a good tourism destination will affect the perceived service quality of a destination, and it will subsequently affect the positive attitude (Sugandini and Djawoto, 2018).

*H1: Attractiveness has a significant positive impact towards perceived service quality*

*H2: Attractiveness has a significant positive impact toward positive attitude*

*H3: Perceived Service quality has a significant positive impact toward positive attitude*

### 2.3. Trust, service quality, and positive attitude

Singh and Sirdeshmuskh (2000; Garbarino and Johnson, 1999), stated that if the customer does not trust the company, the customer will not place his first purchase. Trust is an important determinant factor of attitude formation and loyalty (Chinomona, 2016). According to the commitment-trust theory (Morgan and Hunt, 1994), trust is the main variable in the development of a lasting desire to maintain a long-term relationship with brand (Nguyen et al., 2011). When consumers have a level of trust, they will be more likely to have a positive attitude with the service (Kim, et. al., 2008; Muafi, 2017). Hsiao, et al. (2010) shows that trust is positively affect attitude and subsequently, intention to purchase.

*H4: Trust has a significant positive impact toward perceived service quality*

#### 2.4. Positive attitude and loyalty

The loyalty toward service provider is considered a major consequences from positive attitude (Susilowati and Sugandini, 2018; Yu and Dean, 2001). Tourists' loyalty to a destination is showed by their intentions to revisit the destination and their willingness to recommend it (Oppermann, 2000). Recommendations by previous visits can be used as a credible source of information for potential tourists. Recommendation to others through word-of-mouth is a type of information that is needed by people who will visit a destination. The proposed hypothesis is as follows:

*H5: Positive attitude has a significant positive impact toward intention to visit*

*H6: Positive attitude has a significant positive impact toward intention to recommend.*

### 3. Research method

This research is a survey research. Respondents that is used in this research is tourists who is motivate to visit natural tourism and special interest destination (tourism village and live in it). These respondents are considered the most appropriate respondents in predicting tourist loyalty of CBT. The population of this research is tourists who visit community-based tourism destination in the Province of DIY, such as tourism village of Kembangarum, Kasongan, Bleberan, Kampoeng cyber, and Nglingo. The number of respondents are 500 people. The response rate is about 80%, so there is 400 people. The data analysis technique is using Structural Equation Modeling. The direct influence is observed from standardized regression weights with comparable significance test of CR (Critical Ratio) value that equals to t test values (Sugandini et al, 2018a; Muafi, 2017). The significance assessment is based on the probability (p) value and limit of significance that is used is the p value  $\leq 0.05$ . The test toward the model is developed with various criteria of Goodness of Fit, such as Chi-square, probability, RMSEA, GFI, and TLI (Hair et al., 1998). This research is using the data collected from 400 CBT tourists in DIY. The result of confirmatory factor analysis explained that the six construct which is: attractiveness, trust, service quality, positive attitude, intention to visit, and intention to recommend are consist of 22 question items which are stated to have a good validity because they have standardized factor loadings  $\geq 0.3$  and reliable, which shows from the value of construct reliability over 0,7 and the recommended variance extracted is  $\geq 0,50$  (Hair et al., 1998).

### 4. Research result

The majority of respondents are man, which is about 65%. Special interest tourism are more favored by men because there are tracking facilities and others that are also very popular, such as river, waterfalls, and mountain climbing. The age of the respondents are mostly  $\leq 20$  years old, which is about 51%, tourists with educational background of junior high school and senior high school is about 56%, tourists with the background job of student and college student is about (43%), because the destination in this tourism village are mostly visited by student and college student as the place to live in and outbound. The CBT is special interest, which is tourism village and live in (stays in the village). The test result of consumer loyalty SEM model using AMOS can be seen on Figure 1. The result of model evaluation explain that the criteria of goodness of Fit which is; cmin/DF, probability, RMSEA, GFI, TLI and CFI are fulfilled. It can be explained that the model can be accepted. In order to test the causal relationship between attractiveness, trust, service quality, positive attitude, intention to visit, and intention to recommend, it is presented a path coefficient that shows the causal relationship between those variables. The hypothesis test is conducted by comparing the probability (p) value. It is consider significant if the p value is  $\leq 0.05$ . By using the criteria, it can be seen that all paths are significant, so all hypothesis are accepted.

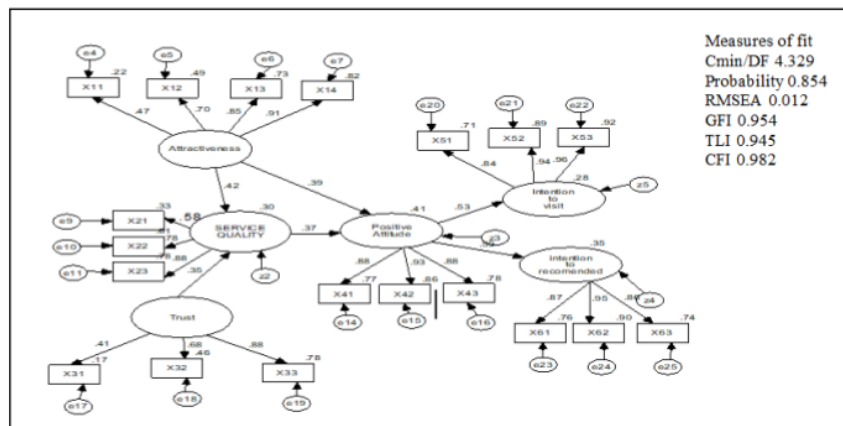


Fig 1: The Test Result of Model

## 5. Discussion

This research result explained that the structural loyalty model in the CBT is fit, which means that the loyalty model can be explained by attractiveness, trust, service quality, positive attitude, intention to visit, and intention to recommend. The influence of attractiveness toward loyalty (intention to visit and intention to recommend) in this research supported the research findings from Middleton and Fyall (2009); Horner and Swarbrooke (2007). Tourists who perceive that the tourism village has a high attractiveness will affect perceived service quality, positive attitude, and loyalty (Sugandini, 2003; Roostika and Muafi, 2014). Tourists who visit the tourism village will feel that the natural scenery in the tourism village in DIY is very beautiful, fresh, and natural. This tourism village also has easy access and there is a homestay as a place for the tourists to stay. This tourism village has a professional tour guide who can speak foreign language quite well. The influence of trust toward perceived service quality is also supported, which means that tourists who visit tourism village in DIY can feel confident with the honesty of community in the tourism village and believe that others will not utilize their presence in the tourism village. The tourists also feel that the infrastructure in the tourism village has a good quality, the village is also safe, they received a quite clear information, and the tourism village has a friendly and on-time service. This research result is also supports the research findings by Singh and Sirdeshmuskh (2000); Garbarino and Johnson (1999); Nguyen et al., (2011); Chinomona (2016); Slusarczyk et al., (2016).

The influence of positive attitude toward loyalty is also supported. This means that the tourists have positive attitude toward the tourism village in DIY, which is showed by the tourists' pleasure of their visit, their happiness to interact with a different life style, and the existence of a sense of togetherness. This positive attitude is also able to increase the loyalty of tourists, which is showed by their desire to visit this tourism village in the future, making this tourism village as the main tourism destination, and their desire to recommend this tourism village to others. The result of this study supports the research result from Oliver (1981, 1997); Susilowati and Sugandini (2018). Their findings stated that positive attitude has a positive contribution toward destination loyalty, which is showed by their intention to revisit the destination and their willingness to recommend.

This research contributes in addressing three gaps in the previous tourism literature by exploring the influence of trust, attractiveness, perceived service quality, and positive attitude in the destination loyalty with CBT setting. *First*, this research analyzes the loyalty of the tourists using attractiveness and trust as the antecedent in the community-based tourism that is different with other types of tourism. During this time, trust variables are mostly used in the setting of e-tourism (Koufaris and Hampton-Sosa, 2004; Salo and Karjaluoto, 2007; Yung Yeh and Li, 2009), trust is also rarely used in CBT settings (Sugandini et al., 2018b). This research contributes in the influence of trust toward tourists' loyalty that mediated by service quality and positive attitude on the CBT setting, so that it can strengthen the previous literature about the influence of trust. *Second*, this research also analyzes the influence of attractiveness toward loyalty by mediating perceived service quality and the positive attitude of the tourists. Previous studies have shown that attractiveness can directly affect loyalty (Wu et al., 2015; Wu, 2016). This research succeed in showing that attractiveness can affect loyalty through the mediation of service quality and positive attitude. Attractiveness can also affect the positive attitude of the tourists, either through mediation or through direct variables. This research also shows the direct influence of positive attitude toward loyalty.

*Third*, this research extends loyalty model by analyzing the variable of attractiveness, trust, service quality, and positive attitude. This research does not use satisfaction to predict loyalty as it has been widely used by previous researchers (Sugandini et al, 2017a, Sugandini et al., 2018b; Jianqiong et al., 2018). This research uses positive attitude to predict loyalty. The research settings are on the type of special interest tourism, such as home stay and live in that exist in DIY, Indonesia. This research result can increase external validity of the findings of the previous research about tourists' loyalty that have existed before.

The result of this research is also can show that tourists' loyalty can be increased through the improvements in infrastructure both in the tourism attractions and on home stay provided by the community. Ease of access, security, hospitality, and professional tour guide are also able to grow a positive attitude of tourists in the tourism village. Thus, in the end this positive attitude will affect tourists' loyalty. The development of tourism objects and attraction will be able to bring more tourists from time to time to provide a great economic contribution for the region from taxes and levies that are needed as a source of funds for regional expenditures for economic development of district/city in DIY (Feriyanto, 2016a; Feriyanto, 2016b; Haryono et al., 2017).

## 6. Limitation and Future Research Directions

This research only explores the success model of CBT from the side of the consumers, which is measured by tourists' loyalty who visit the tourism village. The measurement of CBT impact should also explore the impact of CBT for the community. For future research, researcher should do research by taking the dyad setting, which combines the perception between tourists and CBT managers. This can be done using the research method of multi trait multi method. In this way, researchers will get a clear picture about the success of CBT from all aspects.



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