

The Effect of Local Community Support Toward Sharia Tourism in Central Maluku Regency

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² The Effect of Local Community Support Toward Sharia Tourism in Central Maluku Regency

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² Abstract

This research aims to analyze the local community's supported influence based on Sharia Tourism Development in the Central Maluku Regency. Some variables are affected by this research, such as negative and positive perceptions of local residents toward the economy, society, and environment around the population. The methodology of this research is quantitative research which uses an explanatory method. There are around 51 participants as samples. Those samples are chosen from Mamala and Morella villages directly involved in tourism activities. The data is processed and analyzed using SEM PLS ver.3 Software. Results of the study found that: the social impact had a positive and significant impact on local community support for sharia tourism development, and the negative impact had a negative and significant impact on the support for sharia tourism development. In contrast, the economic and environmental impact had a positive but not significant impact on the population support local to the development of sharia tourism.

Keywords: *Impact; Economic Impact; Environmental Impact; Negative Impact; Community Support*

INTRODUCTION

The tourism sector makes a significant contribution to the region's economic development. The development of business is very likely to open up vast employment opportunities for local residents, provide opportunities for

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economic benefits, and improve infrastructure tourism objects in the vicinity; on the other hand, it creates a positive brand for the destination area.

The Indonesian government is trying to improve tourism competitiveness in various aspects by offering several “New Balis” concepts to introduce destinations in Indonesia other than Bali and Jakarta. It has been planned from the government that 10 regions which have become “New Leading Destinations” including: Toba Lake, Tanjung Lesung (Banten), Thousand Islands (Jakarta), Tanjung Kelayang Beach (Bangka Belitung), Borobudur Temple (Central Java), Mount Bromo (East Java), Mandalika (NTB), Labuan Bajo (NTT), Wakatobi (Sutra), Morotai Island (Morotai, North Maluku). The promotion’s goal is to increase foreign and domestic tourists to visit tourist destinations in order to realize equitable distribution of infrastructure and economic income in various parts of Indonesia, so destinations themselves are not only centralized in the Java area.

Moreover, Maluku’s Provincial Government continues to make various breakthroughs and programs to manage the tourism potential in Maluku’s region (Saimima *et al.* 2018; Solemede *et al.* 2020). As stated in the Vision and Mission of the Governor, Murad Ismail tries to improve a conducive atmosphere for investment, culture, and tourism. Several Maluku destinations included in the framework of the National Strategic Project are the Banda Naira area, Buru Region and its surroundings, Central Maluku, and Southeast Maluku. Several tourist attractions are trending in Maluku Province; they are Ora and Seleman Islands (marine tourism), Osi Island (SBB), Bair Island, and Pasir Timbul Beach, with the finest sand in the world (in Tual); meanwhile, the provincial government also has tourism events and calendars that have been prepared for the next year (2021) with the following agenda: Hatta-Shahrir Festival (August/Banda Naira), Tour de Moluccas (Ambon, Banda, Langgur, October), Tong Tong Fair (The Hague, Netherlands-September), Breda Festival (Rhun Island, October), Kapitan Jogker Festival (Manipa Island, SBB), Maluku Celebration Festival (Ambon City), Spice Island Festival (Banda Naira, November). All events and destination promotions are held by the government and various tourism stakeholders in Maluku aimed to increase the number of tourist visits and tourism competitiveness in Maluku, also it is expected that development in the tourism sector will affect the economy and quality of life of people in Maluku (Saimima *et al.* 2018; Solemede *et al.* 2020).



Nowadays, there is a new trend in the tourism industry, namely sharia tourism. Sharia tourism has been developed by many countries, such as Japan, Australia, Thailand, New Zealand, etcetera, which are not Muslim-majority countries. In fact, they participate in making sharia tourism products. The concept of sharia tourism is the actualization of the concept of Islam, where the value of halal and haram is used as the primary benchmark. One is the availability of various halal products at tourism support facilities such as restaurants and hotels that provide halal food and prayer places. The products of tourism, services, and destinations in sharia tourism are the same as tourism in a general way as long the principles are not contradicted by sharia principles.

Mamala and Morella Villages in Central Maluku Regency have the potential to be developed as "Muslim-Friendly" tourist attractions and are in great demand by tourists because of their uniqueness. Mamala and Morella villages offer natural attractions with views of various photo spots and beautiful diving and snorkeling spots such as Tilepuwai Beach or Letang Morella Beach and Lubang Buaya Beach. There is a historical tour of the Kapahaha Fort as evidence of the Kapahaha War in 1637-1646 and the Wapauwe Old Mosque, which is evidence of how the first Islam history in Maluku. In addition, cultural tours are performed to strengthen kinship ties in the Mamala and Morella villages, such as Hadrat and Hit Manyapu. These villages provide other supporting facilities such as places of worship, places to eat, and other halal facilities.

The development of sharia tourism villages, utilizing existing potentials, and the participation of local residents around the tourism objects are very important. Furthermore, local residents need to increase their tourism awareness, active participation, and great hospitality to create a sense of security for all visitors. The involvement of local residents in tourism activities shows that tourism development in the village has the support of local residents in tourism objects.

The support of local residents as a research theme has been researched by several researchers such as: Untong et. (Untong, Kaosa-ard, & Ramos, 2010) al (2010), Tsung Hung Lee (TH Lee, 2013) (2013), S. Mostafa Rasoolimanesh et.al (Latip, Rasoolimanesh, Jaafar, Marzuki, & Umar, 2018 ; SM Rasoolimanesh, Ringle, Jaafar, & ..., 2017) (2017), May-Chiun Lo et.al (Lo, Chin, & Law, 2019), Jason Lim et.al (Lim, Lo, Mohamad, Chin , & Ramayah, 2017)., Latip, Normah



Abdul et.al (Latip *et al.*, 2018), Dogan Gursoy et.al (Gursoy, Jurowski, & Uysal, 2002), Yuanyuan Wang (Wang, Shen, Ye, & zhou, 2020), Shamsa Kanwal et.al (Kanwal, Rasheed, Pitafi, Pitafi, & Ren, 2020). In developing and designing research, as well as discussing tourism phenomena and population support, local communities are based on Social Exchange Theory (SET), Rational Action Theory, and Destination Competitive Theory.

This research tries to contribute to the social exchange theory (SET). Some previous studies using the theory applied it in some focuses, such as Perception (Saad *et al.* 2020), impact (Haddad *et al.* 2019), quality of service (Purbasari & Ratnasari, 2021), and residents' attitude (Meimand *et al.* 2017; Rashid 2020) on tourism development. The difference between these studies and this research was that none of those discussed sharia tourism existence and development, so it was significant to conduct an overview on sharia tourism using social exchange theory as it can mediate tourism and local communities. Therefore, this study focused on the perceptions of the positive impact of tourism (socio-cultural, economic, and environmental) as well as negative perceptions of the impact of tourism on the support of residents and local communities for sharia tourism development in Mamala and Morela Villages.

LITERATURE REVIEW

Social Exchange Theory

Emerson (1976 : 335) explains about social exchange theory that is attracted attention in sociology and psychology. These theories have four main founders: George Homans, John Thibaut, Harold Kelley, and Peter Blau. Homans' opinion emphasized psychology (instrument behavior) which impacts social behavior. Blau emphasizes the technical analysis of the economy. Thibaut and Kelley (1959) cited by Nunkoo (Nunkoo & So, 2016) explain how actors relate to each other in the process of social exchange and what benefits are derived from the process.

Cropanzano (2005 : 874-875) states that social exchange theory (SET) is one of the most influential theories for understanding work behavior. Social exchange theory emphasizes independent transactions as the potential to be actualized with



quality interactions. Lee et.al (2013) cited by Nkemngu (2015) explain that SET states that people or communities tend to support a project as a form of exchange and profit. They will tend to engage in initiation if it is profitable for them. Ward and Berno (2011) state social exchange theory has provided a conceptual basis for measuring/testing the inter-relationship between perceived costs (sacrifice) and benefits, positive and negative impacts, and support for tourism.

According to Ap (1992) cited by (Marc Woons Ku Leuven, 2014) et. al (Diener & Suh, 1997) (2016 : 6) social exchange can be defined as "*a general sociological theory concerned with understanding the exchange of resources between individuals and Groups in interaction situation.*" Budi (2015 : 134-135) writes that most researchers have used social exchange theory to explain why and how people behave toward tourism development, for example, Ap, 1992. SET theory assumes that people or tourism stakeholders can receive benefits (rewards) greater than the sacrifices or costs incurred for tourism. With the benefits/benefits of tourism activities, stakeholders are willing to encourage tourism development.

Tourism Impact

There are three dimensions of tourism's impact which are attempted to be evaluated; economic, socio-cultural, and environmental impacts. The economic impact is defined as the direct benefit and secondary cost of a trip in the travel industry, it can be explained by the net economic changes in a community as the result of expenditure measured by an event (activity) and facilities, job creation, entrepreneurial opportunities, massive investment attractiveness and high contributions as the hallmarks of economic impact (Chin, Thian, & Lo, 2017).

There are several authors who have examined the social impacts of tourism, including (Eslami, Khalifah, Mardani, & Streimikiene, 2018; GURSOY, Boğan, Dedeoğlu, & alışkan, 2019; Latip *et al.*, 2018; Olya & Gavilyan, 2017; Yu, Cole, & Chancellor, 2018) Latip *et al.*, (2017), GURSOY *et al.*, (2019), boonsiritonchai and Chancahai (2019), Jason Liem *et.al*, (2017), Olya *et.al*, Sadruddin *et.al* (2019), Chia-pin Yu *et al*, (2018). Those researchers have found that social-cultural impact, economic impact, and the impact of tourism on the environment are



²⁷ affected by the support of local residents for tourism activities and ¹³ the quality's life of the resident.

Community Support For Tourism

The community support for tourism as a variable has various terms, for example: (Nunkoo & Ramkissoon, 2010) call it local community support for tourism, (Nunkoo & Gursoy, 2012) call it "community support for cultural tourism" (Garau, 2015) refers to it as support for P2P, while (JS Lee & Chiang, 2017) as "tourism support," (Kolawole, Mbaiwa, Mmopelwa, & Kgathi, 2018) mention it as "support for tourism development," while (Chin *et al.*., 2017) state that local community support for tourism is a mediator variable on tourism destination competitiveness and quality of life of residents.

RESEARCH METHOD

Quantitative with an explanatory method is used to examine research hypotheses and confirm pre-existing theories, which in this context of our study was social exchange theory. SEM-PLS was used to analyze the data. Moreover, data were obtained from 51 respondents who lived in two villages; Mamala and Morella villages. Furthermore, Smart PLS as a statistical application was used to analyze the direct and indirect effects caused by a research model even though the sample size was small. However, the software features had the required tests almost identical to Amos and Lisrel.

Variable and Measurement Method

There were four exogenous variables related to the analysis; positive perceptions of the tourism impact has on economic, socio-cultural, and environmental as well as perceptions about the negative impact of tourism and one endogenous variable: local population support for sharia tourism development in Mamala and Morella villages.

²⁸ The explanation of those variables, indicators, and variable measurement scales can be seen in the table below:



Table 1.
Measurement scales of variables and indicators

Variable	Reference indicators and number of statements	Measurement Scales
Economic Impact	Refers to the questionnaire built by Chee Hue Chin et.al (2017) and Hanafiah with 8 amount indicators.	Likert scale 1-5
Socio- Cultural Impact	Refers to the questionnaire by Chee Hue Chin et.al (2017) with 10 amount indicators.	Likert scale 1-5
Environment Impact	Refers to the questionnaire built by Chee Hue Chin et.al (2017) with 5 statements.	Likert scale 1-5
The negativity of Tourism Impact	Refers to the quetionnaire bult by Chee Hue Chin et.al (2017) with 9 statements.	Likert scale 1-5
Community Local Support Toward Sharia Tourism Development	Refers to the quetionnaire built by Chee Hua chin and modified by Sharia Tourism research team with 11 indicators.	Likert scale 1-5

RESULT AND DISCUSSION

The output results of the first PLS running model are as follows:

First, before running the PLS Program and testing the interrelationships between variables in the research, it is very important to focus on the output results of special statistical software related to the outerloading of research indicators from each variable as follows:

Table 2.
Outerloading variable economic impact

Economic Impact Statements	Outerloading	Conclusion
DE1 Tourism attracts investment and economic activity in this village	-0.273	Deleted
DE2 The quality of life increases due to the large number of tourists shopping in this area	0.238	Deleted



DE3 Prices of goods, services and land, housing areas increase due to tourism activity	0.809	Accepted for analyzing
DE4 Tourism has an economic impact on the village	0.927	Accepted for analyzing
DE5 Tourism gives benefits only to several people in the village	0.205	Deleted
DE6 Tourism creates/ provides new job opportunities for local residents	0.852	Accepted for the analyzing
DE7 Due to tourism, roads and other facilities around the area are getting better	0.853	Accepted
DE8 Generally, tourism has a positive impact rather than a negative impact on the economy of the village	0.890	Accepted

Table 1. explains that several indicator variables are not appropriate for analysis because their outer values are below 0.500, there are DE1 indicators, DE2 indicators, and DE indicators 5. However, the others concluded that those indicators could be used to represent these variables and examine the connection between individual values and the amount declared as valid indicators.

Table 3.
Outerloading Social Impact

Social Impact Questionnaire	Outerloading	Conclusion
DS 10: Events/meetings held by local and international people are giving valuable experience for local residents.	0.222	Invalid
DS 11: Tourism is increasing recreational facilities in this area.	0.493	Invalid
DS 12: Tourism changes the Tradition and Culture of the community in the village.	0.675	Valid
DS 13: Local residents are suffering low quality of life due to tourists activity	0.937	Valid
DS 14: Tourist is attracted to learn about the culture in this village.	0.844	Valid
DS 15: Local residents learn about their own culture as the effect of interaction with tourists.	0.379	Invalid

DS 16: Tourism caused chaos and criminality	-0.231	Invalid
DS 17: Generally, tourism has a positive effect rather than a negative effect on local culture and community local custom.	0.258	Invalid
DS 18: Event gives precious experience for local residents	0.838	Valid
DS 19: Tourism increases the availability of facilities around the village	0.093	Invalid

Table 2. describes several indicators in the social impact variable which is not qualified the standard that is 0,500 in order to declare as a Valid indicator.

Table 4.
Negative Impacts

Negative Impact of Tourism Questionnaire	Outerloading	Conclusion
DNP 24: Tourism caused environmental damage	0.803	Valid
DNP 25: Tourism increases criminality	0.917	Valid
DNP26: Tourist impairs cultural heritage	0.861	Valid
DNP27: Tourist is littering around the tourism area	0.817	Valid
DNP28: Tourism wrecks the fraternity	0.578	Valid
DNP 29: Tourist gets drunk caused of alcohol	0.832	Valid
DNP 30: Tourism activity caused land prices are increased	0.568	Valid
DNP 31: Tourism activities are increasing the cost of living	0.558	Valid
DNP 32: Seasonal unemployment is increased	0.755	Valid



Table 5.
Community Support Impact

Community Support toward Tourism Activity	Outerloading	Conclusion
Y1: I participate in activities related to tourism in this village	0.831	Valid
Y2: I participate in planning and managing tourism activities in the community	0.703	Valid
Y3: I participate in cultural exchange between local residents and tourist	0.252	Invalid
Y4: I make collaboration with the planner and constructor of this tourism village	0.894	Valid
Y5: I participate in education, promote environmental conservation and provide eco-friendly education	0.828	Valid
Y6: Our village has many cultures that deserve to be a tourist	-0.002	Invalid
Y7: I support our village to be a Sharia Tourism village	0.209	Invalid
Y8: Our village provide halal drink and beverage	0.454	Invalid
Y9: I guarantee that there are places to pray, such as a mosque	0.170	Invalid
Y10: I guarantee that there are closed bathrooms and cleaned water	0.252	Invalid
Y11: I guarantee there are placed to stay for the family such as legal couple and family (Husband and wife and quiverful)	0.481	Invalid



Figure 1.
The Result of Output Model

Table 6.
The Result of Output Model Research for Second Running

Statements	Outer Loading Score	Conclusion
DE3	0.822	Valid
DE4	0.931	Valid
DE6	0.866	Valid
DE7	0.872	Valid
DE8	0.903	Valid
DL 19	0.884	Valid
DL20	0.721	Valid



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DL23	0.775	Valid
DNP24	0.799	Valid
DNP25	0.914	Valid
DNP26	0.859	Valid
DNP27	0.814	Valid
DNP28	0.570	Valid
DNP29	0.834	Valid
DNP30	0.579	Valid
DNP31	0.559	Valid
DS 12	0.742	Valid
DS 13	0.937	Valid
DS 14	0.895	Valid
DS15	0.399	
DS 18	0.842	Valid
Y1	0.845	Valid
Y10	0.440	
Y2	0.907	Valid
Y4	0.905	Valid
Y5	0.837	Valid

Therefore, the R square of the second running model is 0.775, and the R square Adjusted is 0.755. It means that the four variables' ability to explain community support is 77.5%, and the rest is due to other variables not included in this research model.

Reliability Test for Research Variable

In order to examine the reliability variable used in this research model accordingly, it can be seen in statistic score Cronbach Alfa, Rho-A, and composite with a minimum standard of 0.700 and an average score of more than 0.500. A reliability test is an examination to see the respondent's consistency in answering the research questionnaire.

Table 6.
Construct Reliability and Validity

	Cronbach Alfa	Rho- A1	Composite Reliability	Average Variance extracted
Social Impact	0.842	0.915	0.884	0.620
Economy Impact	0.927	0.940	0.945	0.774
Environment Impact	0.718	0.774	0.838	0.634
Negative Impact	0.901	0.927	0.920	0.569
Community Support	0.854	0.902	0.899	0.650

Based on **Table 6**, it can be concluded that all the variables fulfilled the requirements for reliability test and validity with scores Cronbach Alfa, Rho-A, and composite reliability bigger than 0.700, while the average score of variance extracted is more than 0.500.

Table 7.
Discriminant Validity

	Social Impact	Economic Impact	Environment Impact	Negative Impact of Tourism	Community Support
Social Impact	0.787				
Economic Impact	0.848	0.880			
Environment Impact	0.811	0.767	0.796		
Negative Impact of Tourism	-0.621	-0.597	-0.523	0.754	
Community Support	0.853	0.792	0.772	-0.651	0.806



Table 8.
Coefficient Output

Hypothesis	Coefficient Score
Social impact toward community support	0.466
Economic impact toward community support	0.146
Environment impact toward community support	0.191
Negative impact of tourism toward community support	-0.175

Based on Table 8, a variable coefficient score of social impact is 0.466, bigger than a coefficient of the environmental impact of about 0.191 and economic impact of about 0.146. Meanwhile, the negative impact of tourism has a coefficient score of about (-0.175).

In order to find the direct significance of the variable, it can be seen in the number T statistics with standard more than > 1.960 dan P values is lower than 5%. In conclusion, the variable of social impact and negative impact of tourism has a higher t statistic score than the standardization. In contrast, economic and environmental impact has a T statistic score under 1.960 dan P values are bigger than 5%. So both of the variables are insignificant.

Table 9.
Output result with bootstrapping measurement

	Original Sample	Sample Means	Standard Deviation	T Statistics	p-values
Social impact > community support	0.466	0.472	0.175	2.661	0.008
Economic impact > community support	0.146	0.153	0.118	1.230	0.219
Environment impact > community support	0.191	0.149	0.147	1.303	0.193
Negative impact of tourism > community support	-0.175	-0.179	0.087	2.022	0.004

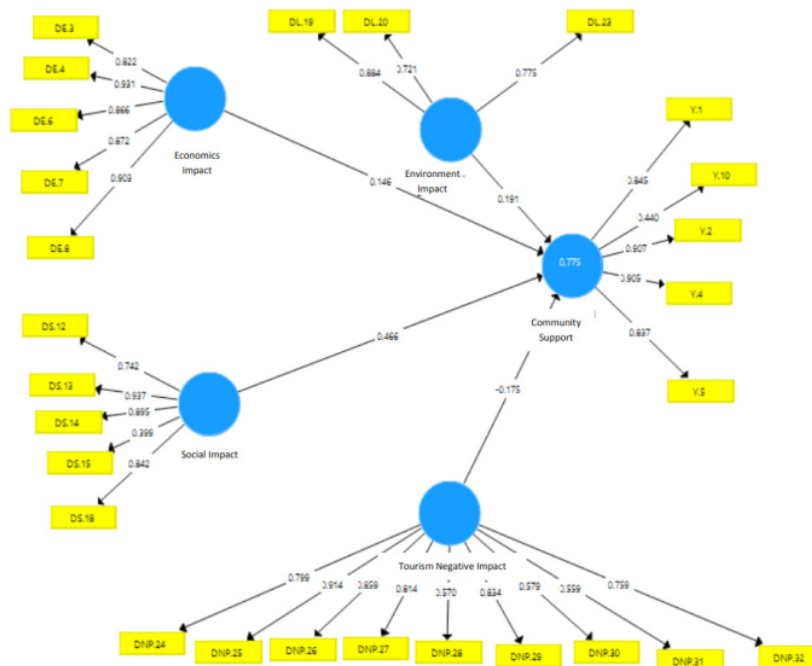


Figure 2. Output result with bootstrapping measurement: A Framework

Discussion

The relation between economic impact toward community support

Economic impact gives positive transformation, although the effect does not affect community support significantly. Local residents notice the effect of the economic impact caused by the development and activities in a tourist area. Economic impact becomes the main factor in influencing the support of local residents to support tourism (Untong *et al.*, 2010). Thus, the research contradicted (Latip *et al.*, 2018) that state economic impact positively and significantly influences the community's support for tourism activities in Malaysia. This



research also contradicted (Gannon, Rasoolimanesh, & Taheri, 2020), (Lim *et al.*, 2017), Kozhokulov *et al.* (2019) state that economic and social impacts have a positive and significant impact on the quality of life of the local resident. On the other hand, this phenomenon should be viewed from the perspective of social exchange theory, where tourism and the residents should act beneficially to create a mutual exchange.

The relation of social impact toward community support

1
Social impact has a positive and significant effect on community support. The development of tourist destinations must be focused on the justice and priority scale involving local residents to get support from the village resident (Boonsiritomachai & Phonthanukitithaworn, 2019). Zafirah A.Khadar *et al.* (2014) state that tourism development significantly affects social and economic life on Langkawi island. Those are important to increase tourism development has a significant impact on the dimensions of social and economic life on Langkawi Island, to increase every stakeholder's competitiveness to sustainability aspects in community development. The results of this study are in line with the findings of (Untong *et al.*, 2010), (S Mostafa Rasoolimanesh, Ringle, Jaafar, & Ramayah, 2017), Rasoolimanesh (2017), (Latip *et al.*, 2018), Levyda (2020).

The relation of environmental impact toward community support

1
The environmental impact variable had a positive but insignificant effect on community support. It is contradicted by Dogan (Gursoy, Zhang, & Chi, 2019), who found that tourism business people must notice residents' perceptions of tourism activities so they can support and contribute to tourism development, especially in the study of hospitality. (Khalid, Ahmad, Ramayah, Hwang, & Kim, 2019) Explain that local residents support tourism development, and it is necessary to have community empowerment because it will affect the success of sustainable tourism development. Meanwhile, Levyda (2020) conducted research in the Thousand Islands and found that economic factors had no influence on community support but suggested that increasing community support is important to job opening, protection against traditional culture, and welfare.

Aswin Sangpikul (2017) said that the role of tour guides and tour operators in Thailand significantly contributes to tourism development and community development in tourist areas because they have promoted social benefits between hosts and visitors through various activities in tourist areas. Tour guides must be knowledgeable about nature, the environment, and proper behavior when touring. Therefore, based on the research results, it was found that the negative impact of tourism had a negative and significant impact on community support for tourism activities.

CONCLUSION

This research concludes that the social impact has a positive and significant influence on the support for sharia tourism development in Mamala and Morella villages, the negative impact of tourism has a negative and significant influence on the support for sharia tourism development in the village. In contrast, the economic and environmental impact has a positive but insignificant impact on the support of local residents for the development of sharia tourism in Mamala and Morella villages.



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