THE IMPACT OF TOURISM ON THE ECONOMIC, SOCIO-CULTURAL, AND ENVIRONMENT IN OSING TOURISM VILLAGE KEMIREN BANYUWANGI

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Abstract

Kemiren Osing Traditional Tourism Village, located in Banyuwangi City, has experienced significant growth in recent years. This development has impacted the local community, spanning economic, socio-cultural, and environmental dimensions. The primary objective of this study was to assess these impacts from the residents' perspective. A survey involving 141 household heads selected through a simple random sampling method was conducted. The data collected were analyzed using confirmatory factor analysis. It was found that tourism has had a substantial economic impact on the community, primarily by increasing business opportunities (X1.3), with a high loading factor score of 0.822. Furthermore, tourism has influenced the socio-cultural aspect by stimulating demand for arts and culture, as indicated by a loading factor score of 0.799 based on X2.1. Additionally, tourism has contributed to environmental awareness, with the highest loading factor score of 0.885, emphasizing the importance of cleanliness. This research underscores the importance of enhancing the quality of tourism activities to maximize benefits for the local community. It also highlights the need for stringent regulations to prevent conflicts related to economics, socio-culture, and the environment between investors and residents.

Keywords: tourism village, tourism impact, economic impact, socio-cultural impact, environmental impact

1. INTRODUCTION

Tourism is one developing sector that has become a global phenomenon (Bangun Mulia, 2021). Tourism is a variety of activities supported by various facilities and services provided by the community, business people, government, and local governments (UU RI no. 10 of 2009). In practice, tourism always involves interaction between tourists and local communities, as well as causing various impacts from the exchange of these tourism activities. Tourism activities' impact can benefit local communities' economic, socio-cultural, and environmental lives (Oktavia et al., 2021).

The positive impacts of the tourism economy include increasing employment, profits from tourism business revenues, and increasing local tax revenues, while the adverse economic effects of tourism are increasing land prices, dependence on tourism, rising costs of goods and services, and profits are more enjoyed by foreign investors (Kreag 2001; Pitana & Diarta 2009). According to Negarayana (2021), tourism

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has a positive economic impact marked by the benefits of selling handicraft products and the benefits of entrance tickets used for religious ceremonies so that people do not need to spend more money on religious traditions, while the negative impact of tourism is explained in a research conducted in 10 Tourism Villages in Bali (Dianasari, 2021), that seasonal tourism causes the income level of local communities decrease, especially for those who only rely on tourism as their main job in pandemic era. In addition, tourism can also cause local inflation (Pavlovic, 2020). tourism leads to increased job opportunities. On the other hand, tourism can also lead to unlawful activities, such as illegal tourism businesses (Chang & Huang, 2017; Leick et al., 2021; Liestiandre et al., 2021).

Tourism also has an impact on the socio-cultural sphere. The positive socio-cultural impacts of tourism include increasing the community's quality of life, positive changes in cultural values and customs, preserving a culture passed down from generation to generation, maintaining and respecting different understandings between communities, and increasing tolerance for differences in social status. At the same time, the negative impacts include growing crime rates, transformation of livelihoods, rising population of immigrants, and pollution of cultural heritage (Pitana & Diarta, 2009). Tourism has an impact on increasing community skills in the arts and expression of speaking (Oliver, 2013). The quality of people's lives also increases with entertainment products (Uslu et al., 2020; Orea-Giner et al., 2021). In addition, tourism also has an impact on the comfort felt by the local communities (Papathanassis, 2017).

According to Sunaryo (2013) and Kreag (2001), the environmental impact of tourism is improving ecological quality, infrastructure, and awareness of environmental care. The adverse effects are water and soil pollution, air pollution and congestion, garbage problems, site

destruction, and the lack of green open fields. This environmental impact is also explained in a study conducted by Sukarno (2019) that tourism increases the construction of facilities.

Osing Kemiren Traditional Tourism Village is a village that was appointed as a tourism village in 1995. This village was designated a tourist village because it has customs and traditions that are still strong from the original Osing Tribe. Every year, tourism in Kemiren Village has developed very well, marked by achievements in winning competitions and the number of tourist visits that continue to increase. Arts and culture are the main attractions for tourists when visiting Kemiren Village. In 2017, visitors coming through tour packages reached the range of 4,308 tourists; in 2018, it reached 8,473; in 2019, it went 18,436. However, in 2020-2021, there will be a significant decline due to the impact of COVID-19 (kemiren.com, 2021).

Local communities feel tourism activities' economic, socio-cultural, and environmental impacts. Not only in the Osing Traditional Tourism Village, the effect of tourism is also felt in all tourism areas. Research by Indah Cahyanti (2020) states that tourism impacts the economic, socio-cultural, and environmental lives of local communities in Ungasan Village. Nevertheless, several studies show that some communities have not had a significant economic impact (Harun et al., 2018; Muler Gonzalez et al., 2018), and other studies have had a significant economic impact (Peters et al., 2018).

According to Harun et al. (2018), the perceptions and attitudes of local people to the impact of tourism in Kurdistan City, Iraq. The sample size in this study was 320 people. The analysis technique used in this research was EFA, CFA, and Cluster analysis. This research shows that local communities perceive that tourism impacts facility development, business opportunities, forming local communities, and

increasing recreational opportunities for local communities. The negative impact felt by the local community was pollution. Local communities support tourism development because tourism has improved people's income. The similarities used as references in this study are the use of CFA and several tourism impact indicators used to measure perceptions of social and cultural impacts from tourism development.

Second, research conducted by Chirag explained that the local community's perception of tourism impact in Kashmir, India. This research also wants to test several hypotheses related to the relationship between local communities' demographic aspects and tourism's perceived impact based on age, type of work, education, gender, and so on. This study uses exploratory factor analysis techniques, ANOVA analysis techniques, and post hoc analysis. In addition, this study uses a statistical descriptive method to explain the average value of the impact felt by local communities in Kashmir, India. The sample used in this study was 326 respondents. This research result found that tourism hurts social and environmental aspects, while the economic factor positively impacts local people's perceptions. The similarity that becomes the reference in this study is several research indicators used to explore tourism's impact based on economic, socio-cultural, and environmental aspects.

Third, research was conducted by Peters et al. (2018) to explore and analyze the relationship between the impact of tourism on the quality of life of local people and how participation can improve the quality of tourism in Austria. As a result, this study found that tourism positively impacts the economy but hurts air pollution. In addition, local people's lack of concern for participation in tourism development makes tourism development in Austria less optimal. This

is because only some people benefit from the tourism industry. The analytical technique used in this study was an exploratory factor analysis to validate indicators from respondents' answers regarding the impact of tourism in Austria. In addition, this study also uses correlation analysis techniques to propose a hypothesis regarding the relationship between demographic aspects and support variables for tourism development. Similarities in this study include the indicators. The difference in this study is in data analysis techniques used, not using CFA but EFA and correlation analysis.

Uslu et al. (2020) identify the economic, socio-cultural, and environmental impacts of tourism felt by local communities in Turkey, satisfaction with tourism development, local people's attitudes towards tourism development, and the relationship between demographic aspects of local communities on tourism development satisfaction. The number of samples used in this study was 384 respondents. Data analysis techniques used are exploratory factor analysis, confirmatory factor analysis, and path analysis. This study had complex results. In addition to producing research that is used to measure the impact of tourism that occurs in Turkey, the results of this study also explore local community support for future tourism development. Tourism has a positive economic, socio-cultural, and environmental impact that causes local people to be satisfied with tourism development and supports tourism development in the Manavgat region, Turkey. The similarities in this study are both using confirmatory factor analysis. In addition, the Likert scale points used use a 5-point Likert scale. The difference in this study is that it does not use EFA analysis techniques and path analysis.

Banyuwangi Regional Regulation number 1 of 2017 states that the objectives of developing a tourist village are to open new job opportunities,

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increase business and services, increase public awareness to conserve customs, culture, and architecture, explore the diversity of arts and culture to complement tourist attractions, and improve tourism environmental quality. By knowing the economic, socio-cultural, and ecological impacts of tourism felt by local communities in the Osing Kemiren Traditional Tourism Village, this study was conducted to evaluate and provide the best recommendations for tourism managers in Kemiren Banyuwangi Village.

2.   METHODS

The object of this research is the Kemiren village community. Data was collected using questionnaires and interviews. The respondents were 141 households, of which 58 were from Krajan and 83 were from Kedalemen. Interviews were conducted by village managers and communities involved in tourism activities in Osing Kemiren Traditional Tourism Village. Validates and reliability tests are carried out on the indicators contained in the questionnaire. Furthermore, the data was analyzed using confirmatory factor analysis. The confirmatory factor analysis technique in this research aims to understand the impacts of tourism in the Osing Kemiren Traditional Tourism Village in terms of local people's perceptions based on known, understood, or predetermined theories and concepts (Zuraida, 2019). The impact of tourism is focused on the effects of tourism on the economy, socio-culture, and environment of local communities.

3.   RESULT AND DISCUSSION

The number of households in the Krajan region is 454, and the number in the Kedaleman Region is 659. The number of samples in this study was 141 households, consisting of 41% from the Krajan Region and 59% from the Kedaleman Region. Respondents were dominated by 54% men and 46% women.

The age limit in this study was at least 17 years because it is considered an adult and can answer the questionnaire statements properly. As many as 85% of respondents were married, 11% single, and 4% divorced. The respondents were divided into 40% aged 45-54 years, 27% aged 55 years, 16% aged 25-34 years, 11% 34-44 years, and 6% aged 17-24 years. The respondents are 100% local people who have lived for over five years. The educational background of the respondents is 35% junior high school, 25% primary school, 25% senior high school, 12% Diploma/Bachelor, and 3% have never attended school. The main occupations are dominated by 47% farmers, 14% homemakers, 10% private employees, 20% self-employed, 8% as students, freelancers, carpenters, spoiler, mechanics, and 1% civil servants. The monthly income of respondents was 81% < Rp. 3,000,000, and 19% have an income of Rp. 3,000,000-Rp. 5,000,000.

To determine the impact of tourism on the economic, socio-cultural, and environmental conditions of the community in Kemiren Village, the researchers used confirmatory factor analysis with the principal component extraction method and the varimax rotation method to ascertain the impact of tourism that occurred in Kemiren Village. The CFA technique using SPSS in his study was adapted from research by (Dianasari, 2021) and (Sari & Zuraida, 2019) with the essence of criteria from Hair et al. (2009). CFA is widely used to classify variables into factors and explain the relationship between forming variables with reflective models. The construct validity of an instrument can be tested by looking at the discriminant and convergent validity results. The discriminant fact is seen from the loading factor value > 0.50, and the concurrent validity is seen from the eigenvalue > 1. Cronbach's alpha is included to test the reliability of the constituent components. A total of 13 tourism impact variables were tested, but only 12 variables met the

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commonalities standard > 0.5, so the X2.8 variable was eliminated for better data interpretation (Hair et al. 2009). The stages of EFA are described in more detail in the following discussion points concerning 12 valid variables.

a. KMO dan *Bartlett's Test*

The recommended KMO value in this study is to meet the minimum standard value of 0.50 and the Bartlett Test value of 0.05, as written by Hair et al. (2009). If the KMO and Bartlett Test values meet the minimum standards, the variables are declared eligible for further research. The KMO test table and Bartlett's test are presented as follows:

Table 1: KMO dan Bartlett's Test Variable Impact of Economic, Socio-Cultural, and Environment
[Source: Research Data Processing, 2021]

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0,798
Bartlett's Test of Sphericity	Approx Chi-Square	819, 022
	df	66
	Sig	0,000

Table 1 explains that the Kaiser-Meyer-Olkin (KMO) value meets the minimum standard of ≥ 0.50 at a value of 0.798, and the value of Bartlett's test has met the provisions of ≤ 0.05 at a value of 0.000. The KMO and Bartlett's test is a test that is used to evaluate all variables together. KMO value > 0.5 and significance < 0.05 indicate a potential data indicator correlation. Based on the results of the KMO test and Bartlett's test of 12 indicators of the impact of tourism on economic, socio-cultural, and environmental conditions, it shows that the indicators tested are correlated with other indicators and are feasible for the subsequent analysis stage.

b. Measure of Sampling Adequacy Test

The number of indicators tested to obtain the results of the measure of sampling adequacy (MSA) test was 12 indicators describing the impact of tourism on economic, socio-cultural, and environmental conditions. The variable with the MSA value that is considered feasible is ≥ 0.50. The MSA test was conducted to determine whether the indicators used were valid. The MSA test per indicator item can be seen as follows:

Table 2: Measure of Sampling Adequacy Test
[Source: Research Data Processing, 2021]

No.	Indicators	MSA Value
Anti-image Matrices		
X1.1	Tourism increases the local economy	0,775[a]
X1.2	Tourism increases job opportunities	0,808[a]
X1.3	Tourism creates new business opportunities	0,848[a]
X1.4	Tourism causes an increase in local tax revenues	0,920[a]
X1.7	Tourism increases the selling price of land	0,862[a]
X2.1	Tourism increases demand for arts and cultural performances	0,715[a]
X2.2	Tourism improves people's quality of life	0,810[a]
X2.7	Tourism conserves the cultural heritage of the Osing traditional house	0,812[a]
X2.9	Tourism increases tolerance for differences in social status	0,787[a]

X3.4	Tourism leads to improved infrastructure development	0,843[a]
X3.6	Tourism increases public awareness of environmental cleanliness	0,692[a]
X3.7	Tourism improves environmental development programs such as making the environment more beautiful	0,718[a]

Table 2 explains that 12 variables have shown an MSA value > 0.5, meaning each variable is predictable and ready for further analysis.

c. Factor Extraction

Factor extraction is a method used to summarize or reduce a number of indicators. In this case, the principal component extraction method was chosen to represent the best component pattern based on the hands that have been predetermined. Communalities value > 0.5 criteria used to prevent cross-loading (error variance) so that it is easy to interpret. (Hair et al, 2009)

Table 3: Communalities Scores
[Source: Research Data Processing, 2021]

	Indicators	*Extraction*
X1.1	Tourism increases the local economy	0,862
X1.2	Tourism increases job opportunities	0,693
X1.3	Tourism creates new business opportunities	0,793
X1.4	Tourism causes an increase in local tax revenues	0,629
X1.7	Tourism increases the selling price of land	0,608
X2.1	Tourism increases demand for arts and cultural performances	0,657
X2.2	Tourism improves people's quality of life	0,638
X2.7	Tourism conserves the cultural heritage of the Osing traditional house	0,634
X2.9	Tourism increases tolerance for differences in social status	0,611
X3.4	Tourism leads to improved infrastructure development	0,601
X3.6	Tourism increases public awareness of environmental cleanliness	0,798
X3.7	Tourism improves environmental development programs such as making the environment more beautiful	0,750

Table 3 shows that each indicator has a communality value of ≥ 0.50. This indicates that the indicator items correlate well to represent the constituent components. In contrast, the constituent parts can be identified by looking at the eigenvalue > 1, which represents the number of component structures of the correlated indicators.

Table 4: Total Variance Explained
[Source: Research Data Processing, 2021]

Component	Initial Eigenvalue		
	Total	**% of Variance**	**Cumulative %**
1	4,298	35,817	35,817
2	2,385	19,871	55,688

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3	1,591	13,261	68,950

Based on Table 4, it can be seen that three components have an eigenvalue of 1. The first component has an eigenvalue of 4.298, the second component has an eigenvalue of 2.385, and the third has an eigenvalue of 1.591. This indicates that there are three components formed from the extraction. In addition, the extracted variables have 68.950% cumulative variation, and the first component explains 35.8% variance, the second component explains 19.87%, and the third component explains 13.26%.

d. Interpretation of the Impact of Tourism on Economic, Socio-Cultural, and Environmental Conditions based on the Rotated Component Factor Matrix

The rotated component matrix in this study uses orthogonal varimax. As for this rotation, it maximizes the weighting factor, which makes the correlation of variables easy to detect in the structure. The impact of tourism in the Osing Kemiren Banyuwangi Traditional Tourism Village can be explained in the rotated component factor matrix table as follows:

Table 5: Rotated Component Matrix
[Source: Research Data Processing, 2021]

Variable (Sorted by size)	Indicator	Components (Suppress small coefficient below 0,40)		
		1	2	3
X1.3	Tourism creates new business opportunities	0,882		
X1.1	Tourism increases the local economy	0,879		
X1.2	Tourism increases job opportunities	0,833		
X1.4	Tourism causes an increase in local tax revenues	0,769		
X1.7	Tourism increases the selling price of land	0,673		
X2.1	Tourism increases demand for arts and cultural performances.		0,799	
X2.2	Tourism improves people's quality of life.		0,781	
X2.7	Tourism conserves the cultural heritage of the Osing traditional house.		0,765	
X2.9	Tourism increases tolerance for differences in social status.		0,761	
X3.6	Tourism increases public awareness of environmental cleanliness.			0,885
X3.7	Tourism improves environmental development programs such as making the environment more beautiful.			0,855
X3.4	Tourism leads to improved infrastructure development.			0,718
Eigenvalue		4,298	2,385	1,591
% of Variance		35,817	19,871	13,261
% Cumulative Variance		35,817	55,688	68,950
Cronbach's Alpha		0,873	0,806	0,805

The factor rotation in this study uses the option of suppressing a small coefficient below 0.4. It is used to ease data interpretation. This option is also used to eliminate factor coefficients with loading factors below 0.5 because factor loading in this research was based on Hair et al. (2009) recommendation that is > 0.5. The reference to the use of suppress small coefficient is based on the e-book by Field (2005).

The first component has an eigenvalue of 4.298 with X1.1, X1.2, X1.3, X1.4, and X1.7 indicators, representing the reflective format of tourism economic impact in Kemiren Village. The indicator with the highest correlation is X1.3, namely tourism causes new business opportunities, with a loading factor of 0.882, followed by X1.1, namely, tourism increases the economy of local communities; then X1.2, namely tourism increases job opportunities; X1.4 causes increased local tax revenues, and X1.7 the increase in the sale and purchase price of land and housing. This has similarities with research by (Vukovic et al., 2020), who state that tourism impacts increasing new business opportunities and growing property prices. In addition, a study by (Cardona et al., 2018) says that the effects of tourism are expanding job opportunities. Although tourism increases job opportunities for local people, based on interview data from three trusted informants, they admitted that tourism increases job opportunities for local people, but the job opportunities by Anjungan Desa Wisata Using that managed by a third-party management very less and tend to absorb labor outside the region. The leader of local tourism management called POKDARWIS said that "Anjungan Desa Wisata Using has no cooperation with the local community and BUMDes." This showed that Anjungan Desa Wisata tends to carry out colonialism tourism in Kemiren Village. The local community in the Maldives also feels this colonialism tourism management based on the research by Shakeela and Weaver (2018).

The second component has an eigenvalue of 2,385, consisting of indicators X2.1, X2.2, X2.7, and X2.9, representing a reflective format of socio-cultural impact in Kemiren Village Banyuwangi. Indicator X2.1 has the highest loading factor value of 0.799, meaning that the increasing demand for arts and cultural performances strongly influences the socio-cultural impact of the community in Kemiren Village. In addition to X2.1, the second component consists of X2.2, namely tourism improves the community's quality of life, X2.7 tourism conserves the cultural heritage of the Osing traditional house, and X2.9 tourism increases tolerance for differences in social status. This also has similarities with research by (2018), which states that tourism causes people to improve their tolerance for differences in social status.

Then, the third component has an eigenvalue of 1.591 with indicators X3.4, X3.6, and X3.7, representing the environmental impact of tourism in Kemiren Village, Banyuwangi. Indicator X3.4 has the highest loading factor value, 0.885, which shows that the most influential tourism ecological impact is the increasing public awareness of ecological cleanliness in Kemiren Village, Banyuwangi. In addition, tourism also improves environmental development programs, such as making the environment more beautiful (X3.7), and tourism leads to better infrastructure development improvements (X3.8).

4. CONCLUSION

Based on the study results, this study represents 13% validation of the population of household heads in Krajan and 13% validation of the people of heads of families in Kedaleman on the exploration variables of economic, socio-cultural, and environmental impacts in Kemiren Village. The implications are described sequentially as follows:
1) five indicators forming the first component with eigenvalues > 4.298 reflect the economic impact of tourism.

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Local communities stated that tourism can increase new business opportunities and improve the local economy. Although farmers dominate the community's main livelihood, tourism becomes a secondary income for the community by participating in the Kampoeng Osing traditional market, owning homestay businesses, art studios, batik shops, coffee shops, and culinary. In addition, tourism also provides employment opportunities for the community and increases local tax revenue.

2) four indicators reflect the socio-cultural component with an eigenvalue of 2.385, which states that tourism can increase demand for arts and cultural performances, improve the community's quality of life, conserve the cultural heritage of Osing traditional houses, and increase tolerance for differences in social status. Based on the data analysis, tourism has shown a positive impact on the socio-cultural life of the local community by the Banyuwangi regional regulation, which states that tourism increases community awareness in developing natural potential and preserving/preserving customs, culture, and architecture.

3) three indicators form the environmental impact component with an eigenvalue of 1.591, where the highest correlation is local community awareness of environmental cleanliness. Tourism also has an impact on environmental management programs and improved infrastructure development. This shows that tourism improves environmental quality in Osing Tourism Village.

The research shows that various economic, socio-cultural, and environmental impacts of tourism occur in the Traditional Osing Tourism Village of Kemiren Banyuwangi. The most dominant economic tourism effect felt by the local community is based on the highest loading factor value, namely an increase in new business opportunities with a loading factor value of 0.822. The socio-cultural impact of tourism felt by the community is the increased demand for arts and cultural performances with a loading factor value of 0.799. At the same time, the environmental impact felt by the local community is the increased public awareness of ecological cleanliness with a loading factor value of 0.885.

This study has several limitations, as shown by the validity and reliability results, where of the 28 indicators of tourism impact that have been tested, only 13 hands are declared valid. Researchers did not retest the questionnaire with new hands to save time, money, and security due to the COVID-19 pandemic. Hands that were declared valid were then distributed to 141 respondents. So, further research needs to add more arrows to measure the impact of tourism in Kemiren Village more broadly. This research only uses one analysis technique, the confirmatory factor analysis technique. This means that a more complex study can be conducted in the future using other analytical methods to explore additional exciting information related to the impact of tourism in Kemiren Village. So, in the end, the result of tourism that occurs in the Osing Traditional Tourism Village of Kemiren Banyuwangi will be better evaluated with more varied options according to future conditions.

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