

The Government Policies Impact on Economic Development of Society and Tourism

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Abstract. This study investigates the relationship between local government policies, tourist areas and people's economic behavior. The population in this study amounted to 375 people who live in the ecotourism area of Jembatan I, II, III and IV in Relang and Bulang Batam Districts and the number of samples is as much as 193. Data analysis techniques using SEM with AMOS 21. The results of the study local government policies have a significant effect on community economic behavior in Rempang and Bulang Batam with tourist areas as intervening variables. Eco tourism area has a significant effect on economic behavior in Rempang and Bulang Batam. The tourist area has no significant effect on economic behavior in Rempang and Bulang Batam. This means that the economic behavior of the community in the ecotourism area is more dominantly stimulated to meet the needs of family life, not because it is oriented towards the potential of tourism in the environment.

Keyword: local government policies, community economic behavior and The tourist area

1. Introduction

The tourism industry has had an impact on the lives of local people (Jurowski, 1994) for better or for worse. In some literature on tourism, the term 'tourism impact' has received increasing attention (García *et al.*, 2015). Over the past few years, a number of studies have examined population perceptions of the impacts of tourism (Brida *et al.*, 2011; Cañizares *et al.*, 2014; García *et al.*, 2015; Sharma and Dyer, 2012; Styliadis *et al.*, 2014; Vareiro and Mendes, 2015), and remains a crucial issue (Deery *et al.*, 2012; Ko and Stewart, 2002; Mazón *et al.*, 2009).

The important role of tourism in the economy in Iran has an impact on making a sizeable contribution to GDP, foreign exchange of income and jobs. In Iran, in line with the structural changes in the country's economy, where services have taken over the Oil and Gas industry as the largest sector and contributing to GRDP, the tourism industry has also grown simultaneously. Based on information from Iran, the World Travel & Tourism Council (WTTC) estimates that the direct contribution of tourism to Malaysia's gross domestic product (GDP) is US \$ 31.5 billion in 2016 and the estimate is US \$ 44.9 billion in 2027.

One of the sectors that can drive the regional economy in Batam City in boosting state foreign exchange earnings and driving the community's economy is tourism. Tourism can encourage the growth of services and services that are concentrated in the destination area so that the surrounding community can take advantage of tourist visits by offering services, household production or trading. The tourism sector is very important to be a concern in the economic development of the Batam City Government, although not all regions in Indonesia have tourism potential.

The active role of the Batam City Government in increasing community participation needs to emphasize the perspective of the community in the tourist area that reflects their hopes and needs and is in accordance with the economic potential that can be developed in their environment. Local community participation in tourism activities (community based tourism) will also involve the community in the decision-making process, especially related to the acquisition of income, employment opportunities, and preservation of the environment and local indigenous culture. This opinion is reinforced by the results of research conducted by Yanuar (2017) to conclude that the community around the area plays an active role in the development of ecotourism by conducting economic activities trading around the tourist area by 23%.

The economic behavior of the people in the tourism area reflects the ability of the people in the tourism area to utilize, manage and develop tourism potential in their environment according to their abilities and characteristics. This opinion is reinforced by the results of research conducted by Ridwan, *et al.*, (2019) who concluded that the community has good economic activities in tourist areas such as providing lodging or homestay services, providing food and drink stalls and providing typical souvenirs and souvenirs.

The remainder of this paper is organized as follows: Section 2 briefly discusses the relevant literature in terms of conceptual, theoretical and empirical reviews. The methodology and empirical model are described in Section 3. Section 4 presents the results and discussion, Section 5 discusses the implications of the empirical findings and conclusions, while Section 6 recommends policies that will improve tourism worldwide, based on our findings from government policies for tourism development in Indonesia.

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1.1 Conceptual Review

Community Economic Behavior

Umam (2010) defines behavior as an attitude or action as well as everything that humans do, for example human activities carried out in their daily lives, both working hard or lazily. La Ola (2011) in Hamta, Ujianto and Sardjono (2018) defined economics in fisheries production is the behavior of a manufacturer in the conduct of the production process to get the production of efficient, effective and high quality.

The process of behavior in household production according to Becker (1965) in Purwanti (2010) that the process of household behavior (1) the process of household production which is described in the production function; (2) the process of household consumption which is the preference or selection of goods consumed. Chayanov is maximizing utility with three constraints (a) production function; (b) the minimum acceptable level of income; (c) the maximum number of working days (Purwanti, 2010). Hamta (2016) that increasing productivity or facilitating alternative economic sources can support additional income and food security for households.

Government Policy

Development policy according to Sjafrizal (2012) is a public decision in order to encourage the development process not only needed at the national level, but also at the regional level. Fonseca (2012: 5) states that an activity that does not have government support or fair regulations can drown the potential of natural resources to be developed into ecotourism areas. One must recognize that at present, there are many interdisciplinary research and teaching centers at universities and colleges focusing on topics of public concern and social issues, including such as international field studies, poverty, gender, race, and class disparities, policy studies, and the environment (Mourad, 2020).

Tourism Area

Ecotourism is a form of tourism based on nature which invites ecological, socio-cultural and economic preservation by providing opportunities for appreciation and learning about specific or unspecific natural environments (Weaver, 2001: 105). Hafiz *et al.*, (2014) in Hanafiah, Azman, Jamaluddin and Aminuddin (2016) the research identified two dimensions of responsible tourism, namely responsible destination planning and environmentally responsible practices. Drake (1991: 132) discusses the participation of local communities is one component that is approved in general and ecotourism in particular. Fachrudin and Lubis (2016) Direct involvement impacts the local population in developing and promoting tourism further attraction.

Hausler in Purnamasari (2011) there are three tourism activities that can support the concept of community based tourism, namely exploration (adventure travel), cultural tourism (ecotourism) and ecotourism. Andi (2011) that community-based tourism can be classified into 7 (seven) as contained in the Development of Community Based Tourism Final Report (2003), namely: 1) Basic Visitor facilities, 2) Basic visitor facilities plus tourism theme, 3) Handicraft Villages, 4) Hotels and Villages Communities, 5) Traditional Tourism Villages, 6) Community Close to Primary Tourism Attraction and 7) Integrated and Organized Community Based Tourism

1.2 Theoretical Review

This section provides a brief overview of the relevant theories that still exist about tourist areas, in relation to their significance to the economic behavior of people in tourist areas and local government policies.

Tourism Area

Dowling and Fennell (2003: 13) further explain the importance of ecotourism benefits and planning providing benefits for local communities and the surrounding environment. Sedigdo and Priono (2013) explained that the principles of ecotourism were divided into five principles, namely nature base, ecologically sustainable, environmentally educative, locally beneficial and generate tourist satisfaction. This concept is important because the positive impact of tourism infrastructure can only reach the destination if the occupants of these tourism destinations understand that activities related to infrastructure initiatives can be profitable, sustainable tourism development and improving the quality of life (Andereck and Nyaupane, 2010; Nazneen *et al.*, 2019; Sirgy, 2001; Mamirkulova, *et al.*, 2020). Priyanto and Dyah (2015) tourist attractions in a tourist village several facilities and activities can be built starting from: Eco-lodge, Eco-recreation, Eco-education, Eco-research, Eco-energy, Eco-development and Eco-promotion.

Tourism imagery, applied from Martín and Ignacio (2008); Pike (2004); Baloglua and McCleary (1999), consisting of awareness 2) attitude 3) quality of tourist objects 4) awareness of destinations 5) familiarity of tourist objects 6) tourist satisfaction and 7) tourist loyalty. Indicator of tourist area variables with indicators: Preservation of the environment, Training, Facilities and infrastructure Capital. According to UNWTO (2004) in Lopez and Michel (2017) the World Tourism Organization has agreed to the guidelines set by Agenda 21 and has issued a global code of ethics that emphasizes unwritten obligations for tourism service providers in all of its branches. Although not mandatory, these ethical requirements apply as a guide for local governments, entrepreneurs, and communities interested in preserving their natural and socio-cultural heritage. Inherited socioeconomic, demographic, and psychological behavior of tourists make heritage-based tourism an important choice to ensure that people benefit without affecting intergenerational justice and the sustainability of the heritage of tourism development (Hughes and Carlsen, 2010; Green, 2010; Asmelash, *et al.*, 2019).

Regional development policy

Regional development policy according to Sjafrizal (2014) is a policy (wisdom) basically a government decision to create a certain condition that needs to be implemented in order to encourage the development process of the region concerned. Sumodiningrat (2011) is to eliminate poverty and create equitable growth rates between regions that are adjusted to their respective abilities. This opinion was strengthened by Sukmaratri (2016) research results that there are five determinants of tourist destination competitiveness, namely: (1) natural factors; (2) artificial tourism; (3) diversity of tourist activities; (4) development of quality human resources, and (5) environmental management. Spillane (1991) in Ridlwanet al. (2017) the role of the government in the development of tourism is as an infrastructure provider, expanding various forms of facilities, coordinating activities between government officials with private parties regulating and promoting.

Sunaryo (2013) that community empowerment efforts can be through principles, namely (1) involving community members in decision making; (2) the certainty that local people receive benefits from tourism activities; (3) tourism education for local people. Ecotourism is currently growing rapidly because ecotourism is much favored by tourists who want to visit and can create business activities. Ecotourism is defined as a new form of responsible and adventurous travel to natural areas that can create the tourism industry (Eplerwood, 1999), The Ecotourism Society 1993 in Septiana (2018) provide a pro-active definition of the definition of ecotourism, namely ecotourism is responsible travel to natural areas which conserves the environment and improves the welfare of local people.

Economic behavior of people

The process of behavior in household production according to Becker (1965) in Purwanti (2010) that the process of household behavior (1) the process of household production which is described in the production function; (2) kthe process of household consumption which is the preference or selection of goods consumed. Chayanov is maximizing utility with three constraints (a) production function; (b) the minimum acceptable level of income; (c) the maximum number of working days (Purwanti, 2010). Hamta (2016) that increasing productivity or facilitating alternative economic sources can support additional income and food security for households.

Community based tourism is an approach to tourism development that emphasizes the local community both directly and indirectly involved in the tourism industry, Hausler in Purnamasari (2011) there are three tourism activities that can support the concept of community based tourism, namely exploration (adventure travel), cultural tourism (ecotourism) and ecotourism.

Andi (2011) that community-based tourism can be classified into 7 (seven) as contained in the Development of Community Based Tourism Final Report (2003), namely:

- 1) Basic Visitor facilities
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The above review can be concluded that the community's economic behavior is the production or productivity of its resources in utilizing or developing economic opportunities in the tourism sector around its environment. Development of variable indicators of community economic behavior in tourist areas in accordance with empirical conditions and theoretical approaches consisting of home stays (lodging); restaurant; handicrafts; trading. Indicators of community economic behavior include

- 1) Lodging
Production or productivity in the form of facilities provided and as a form of community service for visitors (tourists) around tourist objects in the form of a place to stay overnight, thus reflecting economic value activities for the community around attractions.
- 2) Restaurants
Production or productivity in the form of facilities provided and as a form of community service for visitors (tourists) around tourist objects to meet food consumption needs, thus reflecting economic value activities for the community around attractions.
- 3) Handicrafts
Production or productivity in the form of facilities provided and as a form of community service for visitors (tourists) around tourist objects in the form of products from home industry products, thus reflecting economic value activities for the community around attractions.
- 4) Trade
Production or productivity in the form of trade in certain goods outside of community production and traded by people who live in tourist areas.

1.3 Prior Research

The aim of the research conducted by Fateh Habibi, Mehran Rahmati, Adel Karimi. (2018) is to present a methodology for the decomposition of economic growth by industry which allows comparisons between provinces in Iran. The author takes per capita real gross domestic income growth as a measure of economic growth and breaks this down into economic growth created by tourism and economic growth created by other industries. A Growth Decomposition Method was used to measure the contribution of tourism to Iran's economic growth from 2005–2014. The results of the study can be concluded that tourism has an impact on positive economic growth. As such, it seems to Iran that tourism as a whole supports general economic growth. The results of the average tourism contribution to economic growth in provinces in Iran show that, Khorasan razavi has the

highest contribution to economic growth, Gilan takes over second place and Ardabil is third with more than 1% and further 28 provinces still have a positive contribution although less than 1%.

Research conducted by Isabel Vieira, Ana Rodrigues, Didiana Fernandes and Carlos Pires (2016) aims to explore the correlation between economic dependence, local government tourism management, perceived benefits and costs of tourism, and support for sustainable tourism development. A quantitative research design was adopted. The data collection was carried out by means of a private survey that was applied to 300 residents of the historic small town of Lamego, which is located within the Douro Valley World Heritage Site. Data analysis method using SEM. The results showed that the development of sustainable tourism had a significant influence on the perceived impact of tourism, both positively and negatively. The influence of local government tourism management in encouraging population support for sustainable tourism development is also supported empirically. In addition, it was also determined that positive perceptions of the impact of tourism directly affect support for sustainable tourism development. However, economic dependence does not have a significant effect either on perceived benefits, perceived costs or on population support for sustainable tourism development. Also, Perceptions of negative impacts do not predict citizen support for sustainable tourism development.

Research conducted by Vujko and Gajić (2014) with the aim of showing whether the local people are aware of the project and how much they know about the project, and what they think about the impact of this project or other similar projects on the observed area (Mount Fruška Gora - Serbia). The results of this study conclude that there is a direct positive relationship between citizens' perceptions of the benefits of tourism and their political support. The survey method was carried out on a random sample of the population of seven local settlements (a sample of 249 participants). The data were processed using the SPSS program (version 17.0). The chi-square test is used to determine the frequency of certain deviations.

2. Methodology

2.1 Research Design, Data Nature and Source

The research method used in this research is quantitative, using primary data obtained from respondents using a questionnaire.

2.2 Model Specification and Estimation Technique

According to Sugiyono (2014: 206) descriptive analysis is an analysis used to analyze data by describing or describing data that has been collected as it is without intending to make conclusions that apply to the public or generalizations. Sugiarto (2017: 270) states that descriptive analysis is an analysis carried out by describing or describing data, this analysis is used to describe information about individual characteristics or units of analysis on the data of concern. Data presentation can use tables, graphs, summarize and explain the data related to concentration and variation of data or forms of data distribution.

Data analysis techniques based on the conceptual framework and the design of the research, then this study uses the SEM analysis techniques (Structural Equation Modeling) with the program SPSS version 23 and AMOS 21. Structural Equation Modeling is statistical techniques, allowing to test a series of relatively complicated relationships and simultaneous. Ferdinand (2006) SEM requires a minimum sample in SEM is: between 100 to 200 samples so that a sample of research above meets the requirements of both the sample and the minimum requirements to use the techniques of analysis of the complicated relationship of SEM. It can be built from one or several variables bound and free variables or multiple. The population in the tourist resort peninsula of Bridges I, II, III and IV both as business operators and the potential for economic development in the tourist area of 376 people. With the Slovin formula, the number of samples of this study is 193 samples. Sample selection using non-probability sampling method with purposive sampling technique. Purposive sampling is a sampling technique based on certain criteria or considerations (Sugiyono, 2012). The structural equation model is as follows:

$$\eta_1 = \gamma_{1.1}\xi_1 + \gamma_{1.2}\xi_2 + \zeta_1 \quad (1)$$

$$\eta_2 = \gamma_{2.1}\xi_1 + \gamma_{2.2}\xi_2 + \beta_{2.1}\eta_1 + \zeta_2 \quad (2)$$

For more clarity, flowchart thinking can be seen in Figure 1 below:

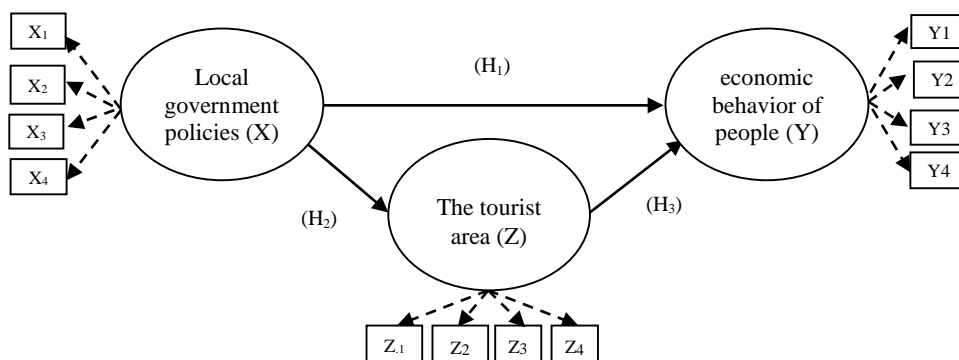


Figure1: Conceptual Framework

Research Hypothesis

- H₁ : Local government policy has a significant effect on economic behavior in Rempang and Bulang Batam.
H₂ : Local government policy has a significant effect on the tourist area in Rempang and Bulang Batam.

H₃ : The tourist area has a significant effect on people's economic behavior in the Rempang and Bulang Batam tourist area.

3. Results and Discussion

3.1 Preliminary Tests

Test results of the instrument validity against the validity test to determine the accuracy of the statement items on the instrument against 193 respondents and All items of the instrument questions were declared valid and feasible to be used for further processing in this study. It is known that the value of r table for a sample of 193 at a significant level of 0.05 is 0.142. Pearson correlation value (r arithmetic) obtained from all items of questions on the variable Local government policy, economic behavior of the community and tourist areas is greater than the value of r table, then all the question items are declared valid.

Instrument Reliability Test

After being declared valid, a reliability test was carried out showing the stability and consistency of the instrument in measuring concepts to prove the research instrument was reliable or consistent (Sugiyono, 2012). If reliability must not be excluded from the study even though it is valid, the reliability limit value is 0.60. Before the reliability test of 193 samples, the reliability test was carried out on 30 samples and all were declared reliable.

Table 1: Final Model Goodness of Fit Structural Index Value

Goodness of fit index	Cut-off Value	Model Test Results	Remarks
χ^2 /Chi-Square		35,736	
Probability	$\geq 0,05$	0,058	Fit
GFI	$\geq 0,90$	0,971	Fit
AGFI	$\geq 0,90$	0,905	Fit
TLI	$\geq 0,90$	0,969	Fit
CFI	$\geq 0,90$	0,989	Fit
RMSEA	$\leq 0,08$	0,05	Fit
Relative χ^2 (CMIN/DF)	$\leq 2,00$	1,489	Fit

Table 1 above represents the final model *Goodness of Fit Structural Index* values showing χ^2 / Chi-Square 183,813, probability 0.057, GFI 0.956, AGFI 0.934, TLI 0.940, CFI 0.956, RMSEA 0.022 and CMIN / DF 1.186. These results indicate the expected range of values so that the model can be accepted.

3.2 Post-estimation Test

Hypothesis Testing

Table 3 below is the result of testing the research hypotheses showing the following results.

Table 3: Coefficient of Path Between Variables

Relationship Structure	Path Coefficient	P	Remarks	Hypothesis
economic behavior of people <-- Government Policy	.645	.049	significant	Accepted
Tourism Area <-- Government Policy	.861	***	significant	Accepted
economic behavior of people <-- Tourism Area	-.292	.211	not significant	Denied

Hypothesis 1

Local government policy has a significant effect on economic behavior in Rempang and Bulang Batam

Regression (standardized estimate) is produced as much as 0.645 and p = 0.049. This means that local government policies have a significant effect on the economic behavior of the Rempang and Bulang Batam communities. Significant relationship between local government policies and economic behavior in the perspective of the community in the tourism area especially around bridges I, II, III and IV of Rempang and Bulang Districts due to the attention in the tourism sector by the local government especially the development of public facilities and infrastructure that can improve accessibility and the attention of domestic and foreign tourists, thus encouraging participation and stimulation of community economic behavior in trading products and services such as food stalls, household products including fish chips, shrimp, sweet potatoes and bananas, shrimp projects, food trade, grilled corn, coconuts, fruits.

There are arts and cultural events in Dendang Melayu such as mayong attractions, dangkung dance, dances, violin, uphill trade, Malay batik, key hangers, bracelets, pottery services and guide services and children's entertainment. Another thing is a stopover house, fisheries cultivation training by the Regional Government of Batam. It has been identified that it exists but has not been done maximally by the local community.

The economic behavior of the community can be improved through local government policies with business capital assistance strategies, ensuring the legality of small business locations, optimizing community economic empowerment by the fisheries and plantation sectors (suitable for planting) such as seedlings, fertilizer and aquaculture and home industry, both carried out by local government and encourage the involvement of the private sector, universities and the community. This lesson

has both novelty and value. It addresses the management and organization of people's livelihoods and the quality of life, which results from tourism infrastructure to sustainable tourism development. This provides an understanding of the importance of collaboration between citizens and government in the context of New Silk Road tourism (Almeida-García *et al.*, 2016; Grundey, 2008; Kanwalet *et al.*, 2020; Khan *et al.*, 2020; Lopez *et al.*, 2018; Musavengane and Kloppers, 2020; Mamirkulova, *et al.*, 2020).

Hypothesis 2

Local government policy has a significant effect on tourist areas in Rempang and Bulang Batam.

Regression (standardized estimate) is generated at 0.861 and $p = 0,000$. This means that local government policy has a significant effect on Rempang and Bulang Batam tourist areas. Local government policies can increase the potential of tourism areas in Rempang and Bulang Batam by 83%.

The relationship shows significant because in the perspective of the community in the Rempang and Bulang Batam tourism areas, especially around the bridges I, II, III and IV of Batam, because there are local government efforts in the development of facilities and infrastructure such as the development of cultural and artistic tourism sites in the Dendang Melayu region and the development road infrastructure, efforts to preserve the environment in tourist areas.

The tourism area can be developed through the development of regional government policies in Rempang and Bulang sub-districts, especially in the tourist areas of bridges I, II, III and IV in the perspective of the surrounding community, including through: increased economic activity through the development of road accessibility (semenisasi) at several road locations of tourist areas, optimization of the environment through the development of beautiful parks, dissemination of tourist sites to potential destinations by foreign tourists, optimization of diversification of marine products.

Hypothesis 3

The tourist area has no significant effect on economic behavior in Rempang and Bulang

Regression (standardized estimate) value is generated of -0.292 and $p = 0.211$. This means that the tourist area has no significant effect on people's economic behavior in Rempang and Bulang Batam. The negative value of beta explains the unidirectional and unreliable influence, so in the perspective of the community, it is considered that the tourism area in their environment has not optimally increased their economic behavior. This means that the tourism area does not directly reduce the economic behavior of the surrounding community.

The relationship showed no significant because in the perspective of the community in the tourist areas of Rempang and Bulang, especially around the bridges I, II, III and IV of Batam, due to the lack of interest in the lodging business (home stay), limited capital, limited diversification of plantation and marine products and difficulty in accessing markets, especially existing products, limited visitors to bridges III and IV, the dominance of middlemen on plantation products or suitable crop yields.

4. Implication of the Findings and Conclusion

Poverty and socio-economic disparities that are distributed in coastal communities who generally work as fishermen, small traders require a bottom-up economic development pattern and are in accordance with the characteristics, the conditions they face are even in accordance with culture, so that it has an impact on changes and improvements to the economic structure and social change to achieve prosperity through increased production and productivity, which is reflected in the economic behavior of the community in responding to and managing the economic potential in their environment. This pattern of economic development is expected to grow from the bottom up.

In fact, the growth in the rate of tourist visits in Batam has not optimally stimulated the economic behavior of small business actors in the tourist areas around bridges I, II, III and IV in Rempang and Bulang Batam Districts, it is necessary to get attention so that it becomes an alternative solution to poverty alleviation or improve welfare through local government policies.

The results of the research will become a model for developing economic behavior for small and micro economic entrepreneurs in tourist areas. The results of the hypothesis testing in the previous chapter will be further studied to find models for developing economic behavior in the tourist areas of Rempang and Bulang Batam, especially around bridges I, II, III and IV.

Analysis and hypothesis test results found a model of community economic development in the bridge tourism areas I, II, III and IV in the Districts of Rempang and Bulang Batam. The results of the hypothesis test are as follows:

- 1) Local government policy has a significant effect on economic behavior in Rempang and Bulang Batam
- 2) Local government policy has a significant effect on tourist areas in Rempang and Bulang Batam.
- 3) The tourist area has no significant effect on economic behavior in Rempang and Bulang Batam.

5. Policy Recommendations

Based on the results of the research that has been carried out, for the benefit of further research development, some suggestions for the Batam City Regional Government. Regional economic development in the context of welfare for the community, especially through the development of economic behavior, it is hoped that the results of this study will be applied to a model of community economic behavior development through a regional government policy development strategy, as follows:

- 1) Road infrastructure development program at certain points that can be used by the community and accessibility to tourist area destinations, especially around bridges I, II, III and IV, Rempang and Bulang Batam Districts.
- 2) Environmental development through open green / green parks in certain locations.
- 3) Increasing the socialization of tourist destinations at bridge locations I, II, III and
- 4) IV Rempang and Bulang Batam Districts.
- 5) Increasing training programs and fostering home industry for plantation / planting and fishery products.
- 6) Open market accessibility for the products of the community around the bridge locations I, II, III and IV Rempang and Bulang Subdistricts, Batam.
- 7) Increase the production and productivity of the local community through business capital assistance, seeds and fertilizers.

- 8) Provides business certainty to the community, especially business actors around bridges I, II, III and IV, Rempang and Bulang Batam Districts
- 9) Encouraging the involvement of the private sector, universities and the wider community to empower communities around bridges I, II, III and IV, Rempang and Bulang Batam Districts.

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