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# The Impact of Tourism on Village Society and its Environmental

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**Abstract.** This research explained how tourism activity influenced the society who lived in the village around them. The impact that was elaborated in this study was “economic, socio-cultural, and environmental” aspects. Pasir Angin Village is close to Puncak where hotels, villas, and tourism destination are built. Every weekends people from downtown such as Jakarta, Tangerang, Depok, and Bekasi visit Puncak for leisure. This tourism activity affect the society who lives around Puncak. Those bring around both negative and positive sides of economic, socio-culture, and environment. This was quantitative research and descriptive analysis. The research was located in Pasir Angin village. Respondents of this research were 99 residents of Pasir Angin village. This study concluded that there were advantages of developing tourism destinations to their neighbourhood. The advantages and disadvantages rose among economic, socio-cultural, and environmental aspects.

## 1. Introduction

Tourism is a prospective business that is able to drive economic aspect and so the business [1-6]. It could provide job opportunities [7, 8]. Tourism sectors contribute 73.1 percent (or Rp.544.400,-) among others businesses. Specifically of souvenirs' shops, they contribute 50.3 percent (or Rp.455.500,-) the family income of Pasir Putih Beach society in Situbondo [9]. Eco-tourism is able to leverage family income in Batusuhunan village Sukabumi [10]. The favorite tourism destinations are agro-tourism, sceneries, heritage, and artificial tourism such as zoo or culinary tourism [11]. Based on the study above, tourism sectors influent economic growth and so do the well-being of the society around the destinations [12-13]. They also contribute positive impact to tourists' emotional well-being [14]. The improvement of the society well-being must be the aim of the policy of tourism activities [15-16].

Hotels and restaurants are necessary established to serve tourists at tourism destinations. In this case, the existing of the tourism destination impacts the society around it. The impacts of tourism could be in the point of economic, socio-cultural, and environmental aspects [17-20]. Those are both in positive and negative sides [21]. Those factors related to tourism destination sustainability [22] and well-being [15]. The study in Nepal found that there must be good plan to protect area around the tourism destination [23] and drive the society participation in order to protect tourism destination sustainability [12, 24]. The support of the society will be difficult to be gained in the economic crisis situation [25-26]. That's why the society perceptions must be maintained before the tourism



destination was built [26]. The society will support the establishment of the tourism destination if they have the positive impact [27].

Pasir Angin village is close to Puncak. Puncak has many tourism destinations and tourism industries as well. The form of tourism industry are hotels, attractions, and culinary areas [28]. The hotels that have been built around Pasir Angin village are Rizen Kedaton Hotel, Gunung Geulis Cottages, Royal Tulip Mount Geulis Resort and Golf, D Agape Meeting and Conference, and Resort Prima Cipayung. There is also a waterfall. It's named Curug Panjang. The tourists are able to enjoy theme parks. They are Mount Geulis Adventure Camp and Mount Geulis Campsite. Some of the restaurants are located around the village for culinary tourism activities. They are Cimory Riverside, Cimory Resto, and Capriccio. The three restaurants provide Asian and European cuisine. At those places, tourists can relax, out of routine, and close to nature [28].

The life of the people of Pasir Angin village is far from prosperous. The village population of productive ages is around 354 persons. They work mostly as farm laborers, garden laborers, or construction laborers. Some of them also work as shopkeepers or motorcycle rider with average income below Rp.600.000,-. Unfortunately, they haven't absorbed in hotels, attractions, or restaurants built around the village. One of PKK's mother, ibu Titin (30 years old) said that they are eager to be trained how to process cake from cassava. Cassava is produced in this village. The youth in the village are looking forward to working in hotels around the village of Pasir Angin, but they do not have adequate skills.

Based on the background above, identifying the impact of tourism on people in Pasir Angin village is important. The result of the study is going to contribute the data that can be used for generating actions to improve people well-being in Pasir Angin village. This study aimed to analyze the impact of tourism on society in Pasir Angin village.

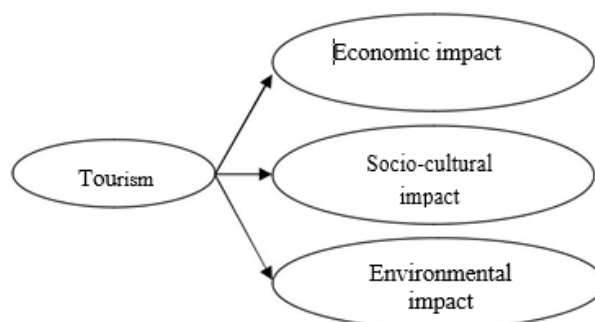
## 2. Literature Review

There is found that the impacts of tourism destination can be economic, socio-cultural, and environmental aspects. First of all, the positive impact of economic such as the society around the destination has better income. It's possible because there are job employment opportunities. Moreover, the infrastructure is being good, transportation is available. It also generates new businesses. The negative impact of economic may be created in establishing tourism destination, such as higher cost of goods and services, routine expenses, more expensive of property, the coming of the non-residences who take benefits of the village. But, film tourism doesn't impact significantly to the economic aspect of the society [29].

Secondly, socio-cultural impacts might arise. This impact is difficult to be measured [30]. Socio-cultural effects are sometime related to quality of life, values, norms, society model, and environmental damage [31]. There are the positive and negative impacts of socio-cultural impacts. In the positive sight, the society around tourism destination is healthier, they are using to interact easily to the tourists, having broad minded way of thinking, imitating good habits, understanding other people habits, willing to maintain their own culture (traditional dances, traditional culinary, and heritage), accepting differences, being able to fulfill their basic needs (food, houses, and clothes), encouraging people to contribute in tourists activities. The example of the last statements such as providing tourist activities (create coffee tour in Penteng Sari village in Central Java), women provide traditional snacks by using the raw material resources in the village, and renting homestays for tourists and doing innovation [32] such as creating Kampung Kambing in Cibuntu village in West Java [33]. Negative impacts are caused by adopting bad habit of tourists behavior that is opposed by the customs of the people around the tourists destination (drunk or prostitution), and exploring of underage workers [34]. It's interesting that the research in Yasawa Fiji island found that backpacker tourists influent the host society significantly in both economics and socio-culture [35].

Thirdly, the impact of tourism on environment could create such as the better views in some areas. But the research found that there are some negative impact to the environment include the damage of environments (vandalism), poorly maintain of hygiene, and sanitation, decrease air freshness, the

availability of clean water [36], increase noise and air pollution, tress and fields turn into attractions, reduce open spaces, and poorly maintain plants and animals. The theoretical review is described in figure 1.



**Figure 1.** Theoretical review.

### 3. Methods

The research method was quantitative method [37], and descriptive approach [38]. The time used cross-sectional that was hold in January-June 2017. The data was collected by using questionnaires consisting of two parts. The first part, regarding the profile of the respondents, while the second part was the variables of the economic, socio-cultural, and environmental impacts. It used Likert scale of 1(one) to 4(four). The value of 1 stated strongly disagree, 2 stated disagree, 3 stated agree, and 4 stated strongly agree. The unit of analysis of this research was about 99(ninety-nine) residences of Pasir Angin village. The respondents were chosen by convenience sampling. Data analysis included the validity and reliability test, descriptive analysis by using SPSS 20 for windows software [39].

### 4. Results

The analysis included validity and reliability test, frequency analysis, and descriptive analysis. Validity and reliability tests were conducted on the statements of economic, socio-cultural, and environmental impact variables. The validity test was analyzed by using r-table. Since the number of respondents were 99, the df would be 97 (df= 97). At significance 0.01 the value of r-table was 0.2578. If the correlation of Pearson value > 0.2578, the data was valid. The result of validity test showed that 19(nineteen) statements were valid. The Pearson correlation values of 19 statements were between 0.269 up to 0.898 (> 0.2578).

The reliability test is performed to determine whether the questionnaire can be used more than once, at least by the same respondent will produce consistent data. In reliability test, it's used Cronbach' Alpha. The values is 0 to 1. It's not reliable if the Cronbach's Alpha value is less than 0.6; The data is realiable if Cronbach's Alpha value is between 0.6 up to less than 0.8; and the data is the best realiable if Cronbach's Alpha value is 0.8 or more.

The reliability test results showed that Cronbach's Alpha value of 19 statements was 0.861 (> 0.8) which meant the reliability of the nineteen statements was good.

Next, it's frequency analysis. Frequency analysis is performed to analyze data about respondent profile. The frequency analysis of respondents' profile and mean can be seen in table 1.

The male respondents were 74.7 percent while the female respondents were 25.3 percent. The age of respondents ranged from 18 years to over 50 years old. The respondents at the age between 18 to 28 years old were around 43.4 percent, at the age between 29 to 39 years old were 37.4 percent, at the age between 40 to 50 years old were 15.2 percent, and at the age over 50 years old were 4 percent.

Unmarried respondents were 46.5 percent while married respondents were 53.5 percent. Married respondents with no children were 53.5 percent, and the married respondents who had one to two children were 13.2 percent, while respondents who had more than three children were 33.3 percent.

The educational background of respondents were 15.2 percent uneducated, 43.4 percent graduated of elementary school (SD), 32.3 percent graduated of junior high school (SMP), and 9.1 percent graduated of high school/ SMK/ STM education level.

**Table 1.** Respondents' profile.

Variable	Respondents' Profiles (%)
1. Gender: a. Male	74.7
b. Female	25.3
2. Age (years old): a. 18-28	43.4
b. 29-39	37.4
c. 40-50	15.2
d. >50	4.0
3. Status:	
a. Unmarried	46.5
b. Married	53.5
4. The number of children (person):	
a. None	53.5
b. 1-2	13.2
c. >3	33.3
5. Education:	
a. None	15.2
b. Elementary school	43.4
c. Junior high school	32.2
d. Senior high school	9.1
6. Occupation:	
a. Tourism: Hotel employee	1.0
b. Non-tourism:	
1) Farms/ gardens laborers	18.2
2) Construction laborers	19.2
3) Farmers	2.0
4) Employee (non-formal)	13.2
5) Seller	3.0
6) Unemployed	26.2
7) Others	17.2
7. Income per month (Ribu Rp) a. Fixed income:	
1) < 600	5.1
2) 600 - < 1.000	4.0
3) 1.000 - < 1.800	2.0
4) 1.800 - < 3.000	0.0
5) >3.000	0.0
b. Temporary income:	
1) < 600	53.5
2) 600 - < 1.000	25.3
3) 1.000 - < 1.800	8.1
4) 1.800 - < 3.000	1.0
5) > 3.000	1.0

Respondents were analyzed into people who worked in tourism and non-tourism sector. They're 1 percent work in hotels, and the rest of people worked in the non-tourism sector. The people who worked in hotels were 1 percent, and the rest of people worked in the non-tourism sector. People who worked in non-tourism sector, included: people who worked as farm or garden laborers were 18.2 percent, as a construction worker were 19.2 percent, as farmers were 2 percent, as employees were 13.2 percent, selling by order were 3 percent, unemployed 26.2 percent, and others were 17.2 percent.

From the data collected the respondent is divided between having a fixed monthly income and non-fixed income. Respondents of a fixed income less than Rp.600.000,- per month were 5.1 percent; between Rp.600.000,- up to less than Rp.1 million per month were 4 percent; between Rp.1 million up to less than Rp.1.8 million per month were 2 percent; and between Rp.1.8 million up to more than Rp.3 million per month were 0 percent. Respondents of temporary income less than Rp.600.000,- per month were 53.5 percent; between Rp.600.000,- up to less than Rp.1 million per month were 25.3 percent; between Rp.1 million up to less than Rp.1 million per month were 8.1 percent, and between more than Rp.3 million per month were 1 percent.

Descriptive statistical analysis was collected and summarized the data. It counted central tendency of sub-variables among the statements of strongly disagree and strongly agree. In this case, mean was calculated [38]. The formula is  $L = [k(n+1)]/n$ , where  $k$  = the size of the location to.....;  $n$  = number of data or Likert measuring scale. The interval score of 1.00 up to 1.25 is defined strongly disagree; 1.26 up to 2.50 is defined disagree; 2.51 up to 3.75 is defined agree; and 3.76 up to 4.00 is defined strongly agree.

**Table 2.** The impact of tourism on society.

Sub-variable	Mean
After establishing Tourism destination in Puncak around Pasir Angin Village:	
1. Economic Impacts:	
a. People have good income	3.45
b. Availability of transportation	1.21
c. Generate businesses	3.30
d. Cheaper goods & services	1.74
e. Least incoming people	2.71
2. Socio-Cultural impacts:	
a. People healthier	2.58
b. People are using to interact to tourists	3.43
c. Thinking development	2.20
d. Understanding other people habits	2.80
e. Accepting differences	3.01
f. Satisfied people needs	2.77
3. Environmental impacts:	
a. Protected environment	1.28
b. No vandalism	2.07
c. Nice view	3.76
d. Clean	3.70
e. Fresh air	1.20
f. More trees	2.98
g. More spaces	2.06
h. Protect plants & animals	1.07

Based on descriptive analysis, it's found that after establishing tourism destination, hotels, and restaurant the people income improved (mean 3.45). People also agreed that it generated job opportunities (mean 3.30). There was also less of people from out of the village who worked in the village, and so less competitors (mean 2.71).

Unfortunately the study found that there were no transportation facilities (mean 1.21). Moreover, the cost of goods and services turned into more expensive (mean 1.74). This condition created problems for people well-being.

Socio-cultural impacts of establishing the tourism destination, hotel, and restaurants are as follow: people are using to interact to tourists (mean 3.43); people were able to accept the differences (mean 3.01); People also had better understanding of other people habits (2.80); People were able to fulfill



their needs such as food, clothes, and house for living (mean 2.77); People were healthier (mean 2.58); unfortunately the development of thinking of the people couldn't be reached (mean 2.20).

Environmental impacts are described: some areas were designed attractively (mean 3.76), the hygiene was maintained (mean 3.70), trees and farms were protected (mean 2.98). On the other hand, vandalism was improved (mean 1.20) in the village and so did at the tourism destination (mean 2.07), less of open spaces (mean 2.06), natural environment a little bit damage (mean 1.28), the air pollution was increased (mean 1.07), and plants/ animals were less protected.

Finally, the expensive prices of goods and services could be solved by empowering people to improve their ability to earn the better income. Gaining the better income could be reached by encouraging them to participate in tourism activities.

## 5. Discussion

Tourism is an important sector to any country for the development of the economy. But tourism industry is directly related to the environment [40, 41]. Development of tourism must be done with great care and with a careful management, not stuck on a short-term economic advantage, but should refer to the development sustainability. That is, the current generation can feel its benefits, but without forgetting that the next generation also has the right to exploit the natural resources [40]. The impacts of tourism could be in the point of economic, socio-cultural, and environmental aspects [17-20], both in positive and negative sides [21].

Tourism, especially nature tourism, is closely linked to biodiversity and the attractions created by a rich and varied environment. It can also cause loss of biodiversity when land and resources are strained by excessive use, and when impacts on vegetation, wildlife, mountain, marine and coastal environments and water resources exceed their carrying capacity. This loss of biodiversity in fact means loss of tourism potential [36].

This study was endeavor to identifying the impact of tourism on people in Pasir Angin village. The major findings of the study were that after establishing tourism destination, hotels, and restaurants, the tourism affected economics, socio-culture, and environment of the society in Pasir Angin village.

Economics impact contributed both on positive and negative aspects. In the point of positive side, there was improving of people income and generating job opportunities for the people around Pasir Angin village. There was the difference to the previous research result. This research found that the infrastructure wasn't being better and the transportation didn't improve properly. Regarding the negative impact of economic, the study found that the cost of goods and services turned into more expensive. It's interesting that none of residence took benefits of the village, in the case of being workers or laborers. It meant that the competition only among the residences while the previous research found that tourism will increase the coming of the non-residences who take benefits of the village [17].

In the point of socio-cultural aspect, it was found that the existing of tourism destination, hotels, and restaurants improved the attitude of people to interact to tourists. They also were permissive the differences, had better understanding of other people habits, able to fulfill their needs (food, clothes, and house for living), and had a healthier life. Based on the previous research, it was found that tourism was able to broader way of thinking of community [31], but in this research, the quality thinking of the people in Pasir Angin village didn't become better. This condition was affected by their low educational background. Most of them only passed elementary school.

The quality of the environment, both natural and man-made, is essential to tourism. However, the relationship of tourism with the environment is complex. The negative impacts of tourism development can gradually destroy environmental resources vandalism improvement, less of outdoor spaces, and pollution problem. On the other hand, tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation, were being attractive design at some areas, well maintained of hygiene, and well protection of trees and farms [36] [41]. This finding was related to the previous research that tourism increased vandalism, poorly

maintain of hygiene and sanitation, and decrease air freshness, and the availability of clean water. The research also found that the number of yard turn into villas that was owned by non-local residences.

## 6. Conclusions

There was the impact of tourism on economic, socio-cultural, and environmental of Pasir Angin village community. The impact was both in positive and negative sides.

Positive economic aspects showed that people had better income. The tourism destination also generated new job opportunities, and people from outside the village was not much looking for fortune in the village of Pasir Angin. The negative economic aspects indicated that the development of hotels and tourist destinations didn't necessarily improved the transportation facilities. Moreover, the price of goods and services in the village of Pasir Angin were going to be more expensive.

Socio-cultural impacts of establishing hotels and tourist showed that people was accustomed to interact to tourists. They were able to accept differences and had better understanding of the habits of people outside their village as well. The villagers could also meet their basic needs (clothing, foods, and houses). Unfortunately, the development of tourism had not improved the mindset of the villagers.

In the point of environmental view, the people felt that the appearance of some areas improved. The strongly agree that the cleanliness area was well maintained. The trees and fields weren't turned into tourist attractions. The negative impacts were the presence of scratching action in the neighborhood, the limitation of open spaces, being lack of well-maintained natural environment, freshness air, and plants and animals maintained.

Based on the result of the study, the contribution among local government, industry, and educational institutions is important. The local government must create the policy that gives benefit to community. The example of the industry must provide the area for community to trade, recruit community to work in the industry, better access for community. Moreover, the industry generates corporate social responsibility (CSR) to improve community mindset. In this case, the industry is able to collaborate with educational institutions or other non-profit institutions. They would be able to provide training to improve the capacity of the community. The improvement of their capacity would help the people to be absorbed by the tourism industry. In order to solve transportation problems, the local government could encourage industries' participation to repair the infrastructure. Besides that, their mindset as the workers must be changed to an entrepreneurs, such as creating souvenirs and traditional snacks or beverages.

Regarding the sustainability of environment, the leader in the village must coordinate people to maintain the cleanliness of the village. For example, each Rukun Tetangga (RT) holds cleanliness activity every weekends. Not only that the people must be socialized to take care of cleanliness and the important of being cleaned. The information of not throwing garbage carelessly must be written in many places. The rubbish bins must be found easily. At least, there must be garbage bins in each a hundred meter. In the level of local government, moratorium of establishment of hotel, restaurant, and industry might be the best policy to avoid environmental matter.

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