

The Effect of Community Based Tourism on Sustainable Tourism and Tourist Satisfaction in the *Koja Doi* Tourism Village

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ABSTRACT: A concept that explains the role of local communities in the tourism industry is Community Based Tourism (CBT). The implementation of CBT in tourist villages can be successful when there is acceptance and willingness from the local community to be actively involved in the tourism sector. Tourist satisfaction is an aspect that needs to be considered in implementing the CBT concept in tourist villages. Sustainable tourism is a concept that can support the implementation of CBT. This research aims to explain the influence of CBT on tourist satisfaction partially mediated by sustainable tourism. This research was designed using quantitative methods which aim to analyze the size of the correlation and causal relationship between variables and justify the significance of each hypothesis. The subjects in this research were tourists who had visited the *Koja Doi* Tourism Village with a sample of 108 respondents. The sample was determined using a non-probability sampling method, namely purposive sampling. Data were analyzed using Structural Equation Modeling (SEM) with Smart PLS version 3.0 software. The results of this research show that CBT has a positive and significant effect on sustainable tourism and tourist satisfaction, and sustainable tourism can partially mediate the influence of CBT on tourist satisfaction.

Keywords- *Tourist Satisfaction, Sustainable Tourism, Community Based Tourism*

I. INTRODUCTION

The tourism industry in East Nusa Tenggara (NTT) is part of the tourism industry in Indonesia. The Central Government has designated NTT Province as one of the 10 leading tourism provinces. Currently, NTT Province has 122 Tourism Villages spread across 17 Regencies and Cities (Ministry of Tourism and Creative Economy, 2023). Yacob et al., (2021: 23) explain that a tourist village is a tourism destination area that integrates tourist attractions, accommodation, and supporting facilities in a structure of community life that is integrated with applicable procedures and traditions.

A concept that explains the role of local communities in the tourism industry is Community Based Tourism (CBT). Nugroho et al., (2022) revealed that CBT is the concept of developing a tourist destination through empowering local communities, where the community takes part in planning, management and voting in the form of decisions in its development. The implementation of CBT in tourist villages can be successful when there is acceptance and willingness from the local community to be actively involved in the tourism sector. This is because local communities have cultural heritage and better understand the wealth of Natural Resources that exist in their communities.

An important aspect in achieving tourism industry goals is tourist satisfaction. Tourist satisfaction is an aspect that needs to be considered in implementing the CBT concept in tourist villages (Yasir et al., 2023: 128). Mistriani et al., (2021:33) stated that tourist satisfaction is a condition where tourists' needs, desires and expectations can be fulfilled through the goods/services used. Hikmah and Nurdin (2021:98) reveal that tourist satisfaction does not only come from beautiful destinations, but also from meetings with local communities. Tourist satisfaction with CBT in tourist villages is tourist satisfaction with natural and cultural phenomena in tourism activities that tourists can enjoy with the involvement of local communities. Agbe and Mensah (2021:87) explain that sustainable tourism is a concept that can support the implementation of CBT. Basically, the concept of sustainable tourism is an alternative approach to environmental, economic and socio-cultural principles over a long period of time. Currently, many tourism development activities in rural areas still tend to exploit existing resources, so that the aim of building tourist villages is no longer for the welfare of the community and preserving the village environment (Raharjo, 2023: 67-68).

Sikka Regency is one of the districts in the NTT Province. Geographically, it is located in the east central part of Flores Island. The Sikka Regency Government's effort to increase community involvement in the tourism sector is to establish a tourist village. One of the tourist villages in Sikka Regency which is often visited by domestic and foreign tourists is Koja Doi Tourism Village. This village is located in the Maumere Bay Marine Nature Tourism Park conservation area. Koja Doi Tourism Village is unique in its exotic natural attractions and diverse cultural potential. Some of the tourist products that are excellent in this village are Ancient Batu Hill, Batu Bridge, 1992 Tsunami House Site, Panda Bay, Margajong Strait, and various Ikat weaving crafts typical of Koja Doi. The population in the Koja Doi Tourism Village consists of seven ethnicities, including Krowe, Tana Ai, Lio, Buton, Bima, Bugis and Bajo. The majority of residents living in the Koja Doi Tourism Village are Butonese. So, the cultural attraction that is shown more to tourists is Butonese ethnic culture. The main livelihood of the residents of Koja Doi Tourism Village is as fishermen and farmers. However, local residents cannot freely cultivate agricultural land and waters because they are in a conservation area. Therefore, it is hoped that activities in the tourism sector can become an alternative livelihood for residents in the Koja Doi Tourism Village. In 2019, Koja Doi Tourism Village received an award from the Indonesian Ministry of Tourism and Creative Economy (Kemenparekraf) as a tourist village that won the Indonesia Sustainable Tourism Awards (ISTA).

The results of research conducted by Lan et al., (2021) show that CBT has a positive and significant effect on tourist satisfaction. The results of research conducted by Omotoba et al., (2022) show that CBT has no significant effect on tourist satisfaction. The results of research conducted by Asmelash and Kumar (2019) show that sustainable tourism has a positive and significant influence on tourist satisfaction. Sociocultural sustainability aspects are the strongest predictors in influencing tourist satisfaction, followed by institutional sustainability and economic sustainability. The environmental sustainability aspect is an insignificant predictor of tourist satisfaction. The results of research conducted by Jasrotia et al., (2021) show that sustainable tourism has a positive and significant effect on tourist satisfaction. Environmental, socio-cultural, and institutional aspects are significant predictors in influencing tourist satisfaction, while economic aspects do not have a significant influence on tourist satisfaction. These findings indicate that environmental, socio-cultural, and institutional sustainability are important for increasing tourist satisfaction and must be included in a holistic approach in planning and developing sustainable tourism. The results of research conducted by Ridho et al., (2021) show that local community participation in sustainable tourism has a positive and significant effect on tourist satisfaction.

CBT is an approach to increase the capacity of local communities in planning, implementing, and making decisions as well as contributing to the sustainability of tourism in an area. CBT requires a bottom-up tourism planning process from each stakeholder element to respond to tourist satisfaction. CBT is also seen as a mechanism in the development and management of tourism that occurs in most rural areas. This needs special attention because tourism is a service sector that has the potential to support the economy of local communities. Assessment of tourist satisfaction in tourist villages can help stakeholders, especially local communities involved in the tourism sector, to have a better understanding of tourist perceptions and increase positive tourist experiences in the areas they have visited (Pablos et al., 2017: 59). This research will investigate whether CBT can improve sustainable tourism and tourist satisfaction in tourism development in the Koja Doi Tourism Village.

II. RESEARCH HYPOTHESIS

The influence of community based tourism on tourist satisfaction

Wiyono (2019) stated that CBT is able to influence and determine every aspect of tourism development so that it has an impact on the level of tourist satisfaction. Nurrahman et al., (2022:13) stated that the main factor in CBT is maintaining balance and harmony between the living environment, various resources and tourist satisfaction through local community initiatives. Local communities who are able to manage tourist villages well can influence tourist satisfaction.

Azizah and Ariani (2023) explained that the influence of implementing CBT on tourist satisfaction is related to tourist attraction factors. Tourist attraction factors are created by local communities, who are successful in managing tourist attraction resources. Amheka et al., (2019) stated that the success of a community depends on its ability to influence continuous improvement, as well as provide quality products and services to its customers. Human resources can increase tourist satisfaction and create a competitive advantage in this global world.

The results of research conducted by Liang (2022) show that CBT has a positive and significant effect on tourist satisfaction. This research aims to examine the level of satisfaction from the overall experience of tourists who act as co-creators in the CBT activity process. The results of this study indicate that co-creation of CBT experiences has a positive impact on tourist satisfaction. Successful tourism must enable tourists to gain personalized experiences through their interactions with local communities.

H1: Community Based Tourism has a positive and significant effect on tourist satisfaction.

The influence of community based tourism on sustainable tourism

One concept that explains the role of community participation in developing sustainable tourism is CBT (Wijaya and Sudarmawan, 2019). This is in line with the opinion of Ilami and Salahudin (2021) who stated that the CBT approach is one of the prerequisites for sustainable tourism development. CBT is considered a very effective strategy for realizing sustainable tourism, because CBT focuses on local communities who play an active role as owners of tourism resources as well as main actors in tourism development. Tourism must be developed sustainably and the benefits can be distributed well to the country and society, as well as emphasizing the application of the CBT concept, especially in rural areas (Agbe and Mensah, 2021: 84). Fiandri et al., (2023:2-3) stated that the balance created between environmental, economic and socio-cultural aspects which leads to sustainable tourism development is the key to tourism success.

The results of research conducted by Adi and Mulyadi (2019) show that CBT has a positive and significant effect on sustainable tourism. CBT is the basis of tourism management. This means that CBT has provided a positive stimulus for creating quality sustainable tourism. Governments that want to increase the involvement of local communities in tourism programs and activities need to collaborate with Traditional Villages. The role of social, cultural, economic, trust, networks and norms are the main pillars of tourist attraction which can be realized in tourism charm.

H2: Community Based Tourism has a positive and significant effect on sustainable tourism.

The influence of sustainable tourism on tourist satisfaction

Mandal and Vong (2015) argued that sustainable tourism must maintain a high level of tourist satisfaction by ensuring meaningful experiences for tourists. Tourist satisfaction is the key to success in implementing the concept of sustainable tourism development in tourist villages. Without a sense of satisfaction for tourists, it is difficult to implement the concept of sustainable tourism (Asmelash and Kumar, 2019; Basak et al., 2021). Satisfaction provides a pleasant experience for tourists which leads to loyal behavior shown by the desire to return and recommend to others (Hassan and Rahman, 2022). Thipsingh et al., (2022) explained that the concept of sustainable tourism is a potential answer to increasing tourist satisfaction in the recovery of the tourism industry in the new normal period.

The results of research conducted by Basak et al., (2021) show that sustainable tourism has a positive and significant effect on tourist satisfaction. Aspects of socio-cultural sustainability and economic sustainability as predictors that influence tourist satisfaction. However, environmental sustainability aspects have an insignificant influence on tourist satisfaction. Managers need to carry out evaluations to better understand how important environmental sustainability is in influencing tourist satisfaction with natural tourist attractions. Sustainable tourism is a concept to encourage economic growth while protecting local cultural heritage and managing the environment sustainably to obtain benefits over the long term. Environmental, socio-cultural aspects, and economics are elements that stakeholders must always pay attention to.

H3: Sustainable tourism has a positive and significant effect on tourist satisfaction.

The role of sustainable tourism mediates the influence of communitybased tourism on tourist satisfaction

Raharjo (2023:23) explains that in developing tourist villages it is necessary to refer to the concept of sustainable tourism and CBT approaches. Sustainable tourism development in tourist villages must be sensitive to the level of tourist satisfaction which cannot be separated from community-based tourism. The CBT concept was developed as a framework for sustainable empowerment of local communities in rural areas. Sustainable efforts essentially emphasize the protection and management of tourist villages by paying attention to environmental, economic and socio-cultural aspects in the long term which aims to guarantee the interests of tourists and local communities involved in CBT activities (Hassan and Rahman, 2022). Huynh (2022) considers that CBT activities through sustainable tourism aspects are important because they can meet tourist needs, protect the natural environment, support the local economy, and improve the quality of life of local communities.

The results of research conducted by Ridho et al., (2021) show that local community participation in sustainable tourism has a positive and significant effect on tourist satisfaction. The results of this research show that community participation in environmental, economic, social and cultural sustainability has a positive effect on tourist satisfaction. The involvement of local communities is very important in realizing sustainable tourism and creating tourist satisfaction. Empowering local communities is one of the strategies that needs to be carried out in developing the tourism industry.

H4: Sustainable tourism mediates Community Based Tourism and has a positive and significant effect on tourist satisfaction.

III. RESEARCH METHOD

This research was designed using Structural Equation Modeling (SEM) analysis with the alternative Partial Least Square (PLS) approach to analyze and explain the relationship between variables, namely Community Based Tourism (CBT), sustainable tourism, and tourist satisfaction. The location where this research was carried out was the Koja Doi Tourism Village which is located in the East Alok District, Sikka Regency. The reason for conducting research in the Koja Doi Tourism Village was because it was considered capable of representing tourist villages in the Sikka Regency area in general. The population in this research is domestic and foreign tourists who have visited the Koja Doi Tourism Village, Sikka Regency. The sampling method used is non-probability sampling with the sampling technique being purposive sampling, namely a technique for determining data source samples with certain considerations (Sugiyono 2020:152). Sample size in

This research consisted of 108 respondents obtained from calculating $6 \times$ the number of indicators (6 x 18). The consideration criteria used in this sampling are as follows:

1. Respondents were 93 domestic tourists and 15 foreign tourists who had visited Koja Doi Tourism Village, Sikka Regency; and
2. Respondents must have a minimum of Senior High School or equivalent education, at least 18 years of age, assuming they understand and can fill out the questionnaire objectively.

The type of instrument in this research uses a questionnaire method. The questionnaire instrument used to measure this research variable is a Likert Scale with a score of 5 points. The inferential data analysis technique used in this research is the Structural Equation Modeling (SEM) analysis technique with the alternative Partial Least Square (PLS) approach. PLS is used to explain whether there is a relationship between latent variables to develop or build a theory.

IV. RESULT AND DISCUSSION

The characteristics of respondents in this study are a description of demographics seen from gender, education level, occupation and origin of tourists. Data regarding the characteristics of respondents aims to be used as evaluation material in tourism management and market segmentation. Based on data collected from 108 respondents, it is known that 67 people (62 percent) were men and 41 people (38 percent) were women. The data collected shows that the dominant respondents are male tourists. Men seek the thrill and excitement of adventure. Nature tourism can provide interesting and challenging experiences, the sensation of nature can be an attraction for men who are looking for a thrilling experience. Based on data collected from 108 respondents, it can be seen that 12 tourists had a high school education (11.1 percent), next were tourists with a diploma education background, 63 people (58.3 percent), and 33 people with a bachelor's degree (30.6 percent). The research results can identify the background of the majority of tourists who are highly educated. Tourists with higher education tend to have higher expectations for services and facilities. Based on the data that has been collected, it can be seen that of the 108 respondents who participated in this research, 26 were private employees (24.1 percent), 10 were civil servants (9.3 percent), 58 were self-employed (53.7 percent), and 14 students (13 percent). The majority of tourists' occupations are identified as self-employment. Based on the data that has been collected, it can be seen that of the 108 respondents who participated in this research, there were 93 domestic tourists (86.1 percent) and 15 foreign tourists (13.9 percent). So it was identified that the tourists who visited the Koja Doi Tourism Village the most were domestic tourists. Most tourists are domestic, reflecting the challenges of promoting a destination internationally. This could be an opportunity to develop more effective marketing strategies to attract the attention of tourists from abroad.

Measurement model examination (outer model analysis)

The outer model in the Partial Least Square-Structural Equation Modeling (PLS-SEM) analysis is a measurement model to assess the validity and reliability of the model. The measurement model parameters are evaluated through values (convergent validity, discriminant validity, composite reliability, and Cronbach's alpha), including the value of the determinant coefficient (R²) as a parameter for the accuracy of the prediction model.

1) Convergent validity

Convergent validity analysis is a stage carried out to analyze that the measures of a construct should be highly correlated. The convergent validity test can be carried out by looking at the loading factor value on the indicator of a variable. An indicator that is considered valid is if it has a loading factor value >0.70 . In this research, the development stage of the loading factor scale value of 0.50 to 0.60 is still acceptable (Ghozali and Latan, 2015: 74).

Table 1. Convergent Validity Test Results of Research Variables

Variable	Dimension	Indicator	Convergent Validity			
			Original Sample (O)	$\sqrt{\text{AVE}}$	AVE	
CBT		X ₁	0,980	0,940	0,883	
		X ₂	0,949			
		X ₃	0,881			
		X ₄	0,891			
		X ₅	0,951			
		X ₆	0,983			
Tourist Satisfaction		Y ₁	0,792	0,755	0,570	
		Y ₂	0,817			
		Y ₃	0,765			
		Y ₄	0,714			
		Y ₅	0,696			
		Y ₆	0,740			
Sustainable Tourism	Environment Aspect	Z ₁	0,975	0,975	0,950	
		Z ₂	0,974			
	Economics Aspect	Z ₃	0,888	0,889	0,790	
		Z ₄	0,890			
	Socio-Cultural Aspects	Z ₅	0,936	0,942	0,888	
		Z ₆	0,949			
			Z ₁	0,962	0,894	0,800
			Z ₂	0,935		
			Z ₃	0,824		
			Z ₄	0,830		
			Z ₅	0,855		
			Z ₆	0,949		

Source: Data processed (2023)

According to the data in Table 1, it can be explained that each construct has a good outer loading value according to the criteria for the required threshold value (>0.70). In this research, there are two indicators that have a loading value of <0.70 , if seen from the Average Variance Extracted (AVE) value for all variables, they have a value of >0.50 , so they have met the requirement threshold value or rule of thumb (Ghozali and Latan, 2015:74).

2) Discriminant validity

The discriminant validity test can be assessed based on the cross loading of the measurement with the construct. Apart from looking at the cross loading, the discriminant validity test can also be seen by comparing the root AVE value for each construct with the other constructs in the model. The model has good discriminant validity if the AVE root value for each construct is greater than the correlation between the construct and other constructs (Abdillah and Hartono, 2015: 195). This discriminant validity test aims to show the extent to which a latent construct discriminates itself from other latent constructs.

Table 2. Discriminant Validity

Variable/Dimension	Economics Aspects	Environment Aspects	Socio-Cultural Aspects	CBT	Tourist Satisfaction	Sustainable Tourism
Economics Aspects	0,889					
Environment Aspects	0,861	0,975				
Socio-Cultural Aspects	0,823	0,917	0,942			
CBT	0,306	0,286	0,269	0,940		
Tourist Satisfaction	0,746	0,746	0,761	0,787	0,855	
Sustainable Tourism	0,730	0,973	0,960	0,299	0,786	0,894

Source: Data processed (2023)

Table 2 shows that the values on the main diagonal in bold are the values that explain the root of AVE. The value below the main diagonal is the value that explains the correlation coefficient. It can be interpreted that overall the AVE root value is greater than the correlation coefficient value.

3) Reliability Test

After all latent variables are declared to have good convergent validity values and good discriminant validity values, the next stage of examination is to carry out a reliability test. The reliability test in PLS-SEM analysis in this study used two methods, namely by looking at Cronbach's alpha and composite reliability values. Furthermore, Ghazali and Latan (2015:75) stated that a variable is said to be reliable if the Cronbach's alpha value and composite reliability value are >0.70 .

Table 3. Reliability Test Results for Research Variables

Variable/dimension	Cronbach's Alpha	Composite Reliability
Economics Aspects	0,735	0,883
Environment Aspects	0,947	0,974
Socio-Cultural Aspects	0,874	0,941
CBT	0,973	0,978
Tourist Satisfaction	0,849	0,888
Sustainable Tourism	0,949	0,960

Source: Data processed (2023)

Table 3 shows that the reliability of all variables has good or adequate values, because all Cronbach's alpha and composite reliability values have values greater than the required threshold, namely >0.70 . Paying attention to the Cronbach's alpha and composite reliability values, which overall have good and very good values, it can be interpreted that the indicators that have been determined have been able to measure each latent variable well or it can be said that the measurement model is reliable.

Structural model examination (inner model analysis)

Evaluation of the structural model or inner model can be analyzed through the determinant coefficient (R²) and model fit or Goodness of Fit (GoF) index. The R² value is used to measure the level of variation in changes in the independent variable on the dependent variable or to see the influence of exogenous variables on endogenous variables.

Table 4. Statistical Values for Feasibility of Research Variables

Variable/dimension	R Square	AVE
Economics Aspects	0,865	0,790
Environment Aspects	0,948	0,950
Socio-Cultural Aspects	0,921	0,888
CBT		0,883
Tourist Satisfaction	0,952	0,570
Sustainable Tourism	0,090	0,800
Average	0,755	0,814

Source: Data processed (2023)

Table 4 shows that the R² value for the sustainable tourism variable is an endogenous variable composed of the CBT variable. This relationship has predictive power with an R² value that is classified as very weak, namely 0.09. The R² value of the tourist satisfaction variable which is composed of sustainable tourism and CBT variables has a predictive power of 0.952, which means it is classified as very strong.

Hypothesis test

The criteria for accepting or rejecting a hypothesis uses a statistical value for alpha of 5 percent, and a t-statistic value of 1.96 (two tailed) is the criterion for accepting or rejecting a hypothesis. The hypothesis is accepted when the t-statistic value is >1.96 , while acceptance or rejection uses probability values, namely the hypothesis is accepted when the p-value is <0.05 (Ghozali and Latan, 2015:76-81). After data analysis is carried out using

Smart PLS Version 3.0 software, the hypothesis that is built can be checked using t-statistics and p-values. The t-statistics and p-values were obtained through a bootstrapping process using a sample size of 108. Looking at the criteria for acceptance and rejection of the hypothesis, the findings in this study revealed that three hypotheses were accepted. In detail, the direct effect causal relationship and its significance for the three hypotheses prepared can be seen in Table 5 below.

Table 5. Direct Effect of Exogenous Variables on Endogenous Variables

Hypothesis	Latent Variables		Original Sample	t-Statistics	P Values	Information
	Exogenous	Endogenous				
H1	CBT	Tourist Satisfaction	0,606	10,067	0,000	Significant
H2	CBT	Sustainable Tourism	0,299	3,400	0,000	Significant
H3	Sustainable Tourism	Tourist Satisfaction	0,605	11,162	0,000	Significant

Source: Data processed (2023)

Table 6. Indirect Effect of Exogenous Variables on Endogenous Variables

Exogenous → Endogenous	Original Sample	t-statistics	P Values	Information
CBT → Sustainable Tourism → Tourist Satisfaction	0,181	3,497	0,001	Significant

Source: Data processed (2023)

Based on Table 6, it can be explained that the indirect influence in the model shows a significant influence. Examining the relationship between the CBT variable and tourist satisfaction through the sustainable tourism variable shows that the p-value is 0.001, which means the value is significant, so the effect of CBT on tourist satisfaction through sustainable tourism is declared significant.

Apart from direct and indirect influences, there are also total influences that are formed in the model. The total influence on the model formed can be seen in Table 7.

Table 7. Total Effect of Exogenous Variables on Endogenous Variables

Latent Variable		Original Sample	t-statistics	P Values	Information
Exogenous	Endogenous				
CBT	Tourist Satisfaction	0,787	16,124	0,000	Significant

Source: Data processed (2023)

Based on Table 7, it can be interpreted that of the three influences arranged in the model there are three significant relationships. When compared with the direct influence in the model, the total influence has an additional significant influence, namely the influence between sustainable tourism attributes. This is due to the additional influence value of the indirect effect.

Testing the role of mediating variables (variance analysis accounted for)

Calculating VAF of sustainable tourism mediates the effect of CBT on tourist satisfaction is calculated based on the following formula:

$$\begin{aligned}
 \text{VAF} &: \frac{\text{Indirect Effect}}{\text{Total Effect}} \\
 \text{VAF} &: \frac{(b \times c)}{(a) + (b \times c)} \\
 \text{VAF} &: \frac{0,181}{0,787} \\
 \text{VAF} &: \frac{(0,299 \times (-0,605))}{(-0,606 + 0,299 \times (-0,605))}
 \end{aligned}$$

$$\text{VAF} : 0,229 \times 100 = 22,9 \text{ percent}$$

Based on the VAF test results, a value of 22,9 percent was obtained, meaning that sustainable tourism was criticized as a partial mediating variable because the value was greater than 20 percent.

The influence of community based tourism on tourist satisfaction

The results of this research show that CBT has a positive and significant effect on tourist satisfaction. This indicates that the application of CBT as a concept can influence the satisfaction of tourists visiting the Koja Doi Tourism Village. The results of this research reveal that if CBT is implemented better, tourist satisfaction will increase. The results of this research are in line with previous research conducted by Lan et al., (2021), Hermawan (2017), Liang (2022), and Wiyono (2019). which shows that CBT has a positive and significant effect on tourist satisfaction.

This means that if the implementation of CBT is better implemented, tourist satisfaction will increase. This indicates that the application of CBT is a factor that can increase tourist satisfaction in the Koja Doi Tourism Village. The involvement of local communities in CBT activities in tourist villages is an important factor in increasing tourist satisfaction. The involvement of local communities in CBT activities is useful for improving the quality of destinations in tourist villages, which has an impact on increasing the number of tourist visits (Putri et al., 2019). The success of a community in increasing satisfaction depends on its ability to provide services and provide quality tourism products. Tourist satisfaction in the expectation-disconfirmation model theory states that if the actual appearance of a product or service matches or is better than tourists' expectations, then tourists can be declared satisfied (positive disconfirmation) (Trimurti and Utama, 2020:24-25).

The influence of community based tourism on sustainable tourism

The results of this research show that CBT has a positive and significant effect on sustainable tourism. This means that the better CBT is implemented, the more sustainable tourism will develop. This indicates that the application of CBT is a factor that can increase sustainable tourism in the Koja Doi Tourism Village. The results of this research are in line with previous research conducted by Juma and Vidra (2019), Adi and Mulyadi (2019), and Kurniawan et al., (2021) which showed that CBT had a positive and significant effect on sustainable tourism.

The implementation of sustainability-oriented CBT is a prerequisite for maintaining a balance created between environmental, economic and socio-cultural aspects over a long period of time. The successful application of CBT to sustainable tourism can make important contributions, including creating environmentally friendly tourism, opening quality jobs, improving the local economy, empowering local communities, and preserving traditional values (Han et al., 2019). Krittayaruangroj et al., (2023) explain that the positive impact of CBT activities on sustainable tourism includes three aspects, namely 1) environmental aspects, where CBT can help preserve natural resources and enrich biodiversity, 2) economic aspects, where CBT can benefit from increasing income and reducing poverty levels, and 3) socio-cultural aspects, where CBT can help preserve the traditional cultural heritage of local communities in the local area.

The influence of sustainable tourism on tourist satisfaction

The research results show that sustainable tourism has a significant effect on tourist satisfaction. This indicates that sustainable tourism is a factor that can increase tourist satisfaction in the Koja Doi Tourism Village. This means that if the concept of sustainable tourism is better implemented, tourist satisfaction will increase. The results of this research are in line with previous research conducted by Basak et al., (2021), Asmelash and Kumar (2019), Juandi et al., (2018), Jasrotia et al., (2021), and Suci (2021) which shows that sustainable tourism has a positive and significant effect on tourist satisfaction.

The balance created between environmental, economic and socio-cultural aspects in tourist villages is an important factor in increasing tourist satisfaction. The Triple Bottom Line (TBL) theory states that the concept of sustainable tourism is a continuous process that must maintain a high level of tourist satisfaction by ensuring a meaningful experience for tourists (Michniak and Więckowski, 2021). Thipsingh et al., (2022) explained that the positive impact of sustainable tourism on tourist satisfaction levels could be a solution to help recover the tourism industry due to the Covid-19 pandemic.

The role of sustainable tourism mediates the influence of community based tourism on tourist satisfaction

The results of this research show that the indirect influence contained in the model has a positive and significant influence. This indicates that the application of the CBT concept through sustainable tourism can increase tourist satisfaction in the Koja Doi Tourism Village. After testing the role of mediating variables, sustainable tourism was criticized as being able to partially mediate (partial mediation) the influence of CBT on tourist satisfaction. The results of this study show that the indirect effect has a smaller coefficient value than the direct effect. Therefore, sustainable tourism needs to receive greater attention from stakeholders in CBT

activities and the level of tourist satisfaction in the Koja Doi Tourism Village. Ridho et al., (2021) stated that the involvement of local communities in sustainable tourism is very important to increase tourist satisfaction.

The successful implementation of the CBT concept can be a sustainable solution for a better society and at the same time guarantee tourist satisfaction. The principle of sustainability relates to environmental, economic and socio-cultural aspects in tourism development (Saputro et al., 2023:971). Social exchange theory is used as a grand theory to explain the relationship between the concept of CBT, sustainable tourism, and tourist satisfaction. Nunkoo (2016) revealed that from the perspective of tourism management involving local communities, interactions between local communities and tourists provide opportunities for mutually satisfying exchanges between both parties and also, at the same time, create opportunities to exploit one of the parties. The exchange process does not only involve economic exchange but also environmental and socio-cultural factors that are sustainable in nature.

V. CONCLUSION

Koja Doi Tourism Village. This means that the better the implementation of CBT in the Koja Doi Tourism Village, the more sustainable tourism will increase. Sustainable tourism has a positive and significant effect on tourist satisfaction in the Koja Doi Tourism Village. This means that the better sustainable tourism carried out in the Koja Doi Tourism Village, the greater the increase in tourist satisfaction. Sustainable tourism can partially mediate the influence of Community Based Tourism on tourist satisfaction in the Koja Doi Tourism Village. This means that the better the implementation of CBT through sustainable tourism carried out in the Koja Doi Tourism Village, the greater the increase in tourist satisfaction.

Based on the discussion and conclusions that have been put forward, the suggestion from this research is that the Regional Government of Sikka Regency needs to make a Regional Regulation to collect fees from tourists who visit tourist villages. Tourists need to know the clarity of entry fees and the benefits they experience. It is important to encourage all local ethnicities to be involved in tourism activities in the Koja Doi Tourism Village. The involvement of all local ethnicities can increase the potential of tourism resources as a major tourism factor. Tourists' experiences by enriching their understanding of the cultural diversity, traditions, and customs of each local ethnicity in the Koja Doi Tourism Village can increase tourist satisfaction. Regional governments need to facilitate the revitalization of local wisdom as a potential tourism resource owned by local communities in tourist villages. Local communities in the Koja Doi Tourism Village who are involved in CBT activities need to be encouraged to pool their tourism resources in developing the tourism village. Local community tourism resources can include cultural heritage, local culinary delights, handicrafts, performing arts and natural tourism managed by the community itself.

Local communities in the Koja Doi Tourism Village, when using natural decorations, need to ensure that their use is as environmentally friendly as possible and does not damage the ecosystem as an effort to preserve the environment. The Regional Government of Sikka Regency in coordinate with the Natural Resources Conservation Agency (BKSDA) Sikka should specifically prepare production forest land so that local communities in the Koja Doi Tourism Village do not have difficulty obtaining building materials and reduce the negative impact of ecosystem damage. The Sikka Regency Regional Government needs to carry out appropriate curation of local community Micro, Small, and Medium Enterprise (MSME) products in tourist villages. Tourists need to get good quality MSME products in the form of food and handicrafts. It is important to provide regular hospitality training to local communities involved in CBT activities in tourist villages. Tourists who have a positive impression of the services provided by local communities can increase tourist satisfaction. Last, promote closer cooperation between parties involved in the development of the Koja Doi Tourism Village, including managers, local communities, government and other related parties.

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