Analyzing the Relationship between Tourism Development and Societal Economic Growth: A Case Study of Alamendah Village, Rancabali District

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ABSTRACT

Tourism innovation plays an important role in advancing regional progress, since the tourism sector impact economic growth and income enhancement. Nevertheless, many villages often face challenges, including insufficient community empowerment and knowledge. Therefore, innovation in tourism development is required. This study investigates the correlation between tourism development innovation and the economic growth of the community in Alamendah Village which is measured by community incomes. This study used a mixed method with population research of approximately 23,870 people and a total sample of 100. Data collection involves the distribution of questionnaires and interviews.
Keywords*: Tourism Innovation, Economic Growth, Correlation.*

1. Introduction

Innovation is something that must be done for the progress of the region. According to (Rogers et al., 2019) innovation is anything brand new, such as an idea or object that can be received as a new thing by a certain society. Therefore, innovation is a new concept that is affected by ideas and creativity that has more benefits for human beings and will have positive implications for increasing economic development and the level of community welfare. According to Sukirno 2002 in (Norista, 2011), economic development is the growth of goods and services activity that are produced by community, that resulted in an increasing of community welfare. Schumpeter (1950) explained in the economic development growth, how important concept of invention as a core of economic development. By innovation, economic development will show impact to the community. For example, there will be a new product invention and market expansion that will benefit society.

Economic development can be started from a rural area with the optimization of rural potential. Rural communities can leverage natural resources, social or culture in the rural area and optimize the potential of natural resources, particularly in the tourism sector. The tourism sector is proven to increase people's economy. According to D.Purwanggono (2017), a tourism village is a village that has tourism activity and has potential, which is the cultural attraction, natural attraction, and the characteristic of village people. Successful developing of these potentials can lead to increased village income, new employment opportunities, and an overall improvement of societal welfare.

In Indonesia, there is a village tourism concept based on local communities, located in Ciwidey tourism area. Ciwidey is in West Java Province and this area is loved by the local and foreign tourists. In Ciwidey tourism area, there is an area developed as a West Java featured area, which is Alamendah Tourism Area. This tourism area faced initial challenges due to the absence of products and tour packages in the

initial years. Therefore, in the first eight years of the village's development, it only received a few amounts of tourist visits. Consequently, it experienced slow economic development and encountered various issues. However, the subsequent impact on the village's economic development remains uncertain after the innovation in 2019.

This study, titled "Relationship Analysis of Tourism Innovation Development and Societal Economic Growth," aims to know how much the relationship between innovation and the economic development growth for society in Alamendah village. By exploring the relationship between innovation, economic development, and societal progress, the research aims to provide valuable insights into the dynamics that shape the future of communities reliant on tourism for their growth and well-being.

2. RESEARCH METHODS

2.1 Types of Research

This research uses mixed methods. According to Sugiyono (2013), this method is used to understand the problem by converting quantitative and qualitative data to test the relationship hypothesis of the innovation variable and society income. Then, it will be interpreted as the result of the analysis. According to Cresswell (2011), the research uses a concurrent mixed method strategy with Exploratory Sequential Design which is started with qualitative data collection, then continues with quantitative data collection.

2.2 Data Collection

This research uses primary data collection and secondary data collection. Primary data is collected by interviewing the manager of Alamendah tourism village, village apparatus, village societies, small and medium enterprises in the village, and the organization in Alamendah. Closed questionnaires are also conducted by asking questions to the society using a Likert scale to measure the variable. Questionnaires are aimed at the society of Alamendah village that has been working since 2016. Meanwhile, secondary data is obtained from the related agency. Primary data needed; is the flow process and the result of innovation that has been done, tourism destinations including nature, culture, and artificial ones, and society income before and after the innovation in Alamendah village. Meanwhile, the secondary needed include the total population, the number of small industries and home industries, as well as land use data and the spatial plan of the study area.

2.3 Analysis Methods

This research uses descriptive analysis and correlation analysis. That analysis will be explained below:

- Identification of Tourism Innovation Development which is processed by descriptive analysis is done by identifying the process and the result of tourism innovation in Alamendah village.
- Identification of Social Economic Development which is processed by descriptive analysis method is done by identifying the economic development in Alamendah village using several factors, such as society income from questionnaire data.
- Relationship Analysis between Tourism Innovation Development and the Economy of Alamendah Society

Validity Test and Reliability Data
Validity Test
According to (Sugiyono, 2013) a research instrument should be tested first so the validity can be known. Using Pearson Product Moment formula, researchers measure the correlation between variable X and Y. If only t counted > t table, the correlation is valid, and vice versa. The result of validity test will be compared with r table that does not have criteria below:

    If R counted < r table = the question item is not valid
    If R counter > r table = the question item is valid

Reliability studi
According to (Sugiyono, 2013) a research instrument has to be valid, and needs variable that is consistent. Then, we can get an appropriate result. The test is done by counting reliability in every questionnaire item using Spearman Brown formula, explained below:

$$r_{11} = \frac{2\,r_b}{1 + r_b}$$

Done by looking for r table, if a = 0,05 and degree of freedom (dk= n-1)
Next, comparing r11 with rtable. If r11 > r table then the questionnaire is reliable, on the contrary if r11 < r table the questionnaire is not reliable.

Simple Correlation Analysis
To show how much the correlation of variable X (innovation) and variable Y (society income). Pearson Correlation Formula:

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{[N \sum X^2 - (\sum X)^2][N \sum Y^2 - (\sum Y)^2]}}$$

    Notes:
    rxy: determine the coefficient correlation r pearson
    n: sample quantity
    x: independent variable
    y: dependent variable

3. RESULTS AND DISCUSSIONS

3.1 Overview of Alamendah Village
The overview of this village will explain about the physical condition, social population, economical condition and tourism condition of Alamendah Village.

3.1.1 Physical Condition of Alamendah Village

Alamendah village is an agronomy village located in Bandung District, which has cold nature and has 505,6 Ha area. Following, the proportion of total area, type of soil, and land area in Alamendah village are shown:
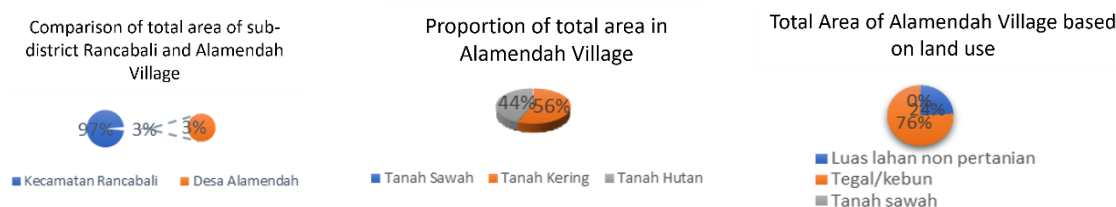

Image 1. Physical Condition in Alamendah Village

From the image, physical condion of Alamendah village can be shown, around 3 % of the total area in Rancabali district are dominated by dry soil type and farm/garden land area.

3.1.2 Social Population Condition in Alamendah Village

Following, proportion of total population, livelihood, educational facility, and level of education in Alamendah village are shown.
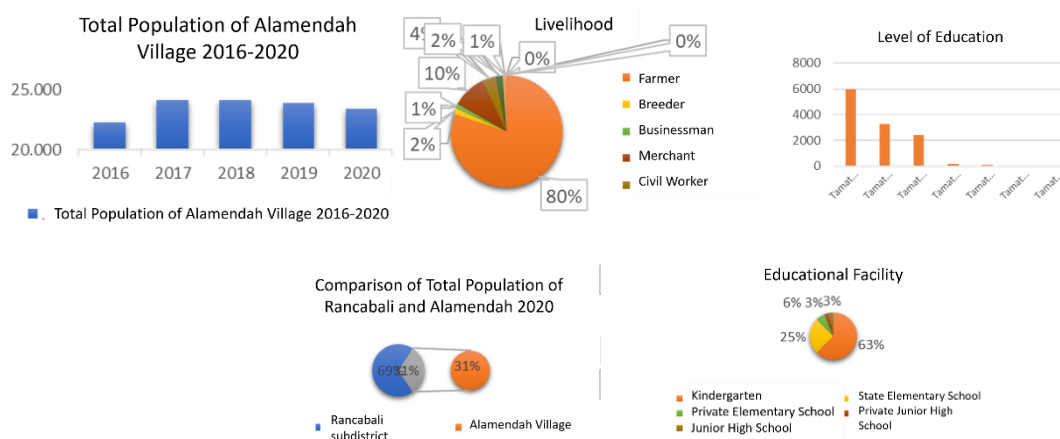

Image 2. Social Population Condition in Alamendah Village

The image shows the decrease in the total population of Alamendah village in 2018-2020, with the amount of 31% of the total population. Most people work as farmers, and the lowest livelihood is construction workers. There is educational facilitation in Alamendah village, with the highest amount is elementary school and the lowest is Madrasah Tsaniyah. In this village, the highest rate of educational level is elementary school level, and the lowest rate is the undergraduate degree level. Most people who live in this village are elementary graduates.

### 3.1.3 Economical Condition of Alamendah Village

The following images show the economic condition of village income, farm productivity level, agriculture, and plantation in Alamendah village.
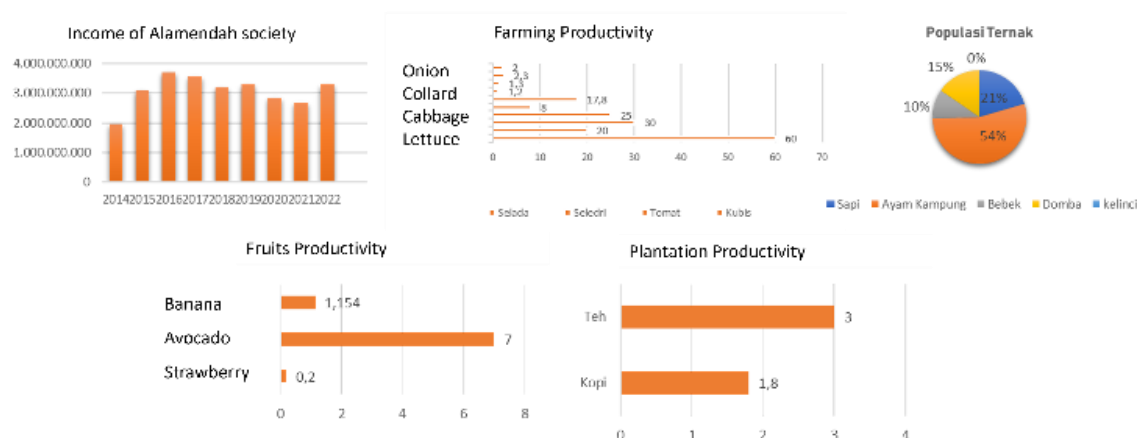
Image 3. Economic Condition in Alamendah Village

From the image, we can see that there was instability in Original Local Government Revenue in 2019-2021 there were seen inclined in the revenue. Meanwhile, in 2022 there is an escalation in the revenue. The highest productivity in agriculture is lettuce and the lowest is garlic. Then, the highest population of livestock is Kampong chicken, and the lowest one is rabbit. In the productivity level, the highest one is avocado and the lowest is strawberry. In the farming sector, the highest productivity is tea and the lowest is coffee.

3.1.4 Tourism Condition in Alamendah Village
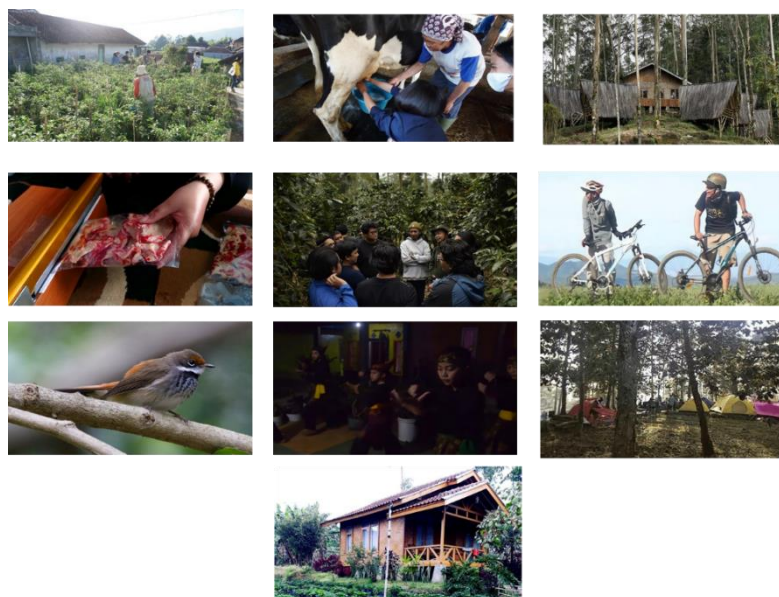
Image 4. Tourism Condition in Alamendah Village

From the above images, 10 types of tourism destinations can be enjoyed by tourists from nature, cultural and manmade tourism.

3.2 Identification of Tourism Innovation Development in Alamendah Village

According to the tour manager and village society, Tourism in Alamendah Village always developed because of the emergence of new tourism innovations. The village manager started the tourism package in 2016 by creating new tourism innovations. From the start of 2019, the tour manager of Alamendah Village started to focus on innovation development and tourism package by utilizing the village's potential. This tourism activity offers several activities from farming, breeding, learning to manage products, practicing traditional art and learning how to process coffee, and cycling around the village. In the second semester of 2019, Alamendah Village attracted around 30 groups of visitors. The constraint that Alamendah Tourism Village Manager felt is the human resources are not capable of public speaking and talking in English. Only part of them can talk in English.

3.2.1 Tourism Innovation Process in Alamendah Village

Identify village potention to show innovation by tourism village management and local society

Socialize innovation idea from tourism village to society and local community

Organize focus group discussion concerning innovation that will be done by tourism village management

Create tourism package and do mechanism trial to the society and local community

Tourist can enjoy tourism package and reserve it through booking

Image 5. Flow of the Tourism Process in Alamendah Village

The above image shows the flow of tourism innovation products formed in Alamendah Village, by doing five stages of innovation ideas which are conducted by the tourism manager. The innovation ideas are done by focus group discussions, such as farming agrotourism, livestock tourism, bird watching tourism, coffee trip tourism, cultural tourism, Micro, small, and medium enterprise tourism, *ngagoes ulin ka lembur,* homestay, camping ground, and travel marketing.

3.2.2 Innovation Result Based on Tourism Product in Alamendah Village
1. Farming Agrotourism
In 2017, the agrotourism innovation package can be visited by tourists and the innovation has been done by doing several activities and education on how to farm. The education taught visitor about land clearing, planting, harvesting, and packaging. In the fourth year, from 2018 – 2022 the agrotourism innovation has been conducted by collaboration between the tourism manager, farmers community, village community, and the government to manage those tourism activities. Those tourism activities give an impact on society, so they can get side jobs as tour guides, service providers, or a merchant. This innovation has been an excellent innovation and has been the most popular among tourists.

2. Livestock Tourism

In the year 2019 – 2022, tourism innovation packages have been done by collaboration between the tourism manager, the farmer community, village society, and the government to manage those tourism activities. Tourists can try new experiences to breed cows. All those packages have an impact on the village society, so they can be touring guides and merchants. This innovation is the second innovation which the tourist enjoyed the most.

3. Birdwatching Tourism

In 2017-2022 innovation package has been done by collaboration between tourism managers, bird researcher, village society and government. As for the observation activity of the wild bird species is done using binocular and monocular. Observation gives impact to the society, so they can be a tour guide and merchant. This innovation is the third less desirable innovation by tourists who came.

4. Coffee Trip Tourism

In 2019-2022, innovation package has been done by tourism manager, bird researcher, village society, and government. Activities in this package are tracking, planting, harvesting and processing coffee yield. These activities impact to the village society and the farmer, they will get higher income, and they can be a merchant. Based on the innovation in Alamendah, this innovation is the fifth higher desirable by the tourist.

5. Art tourism

From 2017-2022, the innovation package has been done by collaboration between the tourism manager, the artist, the village society, and the Youth Organization (*Karang Taruna*). The most desirable art tourism is *pencak silat.* Nevertheless, the lack of facilities and infrastructure resulted in this innovation package becoming less desirable to the tourist who came.

6. Micro, Small and Medium Enterprises (UMKM) Tourism

From 2019-2022 this innovation package has been done by collaboration between the tourism manager, UMKM manager, village society, and Youth Organization (*Karang Taruna).* These activities started from stripping, cleaning, processing, packaging, and making souvenirs. These tourism activities give an impact on the UMKM manager and village society, they will get higher income and a side job as a merchant. This innovation is the third highest innovation that is desirable by the tourist.

7. "*Ngagoes Ulin Kalembur" Tourism*

In 2019-2022 this innovation package has been done by collaboration between tourism manager, farmer, UMKM manager and government. In this package, tourists can enjoy cycling around the village. This tourism activity impacts the UMKM manager, farmer, and the villagers. They will get higher income because they can be a merchant and bicycle renter. Nevertheless, the lack of infrastructure in this package leads this package to be less desirable and becoming the second lowest innovation that is desirable by tourists.

8. Homestay Tourism

From 2019-2022 this innovation package has been done by collaboration between the tourism manager, farmer, UMKM manager, and government. In this package, tourists can enjoy cycling around the village. This tourism activity has an impact on the UMKM manager, farmers, and the villagers. They will get a higher income because they can be a merchant and bicycle renter. Nevertheless, the lack of infrastructure

in this package leads this package to be less desirable and become the second lowest innovation that is desirable by tourists.

9. Camping Ground Tourism

From 2019-2022, this innovation package has been done by collaboration between the tourism manager, Youth Organization (*Karang Taruna*), and the villagers. This tourism activity has an impact on the village society, merchant, and tour manager who is involved in camping ground activity. Parties involved will get a higher income, especially village society can be a merchant and they can rent camping utilities. This innovation is the fifth most desirable innovation by tourists who came.

10. Tourism Marketing Innovation

From 2019-2022, tourism marketing has an impact on the village society, merchants and tourism manager. They can get higher income because, by tourism marketing, another tourism package can be known by the public. Village societies also can become merchants.

3.2 Identification of Economic Development based on Society Income in Alamendah Village Livelihood
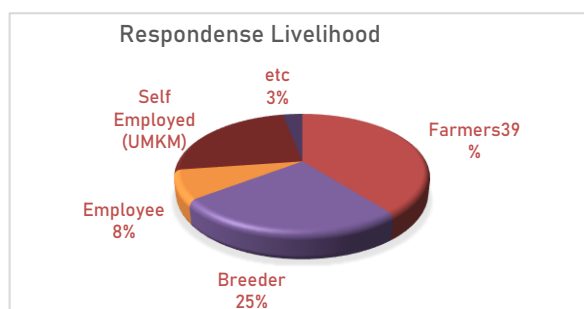
3.2.1 Respondents Livelihood

Image 6. Livelihood of Alamendah Village

The above image shows that the livelihood of most respondents in Alamendah Village are farmers.

3.2.2 Income Level of the Society Based on Innovation Product Tourism in Alamendah Village

Based on the questionnaire, it shows that all the innovation showing increasing in the society's income, except the birdwatching innovation, cultural and ngagoes ulin kalembur, which still do not increase the income of the society.
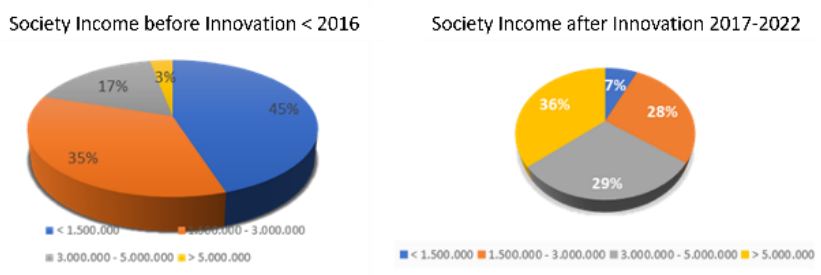

Image 7. Income Level of the Society before and After Innovation

The result of the questionnaire above shows that the income level of the respondent before tourism innovation is below Rp 1.500.000/ month and the income level after the innovation is more than Rp 5.000.000/ month.

3.3 Correlation Analysis between Tourism Development Innovations to Economic Society in Alamendah Village.

3.3.1 Validity and Reliability Test
This research uses validity test and reliability test that will be explained below.

Validity Test
Based on the validity test, tourism innovation variable, and income level of 100 respondents, we can conclude that if rcounted > rtable, when rtable in the sample of 100 people with the amount of 0.195 and with the significance 5%. This condition shows that all the items are valid.

Reliability Test
Based on the result of the table, we get *Cronbach's Alpha* with variable innovation in the amount of 0,710 and society income of 0,483. Because the value of Cronbach's Alpha innovation is bigger than r table (0,710 > 0,195) and the value of Cronbach's Alpha level of income is bigger than r table (0,483 > 0,195) and the error rate with the amount of 5%, it can be concluded that the instrument is reliable and can be used for the research.

3.3.2 Simple Correlation Analysis
Simple correlation analysis is useful to show how big the correlation is between variable X (Tourism Innovation) and variable Y (Society Income). In this research, correlation analysis is done by using the Pearson Product Moment correlation technique. The basic of decision making in the correlation coefficient are:

- If the significance value < 0.05, then it is correlated.
- If the significance value > 0.05, then it is not correlated.

The table below shows the result of simple correlation analysis that connects the tourism innovation variable and the society's level of income variable.

Tabel 1. Result of Simple Correction Analysis

No	Innovation Tourism (X1)	Society Income (Y1)	Significancy	Correlation	Relationship Level
1	Agriculture Tourism Innovation	Society Income through Agriculture Tourism activity	0.00006	.803	Really Strong
2	Livestock Tourism Innovation	Society Income through livestock activity	0.00003	.626	Strong
3	Micro Small and Medium Enterprises (UMKM) Tourism	Society Income through UMKM activity	0.00003	.603	Strong

No	Innovation Tourism (X1)	Society Income (Y1)	Significancy	Correlation	Relationship Level
4	Coffee Trip Tourism Innovaton	Society Income through Coffee Trip activity	0.00004	.601	Strong
5	Camping Ground Tourism Innovation	Society Income through Camping Ground Activity	0.00006	.541	Medium
6	Homestay Tourism Innovation	Society Income through Homestay Activity	0.00006	.508	Medium
7	Marketing Activity Tourism Innovation	Society Income through Marketing Activity	0.00002	.410	Medium
8	Bird Watching Tourism Innovation	Society Income through Bird Watching activity	0.01	.339	Weak
9	*Ngagowes Ulin Ka Lembur* Tourism Innovation	Society Income through Ngagowes Ulin Ka Lembur activity	0.03	.297	Really Weak
10	Art Tourism Innovation	Society Income through Art activity	0.04	.283	Really Weak

Source : Result of Analysis, 2022

Based on the result of the simple correlation analysis above, it shows that there are significant and positive relations between the innovation variable and society's income, with the lowest significance rate is Agrotourism, the significance rate is 0.00006. That means the level of confidence to get the validity of the research is 99,00006%, which is called confidence interval; for the fault is 0,000006 %, which is called fault tolerance. The relation between the innovation variable agricultural agrotourism is really strong with a correlation number of .803 and the variable which has the lowest significance is the art tourism variable with a significant rate of 0,04 and has the weakest relation with the number of .283.

If the Correlation calculation criteria are near 1 or 1, therefore the relationships are positive perfect relationships. Based on the simple correlation analysis, the relationship level of agro-tourism innovation is really strong with the amount of .803, therefore there are .193 other factors besides an innovation that affect increasing in society's income through agrotourism activity. Then, the variable that has the weakest relationship is art tourism innovation tourism, which can be seen the level of relationship is really weak with the amount of .283, therefore there are .717 other factors besides an innovation that affect the increasing of society's income by art activities in Alamendah. Below is the total amount of innovation correlation of tourism development to society's income.

Table 2. Total Amount of Simple Analysis Correlation

Pearson Correlation	Significance	Correlation	Relationship Level
Tourism Development Innovation (X1) to Society's Income (Y1)	0.00004	.439	Medium

Source: Result of Analysis 2022

Based on the table above, it can be shown that there is a positive relationship between the tourism innovation variable (X1) and the society income variable with a significance level of 0.00004. It means that our confidence level to get the truth in our research is 99,00004%, called confidence interval, and for error is 0,000004 %, which is called fault tolerance, which can be seen from significance number with the value of < 0.05 that correlated. The correlate Pearson has the amount of .439, which means have relationship level with medium correlation.

4. CONCLUSION

Innovation is a matter that should have been done for regional development. Through innovation, economic development can be and will give impact on society, one of the impacts is the invention of tourism innovation products. Tourism development in Alamendah is developed because of the emergence of product innovation and tourism packages. The flow of product innovation is formed by doing 5 innovation processes. It will result in 10 tourism innovation products, such as agrotourism tourism products, livestock tourism, bird watching tourism, bird watching tourism, coffee tourism, art tourism, UMKM tourism, *ngagowes ulin ka lembur* tourism, homestay tourism, camping ground tourism, and marketing tourism innovation. Each of them has its mechanism that can help in developing economic growth for the society of Alamendah society.

Economic Development based on society's income can be known by the increase in income before and after innovation in Alamendah, where the majority of the people work as farmers and merchants. The level of income before the tourism innovation product in 2016 was less than the average income, around 1.500.000/ month based on questionnaires. Meanwhile, the level of income after tourism product innovation in 2017-2022 is around the average income, 5.000.000/ month. Then, we can conclude that the innovation of tourism products can increase the development of economic society in Alamendah Village.

This research shows that the innovation of tourism products and society's economic income in Alamendah Village, and the result of simple correlation analysis are useful to show how much the relation between variable X (Tourism Innovation) and variable Y (Society's Income). Therefore, the researcher can know how much the relation between tourism innovation development and the growth of economic society is. The correlation level between two variables with significance < 0.05, has a correlation level medium so that there are significant and positive levels between the innovation variable of tourism development product and society's income variable.

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