

The Influence of Tourism Development on The Welfare of Businesses in Kubu Gadang Tourism Village

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ABSTRACT

The Kubu Gadang tourist village is one of the tourist destinations being developed by the West Sumatra provincial government and the city of Padang Panjang. With this development, various positive aspects can be felt, namely that business opportunities arise for the surrounding community, which can increase income, and this tourist village is categorized as a developed tourist village. This research is intended to determine the relevance of the development of the Kubu Gadang tourist village to community welfare. The study used a mixed method of quantitative and qualitative by distributing questionnaires and interviews. The questionnaires were distributed to people who have businesses related to Kubu Gadang, while interviews were conducted with the Padang Panjang city tourism office, Kubu Gadang managers, and tourists. The research results show that tourism development has a significant 45% influence on the welfare of business actors, and the remaining 55% is influenced by other variables not studied. The qualitative effect of tourism development can be seen in business opportunities such as culinary businesses, souvenir businesses, and homestays. Local people use private houses as accommodation or homestays. Apart from that, tourism development has a positive influence on the welfare of business actors around Kubu Gadang. This effect is in the form of increased income. With the revenue obtained from these businesses, business actors can meet family needs, including education and family health costs

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INTRODUCTION

The tourism industry is one of the largest industries in the world, which has long experienced an almost constant and rapid increase in annual income and employment (Megawati et.al., 2023). Many tourist attractions in Indonesia are famous not only domestically but also abroad. Indonesia is a country with diverse natural resources that have great potential to be processed and utilized. Indonesia also has regional arts and culture, customs, and historical heritage. Another natural potential that Indonesia has is the natural panorama, which has potential for tourist destinations. The natural wealth and diversity of the Indonesian nation have the potential and opportunity to develop Indonesian tourism to make it more attractive in the eyes of the world. Therefore, the government has a vital role in exploring the potential and creating policies that will be taken in developing tourism. So that it can encourage public awareness to explore existing potential and develop villages or cities in their respective environments (Sefira Ryalita Primadany, Mardiyono, 2013) .

The existence of the tourism sector has a positive impact on the government, private industry, and the community involved in exploiting business opportunities at tourist attractions (Poli et al., 2021). The prospect of tourism in Indonesia has a significant meaning, and this is because this sector is considered a savior and earns foreign exchange for the country (Bahirah, 2023). Indonesia's natural wealth can attract tourists both locally and abroad. Therefore, Indonesia can develop its natural wealth in the tourism sector. The current rapid development of the tourism sector has caused this sector to become a leading sector in the national economy. With the large number of existing travel routes, new tourist destinations, and increasing accommodation, it proves that this sector has the potential to improve the country's economy (Abdillah et al., 2016).

Tourism policy is a product of a complex process related to various aspects. Multiple significant changes at the local, national, and international levels cause the complexity of tourism. In the context of these crucial changes, the tourism policy environment has become a strategic medium for the government to market its tourism potential. In this condition, tourism policy becomes strategic and essential in tourism development. Tourism is a multidimensional and cross-sectoral industry. The involvement of all parties is needed because tourism is not an independent sector. Considering the linkages between enterprises and handling tourism is increasingly complicated in developing an integrated destination (Suardana, 2016) .

Law Number 9 of 2009 concerning tourism states that tourism development as part of national development has the aim of, among other things, expanding and equalizing business opportunities, employment, and people's welfare. Thus, growth in the tourism sector has the ultimate goal of increasing people's income, which impacts expanding social welfare.

Tourism is part of economic development intending to expand and equalize business opportunities, employment opportunities, and community welfare (Chandra,

2023). What is meant by social welfare is a condition where a person can fulfill basic needs, including food, clothing, shelter, clean drinking water, and the opportunity to continue higher education and have adequate work that supports the quality of his life so that he is accessible from the problems of poverty, ignorance, fears, and worries to create a life that is safe and peaceful both physically and mentally. The successful development of the tourism sector will increase its role in regional revenues (Silaturrofiqoh, 2021).

Tourist villages are one of the phenomena of tourism development at the national level. The existence of tourist villages is a tourist attraction for the community, one of which is the Kubu Gadang Tourism Village located in Ekor Lubuk Village, East Padang Panjang District, Padang Panjang City. Along with its development, Kubu Gadang Tourism Village utilizes existing natural resources by carrying out products in the tourism sector by highlighting Minangkabau culture and packaging it as an attractive attraction for tourists. The potential developed in the Kubu Gadang tourist village includes artistic interests in the form of regional dances and *silek lanyah* as icons of this village, traditional culinary delights, and various traditional games. This can be a basis for forming a concept for the Kubu Gadang tourist village, which can be an attraction for tourists, both domestic and foreign tourists.

Kubu Gadang Tourism Village was founded in 2015 by Yuliza Zen with the idea of creating a tourist destination by utilizing village capabilities, providing innovation in the commodification of Minang traditions, and assisting the local community in cooperation to build this tourist village. So, in the end, Kubu Gadang Tourism Village is busy with visitors and is known to many people, both local and foreign. Tourist data can be seen in the following table:

Table 1. Number of Visitors to Kubu Gadang Tourism Village 2015-2022

Year	Domestic	Abroad
2015	375	-
2016	600	85
2017	330	75
2018	8325	200
2019	8470	554
2020	1873	168
2021	5833	8
2022	8004	59

Source: Padang Panjang City Youth, Sports and Tourism Department 2023

Based on the table above, an increase in the number of visitors to the Kubu Gadang Tourism Village was seen in 2015-2019 since it became a tourist village. The highest increase in 2018 was due to innovations, namely the digital market. The existence of this digital market attracts visitors to continue coming to this tourist village.

The large number of visitors, from local to foreign tourists, proves that the Kubu Gadang tourist village is trendy. And indirectly, the existence of tourist destinations

provides opportunities for local people to start businesses such as culinary businesses, which are dominated by women, homestay (lodging) businesses, which are growing to reach 20 homestays and already have CHSE certificates, and various performing arts, which are increasingly developing. Thus making *silek lanyah* an icon of this village. Therefore, Kubu Gadang Tourism Village has quite a significant annual income. The amount of income can be seen in the table below. :

Table 2. Kubu Gadang Tourism Village Income 2018-2022

Year	Village Income/Year
2018	Rp. 268,684,000
2019	Rp. 61,505,000
2020	Rp. 49,099,000
2021	Rp. 72,790,000
2022	Rp. 284.969.00

Source: Kubu Gadang Tourism Awareness Group 2023

Based on the table above, it can be seen that village income from managing the Kubu Gadang Tourism Village increased in 2018 due to the digital market. However, the income of the Kubu Gadang tourist village experienced a decline in the following year due to the COVID-19 pandemic, which limited tourists visiting Kubu Gadang. Tourism village income will increase again in 2021 to 2022 when the COVID pandemic has begun to subside, and there are no more extended restrictions on tourists visiting.

Research conducted by Aprilyana Selin Marsela and Atika Wijaya in 2020 with the title "The Impact of the Development of the Kreo Cave Tourist Attraction on Community Welfare in Kandri Village, Gunungpati District, Semarang City" examined the impact of developing a tourist attraction on community welfare. The findings of this research are that the development of tourist attractions has an impact on the welfare of the business community. In the economic sector, there is a shift in the livelihoods of local communities. As a result of the shift in livelihoods, the income received by the community has increased compared to before. In non-economic fields, such as in the social and cultural fields, the existence of tourist locations allows local people to interact with tourists. This has an impact on increasing people's welfare, namely, the community's mindset changes to become more open. Tourist attractions also result in changes in the behavior and language styles of the surrounding community and the tendency of people to be money-oriented (Marsela & Wijaya, 2020). The focus of the research above is more on the impact of tourist attraction development on livelihoods, income, and socio-cultural conditions of the research location. Meanwhile, in the author's research, the focus is more on the influence of tourism development in terms of attractions, activities, and accessibility indicators on the welfare of the business community in the Kubu Gadang tourist village, including income, education, and health.

Based on the background above, the author wants to see how much influence tourism development has on the welfare of the community, especially business actors in the Kubu Gadang Tourism Village. The growth of tourist villages is relatively rapid and creates opportunities for local communities to open businesses.

METHODOLOGY

The method in this research is mixed method research, which is a research approach that combines or combines qualitative and quantitative forms. An approach to investigating behavioral, social, and health-related problems by rigorously collecting and analyzing quantitative and qualitative data in response to research questions and integrating or “blending” the two forms of data in a particular research design to produce new and more complete insight or understanding than what might be gained from quantitative or qualitative data alone. This research aims to find out how much influence tourism development has on the welfare of the community, especially business actors in the Kubu Gadang Tourism Village, Padang Panjang City. The data collection technique in this research is by distributing questionnaires, conducting interviews, and documentation. Data analysis is processed using SPSS version 28 which will produce validity tests, reliability tests, normality tests, linearity tests, simple regression analysis, and hypothesis tests consisting of partial tests (t-tests) and coefficient of determination tests (R^2). The qualitative approach involves interviews with the head of the Padang Panjang city tourism office, the Kubu Gadang tourist village manager, and tourists as well as observations of tourist attractions. In addition, quantitative data analysis techniques will be compared with qualitative data collection from interviews and observations. To measure respondents' answers to the questionnaire using a classification of measuring instruments, namely the Likert scale. The Likert scale used in this research, with a focus range of 1 to 5 is as follows:

Table 3. Classification of Measuring Instruments

Classification	Description	Score
SD	Strongly Disagree	1
D	Disagree	2
DS	Disagrees	3
A	Agree	4
SA	Strongly Agree	5

Source : Sidik Priadana et al, 2021

The population in this research is business actors in the Kubu Gadang Tourism Village, with a total of 30 people. The sample for this research was taken by census by taking all the existing population.

Table 4. Data on Business Actors in Kubu Gadang Tourism Village

No	Type of business	Amount
1.	Culinary	5
2.	Trader	4
3.	Souvenirs/Souvenirs	1
4.	Homestays	20
Total		30

Source: Kubu Gadang Tourism Awareness Group

RESULTS AND DISCUSSION

Validity Test

Instrument validity is measured by investigating how well the instrument can measure what it is supposed to measure. The validity test is designed to show the validity of the questionnaire data. If the mechanism significantly contributes to the overall score, it is considered valid and has a high degree of truth. It is said to be accurate when the calculated r is above 0.3. In this study, the results of the recapitulation of validity tests for each statement can show that the Corrected Item Total Correlation value or calculated r value for each variable is greater than the r table, namely 0.3. This indicates that the data is valid because it meets the assumptions of the validity test (Sugiyono, 2017).

Reliability Test

The reliability test in this research uses the Cronbach Alpha coefficient (α), even though, in reality, Cronbach Alpha provides lower reliability (underestimate) compared to construct reliability. Construct reliability of 0.70 or more indicates good reliability, while reliability of 0.60–0.70 is still acceptable, provided that the validity of the indicators in the model is good (Ghozali, 2018:46).

Table 5. Reliability Test

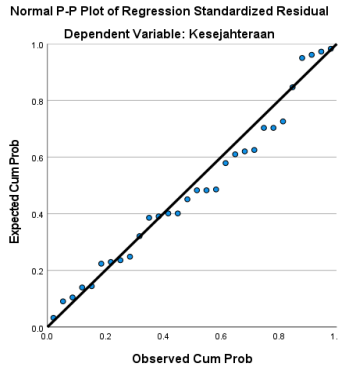
Variable	Cronbach's Alpha	Sign	Mark	Information
Tourism Development (X)	0.941	>	0.60	Reliable
Welfare (Y)	0.748	>	0.60	Reliable

Source: SPSS28 Processed Data, 2023

Cronbach's Alpha value for the tourism development variable (X) is 0.941, and the welfare variable (Y) is 0.748, more than 0.60. This shows that each of these variables is reliable and worthy of being tested in this research.

Normality Test

Figure 1. Normality test



Source: SPSS Processed Data 28, 2023

Based on the image above, it can be seen that the dots are spread around the diagonal line and follow the direction of the diagonal line. It was concluded that the model met the normality assumption.

Linearity Test

The linearity test is carried out to predict a significant relationship or connection between variable X and variable Y. It is said to be linear when variable, then X and Y are not linear. This research will be processed using SPSS version 28 and the ANOVA model. In the table below, it is known that in this study, the Sig Deviation from Linearity value is 0.374, which is greater than 0.05, which can be concluded that there is a linear relationship between the two variables.

Table 6. Linearity Test

ANOVA Table			Sum of Df	Mean Square	F	Sig.	
Well-being * Tourism Development	Between Groups	(Combined)	978,000	13	75,231	2,945	0.022
		Linearity	617,728	1	617,728	24,183	<0.001
		Deviation from Linearity	360,272	12	30,023	1,175	0.374
	Within Groups		408,700	16	25,544		
Total			1386,700	29			

Source: SPSS28 Processed Data, 2023

Simple Linear Regression Analysis

The calculation results for regression analysis from respondents can be seen in the following table:

Table 7. Regression Coefficient Value

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	36,976	6,687		5,529	<0.001
	X	,352	,074	,667	4,743	<0.001

a. Dependent Variable Y

Source: SPSS28 Processed Data, 2023

In this research, the equation $Y=36.976 + 0.352X$, and for every 1% increase in X (Tourism Development), the amount of Y (Welfare) will increase by 0.352.

Hypothesis Testing

Partial Test (T Test)

The partial test (t-test) aims to find out how much influence the independent variable partially has on the dependent variable with the assumption that the other variables are constant.

Table 8. Partial Hypothesis Results (t Test)

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	36,976	6,687		5,529	<0.001
	X	,352	,074	,667	4,743	<0.001

a. Dependent Variable Y

Source: SPSS28 Processed Data, 2023

In the t-test in this study, it can be seen that t count (4.743) > t table (1.120) and Sig. (<0.001) < 0.05. This means that tourism development has a significant effect on welfare. This means H_a is accepted, and H_o is rejected.

Coefficient of Determination Test (R²)

The coefficient of determination (R^2) is a coefficient used to see how much the independent variable (Tourism Development) can explain the dependent variable (Welfare).

Table 9. Test Results for the Coefficient of Determination R^2

Model	Model Summary ^b			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,667 ^a	,445	,426	2.76203

a. predictors: (Constant),

b. dependent variable: Y

Source: SPSS28 Processed Data, 2023

Based on the table above, it can be seen that the resulting correlation value (R) is 0.667. Meanwhile, R Square is 0.445. This shows that the Tourism Development variable, seen from its attractiveness, activities, and accessibility, has a 45% influence on the welfare of business actors. In comparison, the remaining 55% is influenced by other variables not examined in this research. So, there is a significant relationship between the independent variable (X) and the dependent variable (Y).

Discussion

The influence of tourism development on the welfare of the community, especially business actors, can be felt in income, education, and health indicators. Income is related to the economy, business fields, employment opportunities, etc. Job opportunities and business opportunities will influence people's income levels so that people can meet their living needs according to their income. The story of income received by the Kubu Gadang business community varies depending on the number of tourists who visit and the type of business they run. If the number of tourists is large, the amount of income the community receives will automatically increase. Based on interviews with Kubu Gadang business actors, their income can meet their daily needs and their families lives and supplement their income from their previous jobs. By setting up a business around the Kubu Gadang tourist village, the income earned will increase, and economic prosperity will become better, as well as making it easier for tourists to meet their needs while visiting tourist locations. Apart from that, it also opens up employment opportunities for people who don't have jobs.

In the education sector, that is cheap and easy to reach is the dream of all people. With education that is cheap and easy to get, people can access the highest level of education. Higher education can improve the quality of existing human resources so that later, they can be used as provisions in all areas of life. The welfare of the people of Kubu Gadang can be seen from their ability to access education and practice it in the real sector, which aims to meet existing needs. Based on interviews, Kubu Gadang business actors, on average, have implemented 12 years of compulsory education in their families equivalent to high school, and some have also continued to the tertiary level. With the income earned from business in this tourist village, business people feel helped in financing their family's school needs, with business actors earning higher incomes and improving the welfare of their lives and those of their families. The various types of businesses owned by business actors can be used to meet their living needs for their families and to finance their children in continuing their education to a higher level, up to university.

Finally, health is one of the main factors for obtaining income and education. One of the welfare indicators explains that a society is said to be prosperous if it feels safe and comfortable, protected from oppression, hunger, disease, and the environment. With the development of the Kubu Gadang Tourism Village, people work as entrepreneurs who are not bound by time or overtime hours. In contrast to the community before tourism development, they worked in an agency or institution whose working hours were bound. Becoming an entrepreneur will have free working hours according to your wishes. Apart from that, without fear of oppression, people will be more comfortable and at ease in running their business without thinking about pressure from others, which will later affect the health conditions of the business people involved.

Not easily sick and stressed during work. People who do business in the Kubu Gadang Tourism Village are prosperous because they have free working hours and can work comfortably and safely. People can do their work in a happy atmosphere without any pressure from any party. Apart from that, people don't need to worry if they cannot meet their daily needs because their income can help their economy.

This is in line with research conducted by Triana Lidona Aprilani and Mimi Cahayani in 2022 with the title "Community-Based Tourism Development in Improving Community Welfare in the Mandalika Special Economic Zone" which emphasizes that community-based tourism development plays a key role in improving community welfare. The findings show that community-based tourism development has a significant and direct impact on community welfare (Lidona Aprilani & Cahayani, 2022). Furthermore, research by Ariga Rahmad Safitra and Fitri Yusman in 2014 also confirmed that through the existence of tourist villages, people can improve their welfare from the income aspect, making people earn income that can meet their daily needs. From the educational aspect, with a stable income, people have the opportunity to pursue education at the highest level. From a health perspective, income earned from tourist village activities can help people utilize the health facilities provided by the government (Ariga Rahmad Safitra dan Fitri Yusman, 2014).

CONCLUSION

Tourism development affects the welfare of the community, especially business actors in Kubu Gadang Tourism Village. Community participation in the development of the Kubu Gadang tourist village can be seen when building this tourist village with cooperation, opening a culinary business dominated by mothers, utilizing their homes to be used as lodging (homestay), and then starting a souvenir business for tourists. The influence of the development of this tourism village is strongly felt by the community, especially business actors. The opportunity to do business makes them have additional jobs that increase their income. The increased income is used to meet daily needs and for family education costs, some business actors explained that the income from the business helps pay for their children's education, some even up to college. In obtaining income and education, health is important. The existence of medical treatment is also not far from the village, which allows the community no difficulty in accessing it. After carrying out the research, the author can see the phenomenon that occurs in the field, that the number of tourists is decreasing and erratic like the early years of the opening of the Kubu Gadang tourist village, it is hoped that the promotion of this tourist village will be further enhanced, such as digital promotion (social media) to attract many tourists and it is hoped that stakeholders will take an active role in supporting tourism development in the form of motivation, guidance, management, and promotion. The provision of public transportation access to tourist destinations needs to be created to make it easier for outside tourists to come to the Kubu Gadang tourist village. In addition, there are funding constraints in tourism development, it is hoped that the

Padang Panjang city government can provide financial assistance for the community in developing the tourism industry in the Kubu Gadang tourism village to improve the welfare of the local community. So far, the Padang Panjang city government in its duties as tourism has made efforts to develop this tourism village by in assisting the formation of tourism awareness groups, recording village potential, and helping to develop tourism village activity plans. This is quite helpful for Kubu Gadang tourism village in developing the tourism village itself.

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