

# Development of the Potential of Wanagiri Kauh Village as a Tourist Attraction in the Frame of Sustainable Tourism through Brand loyalty

*I Made Bayu Wisnawa*<sup>1\*</sup>, *Putu Agus Prayogi*<sup>2</sup>, and *I Ketut Sutapa*<sup>3</sup>

<sup>1</sup> Ilmu Pariwisata, Prodi DIII Perhotelan, 80360 Dalung Bali, Indonesia

**Abstract.** This research is based on the importance of developing tourism in rural areas, with artistic and cultural products as their uniqueness. Tourism in Bali is currently still being developed based on the concept of mass tourism which has a negative impact on cultural commodification, urbanization and environmental degradation. From an economic point of view, tourist loyalty has a very important role as a revenue generator. The village is a provider that offers tourism products with attention to cultural and environmental preservation. This study aims to examine the development of sustainable tourism in villages in Bali by paying attention to economic, socio-cultural and environmental elements. Wanagiri Kauh Village, Selemadeg District of Tabanan Bali is a portrait of a village that has tourism potential that has not been touched by tourism. This study uses a mix method, namely qualitative descriptive to explore tourism potential, Structural Equation Modeling to determine tourist perceptions of destination loyalty. The results showed that i) Wanagirikauh Village has natural tourism potential in the form of a panoramic view of the mountains (Batu Karu Mountain and Yeh Le River and Yeh Otan River); (ii) the brand loyalty model is formed from the construct of destination awareness, destination image, service quality and customer satisfaction, in which customer satisfaction is the main trigger that determines customer satisfaction (tourists). Efforts that can be made include (i) forming pokdarwis, (ii) holding outreach and training on tourism; (iii) the tourism development model must be well planned, carried out in a sustainable manner, taking into account the uniqueness and side of the local community.

Keywords: sustainability, tourism, potential, loyalty, tourists

## 1 Introduction

Tourism growth is at its lowest point. The COVID-19 pandemic has shattered all hopes for the tourism sector. Restrictions on movement between countries and territorial boundaries in Indonesia cause the absence of tourists. Without the existence of tourists as a source of income for tourist destinations and various business entities within them, there will be great difficulties in managing existing resources<sup>47</sup>. Even so, the government's policy in implementing the new normal and reopening access to tourism from within and

outside the country provides new hope to rise. On a global scale, Bali's closest competitors are Thailand, Singapore and Hawaii.

Balinese art and culture are both a uniqueness and a strength in winning the competition between tourist destinations<sup>1</sup>. Unique art-culture in Bali is an advantage Long-term efforts that can be made are maintaining and increasing the loyalty of tourists who come to Bali as an art tourism destination and culture. Customer loyalty, in this case tourists is formed from service quality, destination image, customer satisfaction<sup>3,4,5,6,7,8,9</sup>. One of the villages in Bali that is developing tourism potential is Wanagiri Kauh Tabanan Village, Tabanan which has natural, artistic and cultural potential that deserves to be developed and becomes a national priority. From a conceptual perspective, debates on brand loyalty are still on going<sup>10, 11</sup>. There are three views on brand loyalty, namely (i) attitudinal (attitude), (ii) behavioral (behavior) and (iii) composite (combined). These three views have their own weaknesses and strengths<sup>12,13,14</sup>.

This study combines these overall views by adding the antecedents of brand loyalty and linking it to the development of sustainable tourism. Meanwhile, in industry 4.0<sup>15</sup>, which emphasizes the use of information technology, it encourages the participation of tourist and tourist destination management to create more value that is mutually beneficial<sup>16</sup>. This research has the urgency to realize the development of sustainable tourism by increasing the loyalty of tourists to villages in Bali as an arts and cultural tourism destination which becomes a differential competitive advantage. Especially in this New Normal era, where the tourist trend is allocentric, where the tendency of mass tourism is decreasing. Most tourists will tend to visit the villages looking for new experiences and quality.

## 2 Literature Review

### 2.1 Theoretical Study

The state of the art of this research is to reveal the view of the relationship between the development of sustainable tourism and the stages of assessing tourism potential, testing the theory of brand loyalty in developing potential development models, which is still a debate among academics in the tourism industry in Industry 4.0 competition. The results of this study are expected to provide novelty in the form of a brand loyalty model that can be used as a basis for policy making for tourism stakeholders. Cultural tourism in Bali is a performance between local people, spiritual people and tourists. The unique Balinese culture including dance, traditional music, architecture, carving, and painting as a differentiator among other tourist destinations is something that is interesting<sup>17</sup>. Tourism supports the preservation and development of culture in Bali, and Balinese culture develops tourism. Brand loyalty is a condition in which customers are loyal to a brand based on a series of attitudes (cognitive, affective and conative) and behavior<sup>12,13,10,14</sup>. Decision-making theory includes the overall behavior of consumers in purchasing decision making which includes thoughts, feelings and actions before the product is purchased, at the time of making a purchase, consumed, until after consumption<sup>19,20</sup>. The Tri Component Theory explains the attitude of consumers in responding to marketing activities and consumer experiences in using a product which consists of three components which include cognitive, affective and conative<sup>19</sup>. Furthermore,<sup>21</sup> suggests that a person's attitude towards an object always acts as an intermediary for the response of the stimuli it gets. Before liking or disliking (affection component) to an object.

After liking it, consumers make a purchase decision (conative component). Indicators used to measure brand loyalty in this study include <sup>11,22</sup>:(i) cognitive, (ii) affective, (iii) conative, (iv) behavior, (v) advocacy, which is the level of tourists' desire to defend Bali's image as art and cultural tourism destinations. Industry 4.0 and Marketing 4.0 Industry 4.0 is the fourth industrial revolution marked by rapid advances in information technology which have caused fundamental changes to various global business entities and consumer behavior<sup>15</sup>. From the marketing side, we are required to move more quickly to use existing resources to create more value for customers<sup>16</sup>. The rapid development of information technology is an opportunity for business entities to increase customer loyalty not only at repeat business, but at the level of advocacy. Destination Image is a series of brand associations that exist in consumers' memories including psychological, symbolism, meaning, message and personification aspects <sup>23,24,25</sup>. Brand image is influenced by direct experience and promotional communications are formed through brand associations with other entities such as companies, countries, distribution channels, people, places, or events. This experience further adds to knowledge, feelings that influence subsequent purchase decisions <sup>19</sup>. Art and culture are the products of a tourist destination that can affect the image or image of a tourist destination <sup>18,26,27</sup>. Destination image is an understanding of tourist destinations that involve consumer behavior, products, systems, marketing efforts, service quality and strategies. In the end, the image of a destination is able to have a good impact, in the form of satisfaction and loyalty of tourists to tourists to come back and tell, defending all the good things about tourist destinations <sup>16,26</sup>. Indicators to measure destination image include <sup>10,28,29,31</sup>: (i) Favorability of brand association-good reputation; (ii) Favorability of brand association feeling of outstanding; (iii) Strength of brand association-art destination, (iv) Strength of brand association-culture destination, (iii) Uniqueness of brand association. Service Quality, service quality is an important strategy for the success and survival of business organizations <sup>33</sup>, because it can affect consumer purchasing behavior and organizational performance <sup>32,34</sup> reveals that there are five indicators in measuring service quality, namely reliable, responsive, empathetic, assurance and tangible. To date, the servqual model from Parasuraman is the best and most popular model. Service quality has the ability to increase customer loyalty <sup>35</sup>. Therefore service quality can be used as an antecedent or predictor to measure customer loyalty. The indicators used to measure service quality include: (i) reliability, (ii) responsiveness, (iii) empathy, (iv) assurance, (v) tangible. Customer Satisfaction, Customer satisfaction is one of the objectives of marketing activities <sup>36</sup>, which links the buying and consumption process with the post-purchase phenomenon. Satisfying customers is an important element in the marketing concept <sup>19</sup> because it affects consumer purchasing behavior in the future<sup>8</sup>, profitability and shareholder value <sup>37</sup>.The research paradigm on customer satisfaction has shifted from the cognitive domain<sup>10,35</sup> which defines that customer satisfaction is the consumer's response to the evaluation of the difference between the main expectations and the actual performance of a product received after consuming it. The indicators for measuring customer satisfaction are as follows <sup>38,39</sup> : (i) comfort while using the product (ii) the correctness of making purchasing decisions (iii) reality is greater than expectations (iv) overall satisfaction with Balinese arts (v) Overall satisfaction with Balinese culture.

## 2.2 Empirical Study

This research refers to previous research, namely research <sup>10,39,40,41,42</sup>. The whole research is research on brand loyalty, but using different constructs, on different research objects. Li's research, <sup>39</sup> uses the construct of customer satisfaction, quality alternatives, investment size, service quality and service value for cruise ship passengers in America. Suhartanto<sup>10</sup>'s research uses the constructs of customer satisfaction, service value,

brand image, and service quality in hotels in Bandung. This study uses the constructs of service quality, brand image, brand awareness and customer satisfaction. This study includes brand awareness as a supporting construct, because it is able to strengthen brand loyalty based on Huh's<sup>40</sup> research using the constructs of image, service quality, destination awareness, satisfaction on tourist destinations in Virginia. Chi, et al<sup>41</sup> research uses the constructs of brand awareness, service quality, brand loyalty and purchase intention in the hotel industry in Minesotta, America. Research on sustainable tourism development refers to Grilli<sup>48</sup> with the finding that tourists have an important role in supporting sustainability through awareness and willingness to pay more; Wondirad, A., & Ewnetu, B<sup>49</sup> shows the important role of stakeholders, especially tourists and the involvement of local communities in realizing sustainability, Herera<sup>50</sup> revealed the important role of host and tourist perceptions in realizing sustainability, Aquino and Schänzel<sup>51</sup> revealed the role of Tourism Social Entrepreneurship in realizing sustainability by maximizing profits and suppressing negative impacts on tourist destinations and Sutawa<sup>52</sup> showing the role of tourism that has a positive impact on sustainability through empowering local communities in management tourism.

### **3 Method**

The population in this study were all tourists who had visited the Wanagiri Kauh Village. There are many considerations in compiling a sample from a population<sup>42,43</sup>. One of the comparison ratios to determine the number of samples is to look at the number of indicators in the question item and multiply by four to ten<sup>44,45</sup>. Based on this, this study requires a sample size of between 80 and 200. There are 20 items used in this study. Testing research models using SEM requires a large sample, because small samples are considered less stable for estimation purposes<sup>45</sup>. The critical sample size for testing the SEM model is 200<sup>46</sup>. Sampling was carried out using probability sampling: proportional stratified random sampling. To increase the likelihood of filling out the questionnaire, the questionnaires were distributed online and offline. Data Analysis Techniques This research uses SEM analysis techniques to test hypotheses and relationships between variables with the AMOS 22<sup>45,46</sup> program: Furthermore, to strengthen and enrich the study of the results of the analysis, an in-depth interview was conducted involving Bali tourism stakeholders, including: Government (Disparda), Entrepreneurs. (GIPI / Indonesian Tourism Industry Association), Hildiktipari (Association of Tourism Higher Education Institutions), and tourists.

## **4 Results and Discussion**

### **4.1 Tourism Potential of Wanagiri Kauh Village**

Wanagiri Kauh Village is located in Selemadeg District, Tabanan Regency, Bali Province. This village consists of several banjars including; Banjar Kerta, Banjar Kebon Bantiran, Banjar Mendek Banjar Kebon Tumpalan, Banjar Kebon Cempaka, and Banjar Kebon Anyar. The village area is 1,134 hectares, with 82% of rice fields and plantations, 15% forest land and 2% for public facilities. Located at an altitude of 700m above sea level, bordering the protected forest of Mount Batu Karu in the north, Pupuan Sawah Village in the South, Wanagiri Village in the East and Karya Sari Village in the

West. With a population of 2,243 people, most of them have junior high school and high school education (40%).

There are two tourism potentials, namely natural tourism and cultural tourism. The potential for natural tourism includes: views of Mount Batu Karu in the north, views of Garuda Wisnu Kencana and Jimbaran Beach in the South, views of rice fields, coffee gardens, Titi Akah Waterfall, Kerta Waterfall, Giant Cave. The potential for cultural tourism includes: the life of farmers who adhere to Hinduism with Balinese customs. The life of traditional farmers by relying on natural resources managed by Hindu belief systems and Balinese customs is a special attraction. The implementation of the *panca yadnya* ceremony consisting of the *god yadnya*, *rsi yadnya*, *pitra yadnya*, *manusa yadnya* and *bhuta yadnya* with the concept of *Tri Hita Karana* provides spiritual nuances and uniqueness for tourists to enjoy.

Its strengths include: beautiful natural conditions, friendly attitude of the community, being in a strategic location between Belimbing and Wanagiri Villages where tourism is developing, as well as a paved entrance. The weaknesses include: Some people are still not aware of tourism, no signposts are available, village boundaries are not clear, tourism facilities are still incomplete, and there is no institution that manages tourism. Opportunities that can be exploited include: the trend of allocentric tourists looking for new and natural tourism objects, the government is developing rural tourism, the name Bali is an international brand in the tourism sector, investors have started to invest in developing quality tourism and support from Belimbing Village. and Wanagiri Village to develop tourism in Wanagiri Kauh Village. Threats faced include: the tourism sector which is very vulnerable to issues, security and pandemics; investors who are capitalist, and competitors.

## 4.2 Economic, cultural and environmental conditions

In order to develop sustainable tourism, it is necessary to pay attention to economic, socio- cultural and environmental conditions. Attention to these three indicators is expected to be able to provide direction for future tourism development to be sustainable.

From an economic perspective, the people's economy is driven by the agricultural, plantation, livestock and fishery sectors with an average income of Rp. 1,400,000, - per person per month. In the agricultural sector, rice plants are the main source of income, followed by durians, mangosteen, bananas and zalacca. The plantation sector includes coconut, cloves, coffee and chocolate. The livestock sector includes cows, chickens and pigs. The fishery sector includes tilapia. Most of the product marketing is through middlemen, village unit cooperatives, and sold directly to consumers. Although nominally it is not large, it is sufficient for the basic needs of clothing, food and shelter. However, the income of rural communities can be further increased, one of which is by developing tourism. This is expected to make the community more prosperous. It is hoped that additional income will be able to increase the level of education of the community, mostly at the middle level to higher education levels.

From a socio-cultural perspective, the life of the Wanagiri Kauh Village community is regulated in a customary organization led by *Bendesa Adat* in each *pekraman* village. The role of customary *bendesa* is to regulate the implementation of *Tri Hita Karana* (relationship to God, society and the environment) so that it runs harmoniously based on Hindu religious teachings. In terms of population administration in relation to government programs led by a workshop or village head. The role of the village head is to manage the village so that it always develops towards the welfare of the village community. In

relation to the sustainable development of tourism, of course the role of the village and village heads must be really involved. Village leaders' knowledge of tourism and sustainable development is important in decision making.

The environment of Wanagiri Kauh Selemadeg Village, Tabanan Bali is still beautiful. Mount Batukaru, Protected Forest, Yeh Otan River and Yeh Le River are the fences. Environmental sustainability is strongly influenced by customary rules which until now have imposed zoning based on the *Tri Mandala* which consists of the *utama* mandala, *madya* mandala and *nista* mandala. The *utama* mandala is a sacred area, namely the temple

area. *Madya* Mandala is a community housing area. *Nista* Mandala is a burial area / *setra*

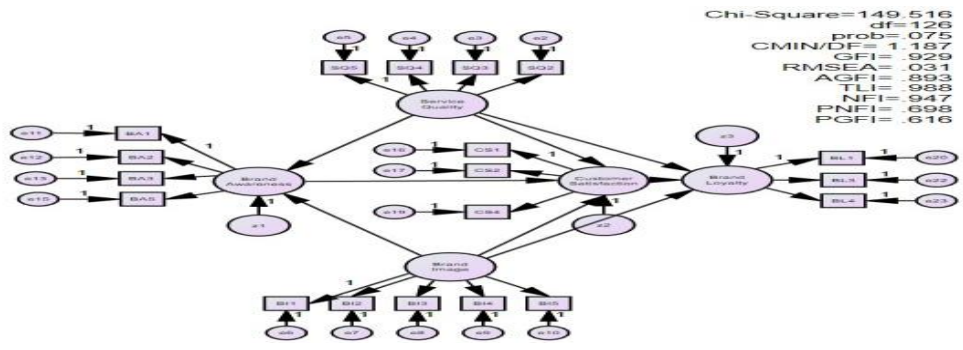
located in the southern part. Environmental sustainability cannot be separated from local beliefs which are inherited from ancestors. To protect the environment for example, the *Tumpek Bubuh* ceremony, which is held at *Saniscara Kliwon wuku Wariga* once every 210 days, can be interpreted as an effort to preserve the environment. This ceremony is carried out in the context of worshiping God Almighty in its manifestation as *Dewa Sangkara*, the god of plants. The basis for this ceremony is the philosophy of giving before enjoying. In the preservation of biological resources, the meaning is that before humans enjoy natural products, it must be preceded by planting or caring for trees, as a sense of our prostration to Hyang Widhi, who has bestowed His grace on the world.

Likewise, *Tumpek Kandang* every *Saniscara Kliwon wuku Uye*, expressed his gratitude to Hyang Widhi in his manifestation as *Dewa Pasupati* who created animals or pets. Because with livestock, humans can get a source of life in the form of protein which is needed by the human body. With livestock, humans can fulfill their other necessities of life, by selling them for various other necessities of life.

In Bali there is also local wisdom (local genius) in the form of the belief not to cut bamboo on Sundays, not to cut wood for buildings if the day contains 'was' (according to the Balinese calendar the day of was comes every six days). related to the concept of environmental preservation. The Hindu community in Bali also realizes that the including humans and their behavior.

### 4.3 Sustainable tourism development

Sustainable tourism development in this study is based on two sides, namely the consumer and producer sides. On the consumer side, it begins with understanding the perceptions of tourists who visit loyalty, which is the ultimate goal of marketing. On the producer side, it starts with exploring tourism potential, strengths, weaknesses, opportunities and threats faced. Tourist loyalty is something that must be considered in order to be able to provide sustainable financial benefits. Based on research on tourists who have visited at least twice, tourist loyalty is very dependent on tourist satisfaction, where tourist satisfaction is very much determined by service quality, and tourists' awareness of the village. Service quality is determined by timely service, the ability of the community to provide information and the ability of the community to explain the existing tourist attractions. The awareness of tourists towards the village is largely determined by the ability of tourists to recognize this village, differentiate it from other villages and their knowledge of the village. The characteristics of the respondents show that some tourists are male (57.5%), young (52.5%), Indonesian (98.5%), working while studying (23%), with an income of less than 5 million rupiah (73, 5%), tourism expenditure is less than five hundred thousand rupiah (83.5%), manages tourism activities individually (69%), the purpose of tourism is to carry out tourism activities (75%), length of stay is less than one day (93.5 %) with the number of visits twice (88%).



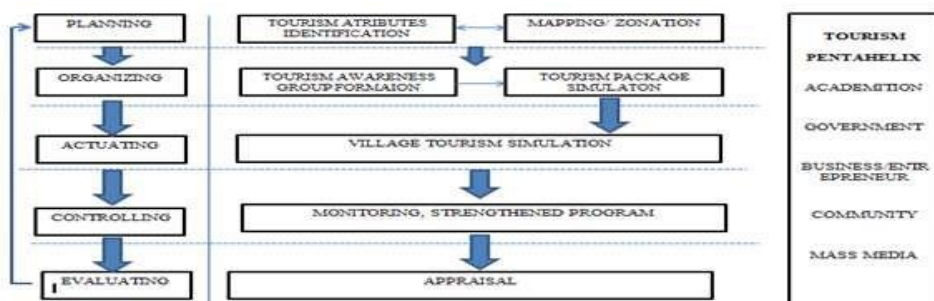
**Fig 1.** Model of Brand Loyalty for Tourists Visiting Wanagiri Kauh

Figure 1 shows that the brand loyalty model of tourists visiting Wanagiri Kauh Village is formed from customer satisfaction, brand image, service quality and brand awareness. Table 1 shows that Brand loyalty is determined by customer satisfaction and brand image with an error rate of less than 5%.

**Table 1** The relationship between the variables of brand loyalty for tourists who visit

Wanagiri	Variables	Estimate	Standard Error	Critical Ratio	Significance
1	Service_Quality → Brand_Awareness	-0,061	0,161	-0,382	0,703
2	Brand_Image → Brand_Awareness	1,246	0,2	6,247	***
3	Service_Quality → Customer_Satisfaction	0,325	0,134	2,43	0,015
4	Brand_Image → Customer_Satisfaction	0,075	0,277	0,27	0,787
5	Brand_Awareness → Customer_Satisfaction	0,61	0,178	3,437	***
6	Customer_Satisfaction → Brand_Loyalty	0,696	0,161	4,317	***
7	Service_Quality → Brand_Loyalty	-0,058	0,153	-0,379	0,705
8	Brand_Image → Brand_Loyalty	0,539	0,209	2,583	0,01

Furthermore, by paying attention to the tourist brand loyalty model, a model for developing the tourism potential of Wanagiri Kauh Village is compiled as in Figure 2 below.



**Fig 2.** Model of Tourism Potential Development of Wanagiri Kauh Tourism Village

At the planning stage, (i) identification of the attributes of tourist attraction which include: attraction, accessibility, amenities, ancillary and community involvement, and (ii) mapping / zoning in the form of village area planning with attention to local wisdom without changing land functions, especially holy areas. . This stage involves the tourism pentahelix which includes: academics, government, entrepreneurs, hobby communities and Massmedia.

At the organizing stage, a tourism awareness group (Pokdarwis) was formed by involving community leaders, PKK groups and youth organizations. Furthermore, a simulation of tour packages will be made which includes tracking packages and agro-tourism packages. The tracking package will include an itinerary which includes seeing (i) views of Mount Batu Karu, Garuda Wisnu Kencana Statue, Jimbaran Beach, views of rice terraces and (ii) attractions of Balinese gamelan and dance attributes. The agro-tourism package consists of managing rice fields and coffee gardens. The entire tour package includes a culinary tour of the typical food of Wanagiri Kauh Village, namely komoh, timbungan and sequence.

At the actuating stage, the Pokdarwis will be briefed on the technicalities of serving tourists, which includes the following aspects: (i) understanding tourism villages (ii) tour guides, (iii) food and beverage services, (iv) food and beverage production, (v) homestay services.

At the control stage, the supervision that is attached to the simulation process is carried out, where 30 tourists are brought in to enjoy the simulation of the tour packages offered. Control is based on the standards set in every aspect of the services provided at the actuating stage. Tourists will also be asked for their opinion on the tour package simulations offered by using interview, survey and focus group discussion techniques.

At the evaluation stage, an assessment will be carried out of each stage carried out, so that it can be refined again until it reaches the right model for the development of tourism potential. All stages involve tourism stakeholders in Wanagiri Kauh Village, which include: (i) government, (ii) academics, (iii) entrepreneurs, (iv) communities and (v) mass media.

## **4 Conclusion**

### **4.1 Conclusion**

The tourism potential of Wanagiri Kauh Village consists of the potential for natural tourism and cultural tourism. The potential for natural tourism in the view of Mount Batu Karu, Yeh Le River Flow, Yeh Otan River, Titi Akah Waterfall, Giant Cave, views of rice fields, views of Garuda Wisnu Kencana and Jimbaran Beach. The potential for cultural tourism lies in the daily life of people based on the teachings of Hinduism and Balinese customs. Its strengths are the friendly attitude of the community, strategic location, adequate access, beautiful nature and culture. Weaknesses in community knowledge that is still lacking about tourism, there are no road guides, incomplete village boundaries. Opportunities that can be exploited are government support for rural tourism development, the trend of allocentric tourists who prioritize quality and originality, investors who are willing to involve local communities. The threats faced are pandemics and capitalist investors.



Brand loyalty model is formed from tourist satisfaction, village image, tourist awareness and service quality. Tourist satisfaction is the main determining factor in realizing tourist loyalty which is formed from the quality of service and tourists' awareness of the existence of Wanagiri Kauh Village.

Development of the potential for sustainable tourism in Wanagiri Kauh Village by involving all tourism stakeholders, starting from planning, organizing, implementing, controlling and evaluating.

## 4.2 Implications

Theoretically, this study contributes to tourism science in the field of tourism marketing management combined with sustainable development through studies in rural areas. Practically this research provides input to villages in developing sustainable tourism potential through identification of tourism potential, tourist perceptions of loyalty, and development models for tourism to be sustainable.

## 4.3 Weaknesses

The weakness of this study lies in the limited literature regarding tourist perceptions of loyalty to rural tourism areas. Likewise, the data collection process carried out during this pandemic through virtual tours. Even though a virtual tour is the best alternative solution, it only involves the senses of sight, hearing and imagination. Meanwhile, the real tour involves a complete sensing component, so the results are certainly more valid.

## 4.4 Further research

Further research can be carried out in villages with the category of pilot, advanced, developing and independent. Thus it can be compared the potential, strengths, weaknesses, opportunities, threats, perceptions of tourists towards loyalty and in the end a sustainable tourism development model can be determined.

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