

Impacts of Tourism in Ubud Bali Indonesia - a community-based tourism perspective

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Impacts of Tourism in Ubud Bali Indonesia: a community-based tourism perspective

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Abstract. The impact of tourism is vital to be assessed to measure the results of the development, in order to maximize the benefits gained from tourism. Academics are encouraged to conduct research on this field. This study aims to identify the impact of tourism in Ubud tourist destination, Bali, Indonesia. It is a quantitative method, study using survey method, and Factor analysis, Frequency and Mean analyses as analytical tools. The impact of tourism is assessed against impact measurement instrument developed by Koster and Randall. The study used a sample of 170 respondents consisting of teenagers, productive age population, and senior citizens of Ubud. The result of the Average analysis shows that the impact of tourism in Ubud in general lies at 1.9 which indicates that the people are agreed that the impact of tourism in Ubud is positive. Factor analysis classified the impacts of tourism based on the positive or negative influences inflicted on society. Further, the four Factors extracted show: Factor 1 indicates areas of the most obvious positive impact, Factor 4 lies the issues, wherein the community members disagree that tourism effects Ubud positively. It is expected that the analysis of tourism impacts at Ubud could be used as an input by tourism stakeholders in developing a plan for future tourism in Ubud tourist destination, and to anticipate and mitigate the undesirable impacts that may occur and in order to maximise the positive results from tourism.

1 Background

The adverse impacts of tourism on destinations concern many people, notwithstanding that tourism development is aimed at local community development and expects maximum positive impacts. Hall [1] explains that the impact is caused by consumptions that occur during travels which have various motivations. Tourism becomes one of the largest and fastest growing industries [2], [3]. UNWTO [4] predicts that by 2030 the number of international tourist arrivals in all continents will reach 1.8 billion. The massive prospect of tourism in future and the positive impacts it could generate, encourage the stakeholders of tourism. Nevertheless, preventive actions are required to anticipate the byproducts which are the adverse impacts that may occur.

Ubud is one of Bali's popular tourist destinations located in Gianyar. Gianyar Regency received a total visit of 245,228 in 2013, and 289,448 in 2014; among those 70% to 80% visit Ubud [5]. It is further explained that tourism is a major economic activity of the regency which contributed 43.97% to Local Revenue in 2015 [6]. It seems that tourism in Gianyar generates positive contribution economically, nevertheless the impact of tourism is not merely evaluated from economic dimension.



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UNWTO [7] evaluates the impact of tourism from three dimensions: social, economic, and environmental. Thus, it is vital to measure the holistic impacts of tourism, to know the implication not only from an economic stand point but also, from the social and environmental aspects, in order to mitigate or prevent the unfavourable consequences that may occur, as summarized by Ernawati [8] that the negative impacts of tourism could be in forms of: 'natural environment destruction, economic dislocation and cultural degradation'; and the loss of the destination authenticity [9], [10], [11]. This study identified the need to evaluate the impacts of tourism in Ubud tourist destination in Bali, Indonesia, and investigated a research question: what is the impact of tourism in Ubud.

2 Community-based Tourism

This study assessed the impact of tourism in DTW Ubud. As it is known the development of tourism begins with planning and ends on impact; the process occurs as a recurring cycle, a development with incremental improvement processes and through continuous improvement. Similar to tourism development, tourism studies are vital to be carried out at all stages of development, in the areas such as attractions, accommodations and travel agencies [10], [12], as well as an overall assessment of tourist destinations (DTW). The output of the research is an assessment of tourism impacts in Ubud destination, which could be used as a reference by Ubud tourism stakeholders in developing a plan for future tourism in Ubud. Academically, the research results could enrich the knowledge on tourism impact assessment.

The positive or negative impacts of tourism could be classified into: social, economic, and environmental [7]. Tourism academics carried out studies on tourism, which include: Davis and Harriot [13] evaluated the impact based on the level of change that occurred in tourist destinations based on the 'limits of acceptable change' (LAC) concept, which recognized that the changes caused by tourism were inevitable, the study focused on the assessment of the destination carrying capacity (capacity threshold) and resource management. Meanwhile, Butler [14] advises not to exceed the threshold capacity in three domains: economic, socio-cultural and environmental. Harrison [15] discusses tourism in Bali and conveys that small-scale tourism is more suitable which is more likely to bring benefits directly to local communities. Koster and Randall [16] examines the performance of tourism a community context by evaluating two tourism development objectives: to beautify an area and pursue economic benefits. They developed 11 assessment indicators for both types of development, which are used as data collection tools in this research. Three environmental indicators were added, those, made up a total of 14 variables in the research instrument.

The term community is used extensively in this research, it refers to a more traditional society wherein relationships of the members are still solid and cohesive. Singh et al. [17] states that the vitality of relationships gives a sense of belonging. The author defines the community as a social group living in a certain area where members continue to cope with their survival. It is further explained that the members observe a belief system that is reflected through attitudes and expressed through the behavior of the community members. Singh et al. [17] also explains that society is sometimes over-represented as a paradise, free from everyday life problems. This positive descriptive approach is usually used as a selling point by the tour operators.

Beeton [18] defines society as a mixture of living things that share the environment. Further discussed some important elements of 'community' which include: empowerment, interdependence between members, sense of belonging and connectedness, having common expectation, hopes and goals. Community members also share values, passion, faith and trust. Macbeth, Carson and Northcote [19] emphasize the reciprocal elements of society. Beeton [18] further states that there is an attempt to return to social organizations in the form of community, as such 'artificial communities', these for example: Disney amusement parks, and gated cities that prioritize safety and security for members. Nevertheless, there is a critical problem arising from this kind of community, which is 'the lack of communality' [18].

Ubud is a community-based tourism destination wherein community participation in tourism is

enormous. CBT is an alternative form of tourism that prioritizes local community participation during tourism development planning and operations, aims for the sustainability of local economy, culture and the environment, while providing a satisfactory CBT experience for visitors [8]. It is explained that CBT becomes popular and used as a tool for community development [20], [21], [18]. Nevertheless, developing CBT faced many constrains which include: lack of capital and competent human resources at managerial and operational level, a long decision-making process. Regardless of the constraints, CBT appeals many communities to develop tourism and governments use it as a means of development.

The sustainability of communities including the uniqueness of their culture and the rural environment is an aspect that ensures the sustainability of CBT. The community members need to be aware of their importance, thus, arise a sense of appreciation and a desire to preserve them. Nozick [21] identifies indicators for sustainable community development, which include: economic independence, socio-cultural and ecological sustainability. These measures can be used as indicators of a successful development.

3 Methodology

This research on 'The impact of tourism in tourist destinations Ubud, Bali' used a quantitative approach. The study was conducted in Ubud tourist area as a district considering tourism has penetrated the whole area. The study used a sample of 170 Ubud people consisting of teenagers, productive age population, and senior citizens, determined by purposive snow-ball sampling method [22]. Data were collected by distributing a questionnaire containing a total of 14 questions. The impact of tourism is measured using an impact measurement instrument developed from Koster and Randall's [16] measurement model. Respondents' answers are measured in 5 points Likert scale: 1 = Strongly agree, 2 = Agree, 3 = Neutral, 4 = Disagree, 5 = Strongly disagree.

The analyses of Factor and Descriptive Quantitative of Average and Frequency are used to identify the impact of tourism on Ubud. Allen and Bennett [23] and Field [24] explain, Factor Analysis is used to categorize variables into groups with a certain classification basis. In this research, data is processed using SPSS statistic package. The Factor Analysis uses the Eigen-value >1 as a standard to categorize the impact elements and find the dominant group affecting tourism in Ubud. Before Factor analysis is applied, several tests are performed to fulfill the prerequisite which include: Validity, Reliability, Normality, Correlation, and KMO, Collinearity/Anti image, and Commonality test.

4 Results and Discussions

The section presents the results and the discussion of the Descriptive quantitative analysis and Factor analysis. The research instrument was tested using 50 respondents [22]; whereas, the study used a total of 170 respondents, whose profiles are presented in Table 1.

Table 1: Respondent's profile

No.	Criteria	Classification	Total - %	Classification	Total - %
1	Gender	1. Female	46	2. Male	54
2	Age	1. 14-24	42	3. > 60	8
		2. 25-60	51		
3	Profession	1. Self-employed	53	4. Student	9
		2. Civil service	12	5. Others	12
		3. Professional	6	6. Missing	8
4	Education	1. Elementary School	2	3. Senior High School	45
		2. Junior High School	6	4. Tertiary Education	47

The perceptions of Ubud community members regarding tourism impacts are evaluated using 14 indicators which are measured using 5 ranges of score. The indicators inquire the agreement or disagreement of Ubud community members on the positive statements about the impact of tourism in Ubud. The smaller the score indicates the higher the level of approval on the positive impacts caused by tourism, vice versa.

The overall average perception is 1.93 which shows that in general the people of Ubud agree that tourism has a positive impact on Ubud (Table 2). However, when closely observed, there are 4 indicators having an average value above 2, which is a neutral opinion. Like most members of villages who express their opinions very subtly [8], a value above 2 which is a neutral opinion indicates a tendency toward 'disagreement'. One of the indicators is a socio-cultural measure: 'Tourism accommodates the interests of all ages' scores an average of 2.2, which is slightly above 2.

Table 2: Result Mean analysis - Public perception on impact of tourism in Ubud, Bali

No.	Indikator dampak pariwisata	Mean	Std. Deviation
1	The life of the people of Ubud is well displayed	1.6	.620
2	Members of the community are proud of Ubud	1.6	.570
3	Tourism helps people learn about Ubud history and heritage	1.9	.830
4	Tourism strengthens friendships/relationships of community members	2.0	.721
5	Tourism accommodates the interests of all ages	2.2	.809
6	Travelers visit to see the life of the people of Ubud	1.9	.756
7	Physical development of supporting facilities takes place in a pleasing manner	2.4	.938
8	Transportation development meets the needs in Ubud	2.6	1.201
9	Members of the community are proud of the cleanliness of Ubud	2.2	1.190
10	Ubud Artists benefit from tourism	1.8	.779
11	Ubud community is economically assisted by tourism	1.6	.582
12	The Number of tourist visits increase in Ubud	1.7	.664
13	Jobs are created by tourism in Ubud	1.6	.626
14	Retail activities increase due to tourism	1.8	.735
Total Average		1.9	

The survey used 3 indicators to measure the impact of the physical environment. The average scores for the three indicators are above the 2. The indicators are: 'Physical development of tourism support takes place with fun' scores an average grade of 2.39; 'Transportation development meets the needs in Ubud' scores 2.62, the round up is 3 = disagree; this is the lowest value obtained for all indicators; the third physical environmental indicator is 'Members of the community are proud of the cleanliness of Ubud' received a score of 2.16. The four elements that score above 2 need to receive more attention, the areas that need to be addressed for better performance of tourism.

Cross-tabulation is undertaken between variables: 'Tourism accommodates the interests of all ages' that scored a negative average value, and 'Age' (Table 3). The results show the respondents who gave 'disagree' and 'neutral' scores come from the young and the productive age groups, which indicated that the groups need to receive more attention and to be provided equal opportunities.

Table 3: Crosstabulation of 'Tourism accommodating the interests of people across age' with 'Age'

Variable	Indicators	Age			Total
		14-24	25-60	>60	
Tourism accommodates the interests of people across age groups	Strongly agree	14	11	0	25
	Agree	36	58	12	106
	Neutral	12	13	0	25
	Disagree	7	4	1	12
	Strongly disagree	2	0	0	2
Total		71	86	13	170

The worst value is given to variable 'Transportation development meets the needs in Ubud', the fact that Ubud has a crowded point located around Ubud palace and the art market. Besides as attractions, the place is also situated in a crossroad wherein vehicles from various directions will pass through the venue to reach the destination efficiently; however, nowadays the vehicles will be stuck in a traffic congestion as the route becomes a preference for the majority. Alternating traffic, introducing new routes or other traffic-flow strategy need to be developed to provide solutions, is an urgent matter.

Variable 'Physical development of tourism support occurs with fun' got the worst indigo number 2. Cleanliness which is an environmental impact indicator also got less good value. The three variables that are environmental indicators are poorly rated, indicating that the community considers that the impact of tourism on the environment is a less positive result of tourism in Ubud.

There are 4 indicators that obtain the same favourable value that is 1.6. Two variables are socio-cultural indicators: 'The life of Ubud people is well displayed' and 'Members of the community are proud of Ubud'. This shows the tourism is very conducive in building public appreciation of culture and Ubud as cultural tourism. Two other variables are the main indicators of the economic dimension: 'Ubud society is economically assisted by tourism' and 'Job vacancies are created by tourism in Ubud'. It shows that tourism contributes positively to the economics of the society.

The result of Frequency analysis for all indicators in general show that on average 85% of respondents agree (Option 1 and 2) and 15% disagree (Option 3, 4 and 5) that tourism contributes positively to Ubud in 3 dimensions: Socio-cultural, Economics and Environment which are presented in Table 4, and as in 'Figure 1'.

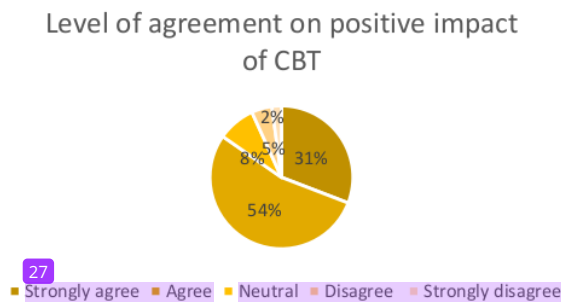


Figure 1: Result Mean analysis - Public perception on impact of tourism in Ubud, Bali

Particularly for the four variables that tend to receive less favourable opinion, which have been discussed previously, the results revealed that 30% of respondents think tourism has less positive impact.

Table 4: Results of Frequency analysis – Tourism impact in Ubud

Indikator dampak pariwisata (in %)	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1 The life of the people of Ubud is well displayed	47	49	4	1	
2 Members of the community are proud of Ubud	44	53	2	1	
3 Tourism helps people learn about Ubud history and heritage	28	62	5	1	4
4 Tourism strengthens friendships/relationships of community members	17	69	8	5	1
5 Tourism accommodates the interests of people across age	15	62	15	7	1
6 Travelers visit to see the life of the people of Ubud	28	58	10	4	1
7 Physical development of support facilities takes place in a pleasing manner	12	55	17	15	2
8 Transportation development meets the needs in Ubud	14	45	15	16	10
9 Members of the community are proud of the cleanliness of Ubud	31	45	9	6	9
10 Ubud Artists benefit from tourism	38	48	12	2	1
11 Ubud community is economically assisted by tourism	45	51	3	1	
12 The Number of tourist visits increase in Ubud	37	53	9	1	

13 Jobs are created by tourism in Ubud	45	48	6	1	
14 Retail activities increase due to tourism	32	58	5	4	1

Factor analysis used in this study aims to identify factors that dominate the impact of tourism in Ubud. Before Factor analysis is applied, there are several analyses that are performed as a prerequisite. The first step is the analyses of Validity and Reliability carried out to assess the validity of the measuring instrument. The analysis of assumptions conducted as a prerequisite for Factor Analysis are: Normality, Correlation, KMO, Collinearity/Anti-image, and Commonality.

Validity analysis is measured using Pearson correlation Coefficient value which is calculated using SPSS, wherein the measuring instrument is valid if $r_{\text{Count}} > r_{\text{Table}}$ at significant level 0.05. The validity of research instrument is tested against respondents (N) = 50, therefore the 'r' Table is 0.279. The result shows that the 'r' Count for all variables is greater than 0.279, thus all the variables in the research instrument are valid. The **Reliability test** used a Cronbach alpha standard of 0.70 (Field, 2005)²⁴. The Alpha value for the total instrument is 0.769. While the Alfa value for each variable is above the standard value of 0.70 (Cronbach's Alpha if Item Deleted). Cronbach's Alpha value of the calculation shows that the research instrument is a reliable measuring tool.

Results for **Normality test** show the significant value of Kolmogorov-Smirnov and Shapiro-Wilk test smaller than 0.05 for all variables which show not-normal distribution. However, according to Allen and Bennett [23], Factor analysis is robust in anticipating normality, therefore the analysis is used.

The **Correlation matrix** results show the correlation between the variable pairs in the analysis. Field [24] suggests excluding a variable that has no correlation with other variables in the matrix. Meanwhile, Allan and Bennet [23] use the standard 0.3 to indicate a correlation, appropriated for Factor analysis. The analysis results show that there are enough correlations between variables, e.g. 44 variables have coefficients above 0.3, and none has a correlation coefficient of 0; therefore, Factor analysis is applied. **Kaiser-Meyer-olkin** is a sample adequacy test that provides information on the feasibility for Factor analysis to be used as an analysis tool. The test results show the amount of variance in the data that can be explained by the factor, thus, the greater the value the better. Allan and Bennett [23] stated that the value of KMO 0.6 and above is acceptable. The analysis results show KMO value of 0.719, thus Factor analysis can be applied. **The Anti Image Matrix** shows the KMO value for each variable (the value coded with an 'a'). Allen and Bennett [23] use standard > 0.5 for a variable considered to have a strong enough relationship with another variable in the matrix, therefore, the variable can be included in the Factor analysis. The result shows that the values in the Anti Image Matrix for all variables are > 0.5, except one variable: 'Transportation development already fulfill requirement in Ubud' has an exact value of 0.5, thus, data is considered suitable for Factor analysis. **Communality** explains how many variants can be explained by each variable. Field [24] states communality > 0.6 meets the criteria if the sample size has met the requirements. The result shows that the average value of communality is 0.607, therefore all variables are included in the analysis.

Factor analysis uses **Principal Component Analysis** with **Varimax Rotation** with suppress value of 0.3, used to find the characteristics underlying a group of variables [23], the results of the analysis are discussed in the following sections. Using the Eigen value 1 as a standard [24], the analysis extracted 4 factors (Table 5).

The four factors extracted, the supporting variables, the magnitude of the role in explaining the factor (factor loading) are shown in Table 6 below. The results of Factor analysis show that the impacts of tourism are not grouped by environmental, socio-cultural and economic dimensions; rather by the positive or negative influences inflicted to the society. Further, the four Factors extracted show: Factor 1 indicates areas of the most obvious positive impact; the least is Factor 4, in which lies the issues, wherein the community members disagree that tourism effects Ubud positively. The two Factors located in between, are the area of mild positive impact, so as sufficiently important to receive attention and treatment from tourism stakeholders.

The general indicators for measuring the economic and socio-cultural dimensions located in Factor 1 show the significant positive impacts of tourism on these dimensions. The two main environmental indicators positioned at the bottom are the worst impact, it is urgent for Ubud tourism stakeholders to put immediate corrective action. Public cleanliness lies in Factor 2, despite having a poor average score of more than 2, in fact some villages in Ubud district already own and run a waste management system, but some have not been effective in organizing and implementing the system. Some of the variables located in Factors 2 and 3 are minor indicators and detail elements.

Table 5: Analysis results of Principal Component Analysis using Varimax Rotation
Total Variance Explained

Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Total	% of	Cumulative	Total	% of	Cumulative %	Total	% of	Cumulative %
3.588	25.627	25.627	3.588	25.627	25.627	2.620	18.712	18.712
2.155	15.393	41.020	2.155	15.393	41.020	2.280	16.286	34.997
1.551	11.075	52.095	1.551	11.075	52.095	1.899	13.567	48.564
1.199	8.567	60.662	1.199	8.567	60.662	1.694	12.097	60.662
.971	6.938	67.600						
.784	5.599	73.199						
.672	4.803	78.002						
.602	4.298	82.300						
.544	3.885	86.185						
.478	3.411	89.596						
.451	3.221	92.817						
.414	2.960	95.776						
.312	2.230	98.006						
.279	1.994	100.000						

Extraction Method: Principal Component Analysis.

In general, the identified Factors indicate that although economic and socio-cultural impacts are classified as positive impacts, there are still detailed elements of these dimensions that need a prompt attention.

Table 6: The four Factors extracted

No.	Variabel	Component - Factor loading
Factor 1		
1	The life of the people of Ubud is well displayed	.789
2	Members of the community are proud of Ubud	.739
3	Jobs are created by tourism in Ubud	.704
4	Ubud community is economically assisted by tourism	.546
5	Retail activities increase due to tourism	.507
Factor 2		
6	Members of the community are proud of the cleanliness of Ubud	.769
7	Ubud Artists benefit from tourism	.740
8	The Number of tourist visits increase in Ubud	.560
9	Travelers visit to see the life of the people of Ubud	.388
Factor 3		
10	Tourism helps people learn about Ubud history and heritage	.836
11	Tourism strengthens friendships/relationships of community members	.771
12	Tourism accommodates the interests of people across age groups	.708
Factor 4		
13	Physical development of tourism facilities takes place in a pleasing manner	.856
14	Transportation development meets the needs in Ubud	.889

5. Conclusions

The results of the Average analysis show that the impact of tourism in Ubud lies at 1.9 which indicates that people agree that the impact of tourism in Ubud is positive. Whilst, the results of Frequency analysis show that 85% of respondents agree (Option 1 and 2) that tourism impact positively to Ubud; whilst, 15% (Option 3, 4 and 5) disagree to the notion. Further, the results of Factor analysis show that in general tourism has a positive impact on socio-cultural and economic dimensions; whilst, tends to

unfavourably affects the environment. The impact-specific indicators for the 3 dimensions are at the transitional position between the two extreme factors: Factor 1 and Factor 4. Elements in transition positions which are Factor 2 and 3 need attention although with a lower urgency level compared to the elements located in Factor 4.

The results on the impact of tourism in Ubud indicated the urgency for the stakeholders to operate and support tourism in a more sustainable way environmentally. Although socio-cultural and economic impacts are generally favourable but there are still detailed and specific elements that still need attention. At this time Ubud is already in the developed stage of tourism, therefore, it is important to maintenance what has been achieved currently, and focus more attention and take actions on the identified weak areas for the sustainability of tourism.

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