

Community-based Healthy Ecotourism Destination with Leisure Participation towards Wellbeing

By

Diah Setyawati Dewanti, M.Sc., PhD¹ ; Dr. Chuanchen BI ²

¹Universitas Muhammadiyah Yogyakarta, INDONESIA; ² Khon Kaen University, THAILAND



UMY

UNIVERSITAS
MUHAMMADIYAH
YOGYAKARTA

Unggul & Islami

Scope of Presentation

- Background
- Aim of the Study
- Research Methodology
- Research on stage
- Factors influenced to Wellbeing
- Next progress of research
- Acknowledgement





Background & Aim of Study

Background

CBE is greatly implemented in Indonesia since it is conservative friendly and ensure the sustainability in managing the natural resources

(Stronza&Gordillo, 2008)

Covid 19 has been destruct the tourism components and whole sectors surround it, therefore healthy is strong point to be implemented in CBE



Community-based Healthy Tourism (CBHE)

Community involvement

Natural based - ecotourism

Community participation

Healthy, Sanitation protocols and Smoke-free Enforcement



Leisure Participation

Sustainable

Nature

Accessibility

Subjective Wellbeing

Leisure Participation : frequency to participate in certain activity or an individual participating in general leisure activity (Shrivastava, 2017)

Wellbeing: overall life satisfaction (Dinisman et al,2017); **living with environment** reduce negative emotion (Olagunju et al, 2015);



Why Yogyakarta?

- Tourism destination type is many
- Afford to be paid compare many provinces price inflation
- History of Yogyakarta in Indonesia
- Culinary



UMY
UNIVERSITAS
MUHAMMADIYAH
YOGYAKARTA

Unggul & Islami

... cont

- The aim is

“to identify the factors influenced to Subjective Wellbeing from tourist attraction, sanitation protocols, social interaction, environment participation and leisure participation”

Nowadays we already have <https://visitingjogja.com/>

The final of this research is to develop the digital marketing, as to complete the recent marketing.





it's not completed yet

Final product of this research is To complete this digital marketing



UMY
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

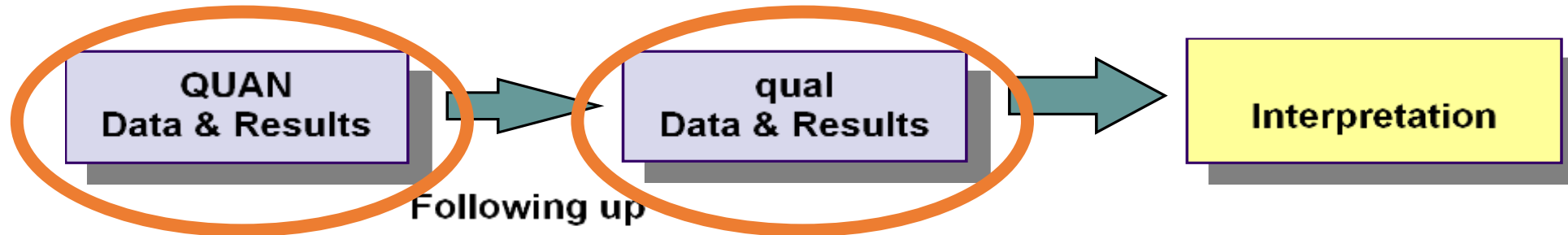
Unggul & Islami



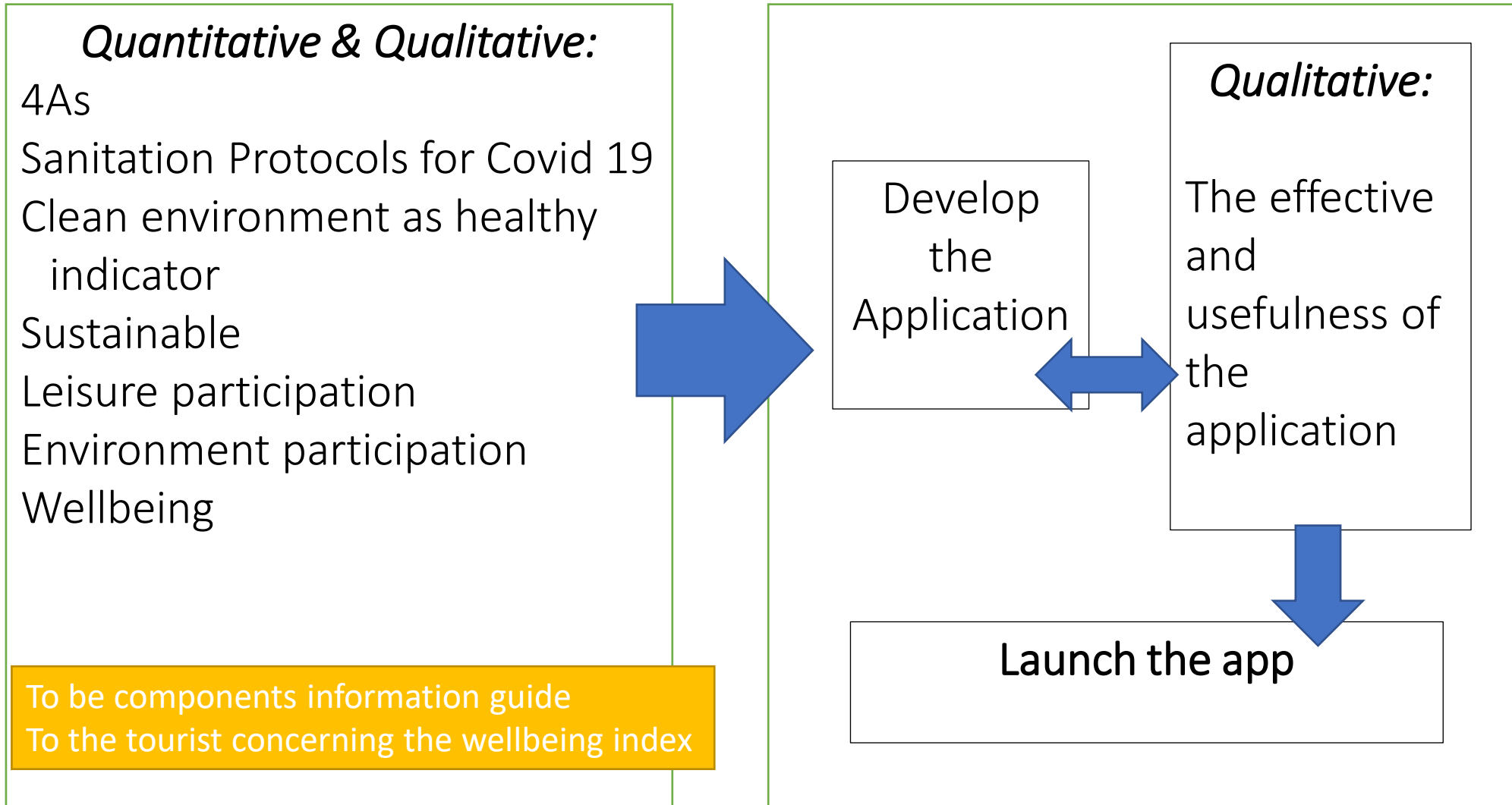
Research Methodologies

Research Methodology

- In whole research, we use Explanatory Sequential Mixed Methodology started with Quantitative – Qualitative Research Methods



- Starting from Quantitative as to identify the meaning of CBHE, leisure participation and wellbeing impact to the local tourist during Covid 19 pandemic



Research Plan

Quantitative Research Methodology

- Structured Interview Guideline (SIS)
- Sample is spread to 4 districts in Yogyakarta among 5 districts (Yogyakarta, Sleman, Gunung Kidul and Bantul). Those choose based on the eligibility foreign tourists on 2020.
- Total number of sample 1,096 with individual as the unit analysis (Population as 9.863.711 as the annual tourist in Yogyakarta province – domestic and foreigner – with Slovin formula, confidence level is 95%)
- Using Non-Probability Random Sampling → Accidental Random Sampling
- Analysis
 - Descriptive (univariate analysis)
 - Crosstab (bivariate analysis)
 - Path analysis (multivariate analysis) → to recognize the effects (direct and indirect) of wellbeing related to leisure participation components



Variables

- Dependent Variable (interval data scale): Subjective Wellbeing – 6 scales from happiest to worst
- Independent Variables: interval data scale – (never, sometime, always)
 - Tourist Attraction (4 A assessment → Attraction, Amenity, accessibility, Ancillary)
 - Sanitation Protocols
 - Cleanliness as healthy standard in tourist destination
 - Sustainable
 - Social Interaction
 - Environment participation or nature
 - Leisure participation





Research on Stage



Data

- Has been collected 294 tourist in 1 regency – Gunung Kidul regency and 171 tourist in Yogyakarta city with accidental random sampling technique based on the population of tourists (foreign and domestic tourists) in 2020 (N = 9,863,711)
- Postponed the survey due to the outbreak cases of Covid 19 in Indonesia (20,000 new cases every day → increasing rapidly compare last week new cases)
- Reliability through Cronbach Alpha – 0.81
- Multicollinearity is none, since the VIF is less than 10



Sample size



Regency / City	Foreign	Domestic	Total	Sample size
Yogyakarta city	37,008	1,329,562	1,366,570	294
Gunung Kidul regency	3,453	1,978,146	1,981,599	171
Bantul regency	252	2,265,423	2,265,423	252
Sleman regency	24,044	4,226,075	4,250,119	472
TOTAL			9,863,711	1189



Factors Influenced to Subjective Wellbeing



Univariate and Bivariate for Wellbeing Level of Tourist

Subjective Wellbeing Level	Percentage
Low Level – less happy	4.1
Medium Level – happy	39.8
High level – happier	56.1

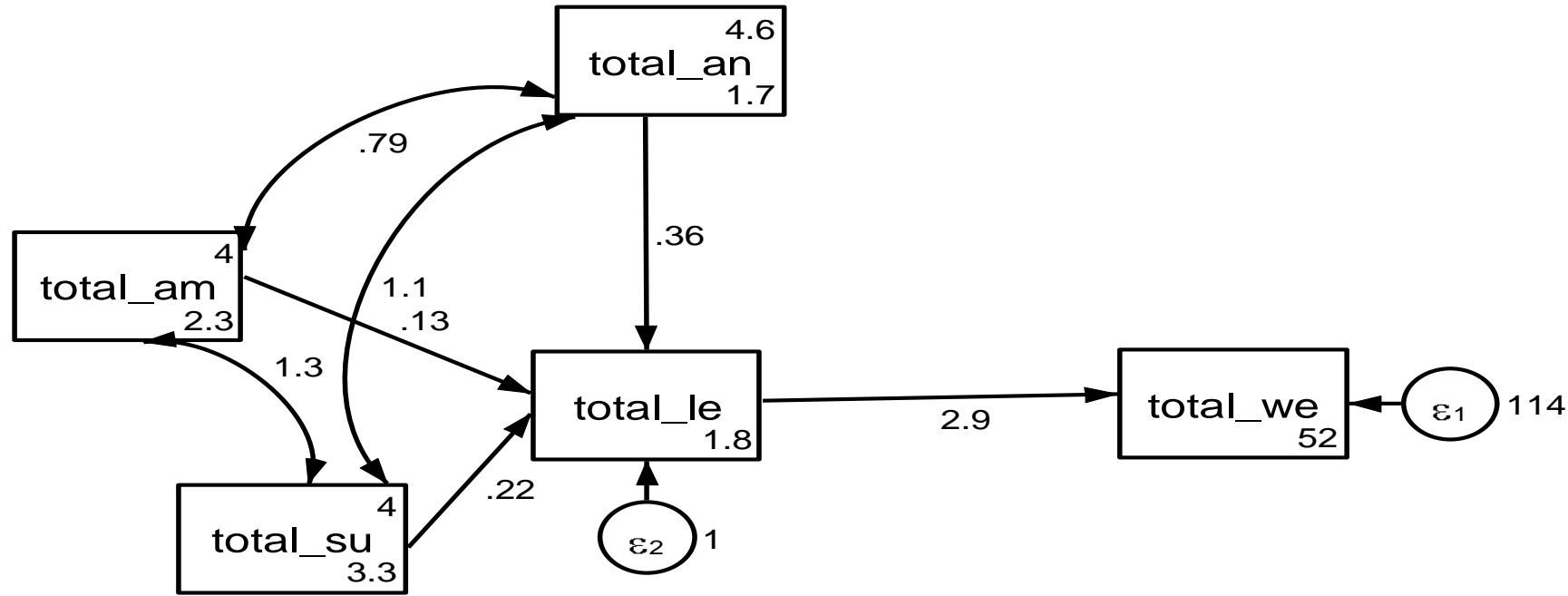
Variable	Min	Max	Mean	Mode	Standar Deviation
Amenity	0.00	9.00	3.95	3.00	1.53
Accessibility	0.00	9.00	3.97	6.00	1.69
Anciliary	0.00	9.00	4.56	6.00	1.30
Sanitation protocols	0.00	9.00	3.83	6.00	1.78
Cleanliness as healthy standard	0.00	9.00	3.21	3.00	1.57
Sustainable	0.00	9.00	4.04	4.00	1.82
Social interaction	2.00	9.00	5.11	5.00	1.15
Environment participation to nature	0.00	6.00	3.62	4.00	1.31
Leisure participation	0.00	9.00	4.82	5.00	1.32
Wellbeing	30.00	80.00	65.90	68.00	11.36



Independent Variables	df	Sig	Chisquare	CC
Amenity *)	4	0.002	16.724	0.232
Accessibility	4	0.057	9.170	0.174
Anciliary **)	4	0.000	31.861	0.313
Sanitation protocols	4	0.247	5.419	0.135
Cleanliness as healthy	4	0.295	4.925	0.128
Sustainable *)	4	0.005	14.698	0.218
Environment participation to nature *)	2	0.001	15.156	0.221
Leisure Participation *)	4	0.000	25.866	.0.397



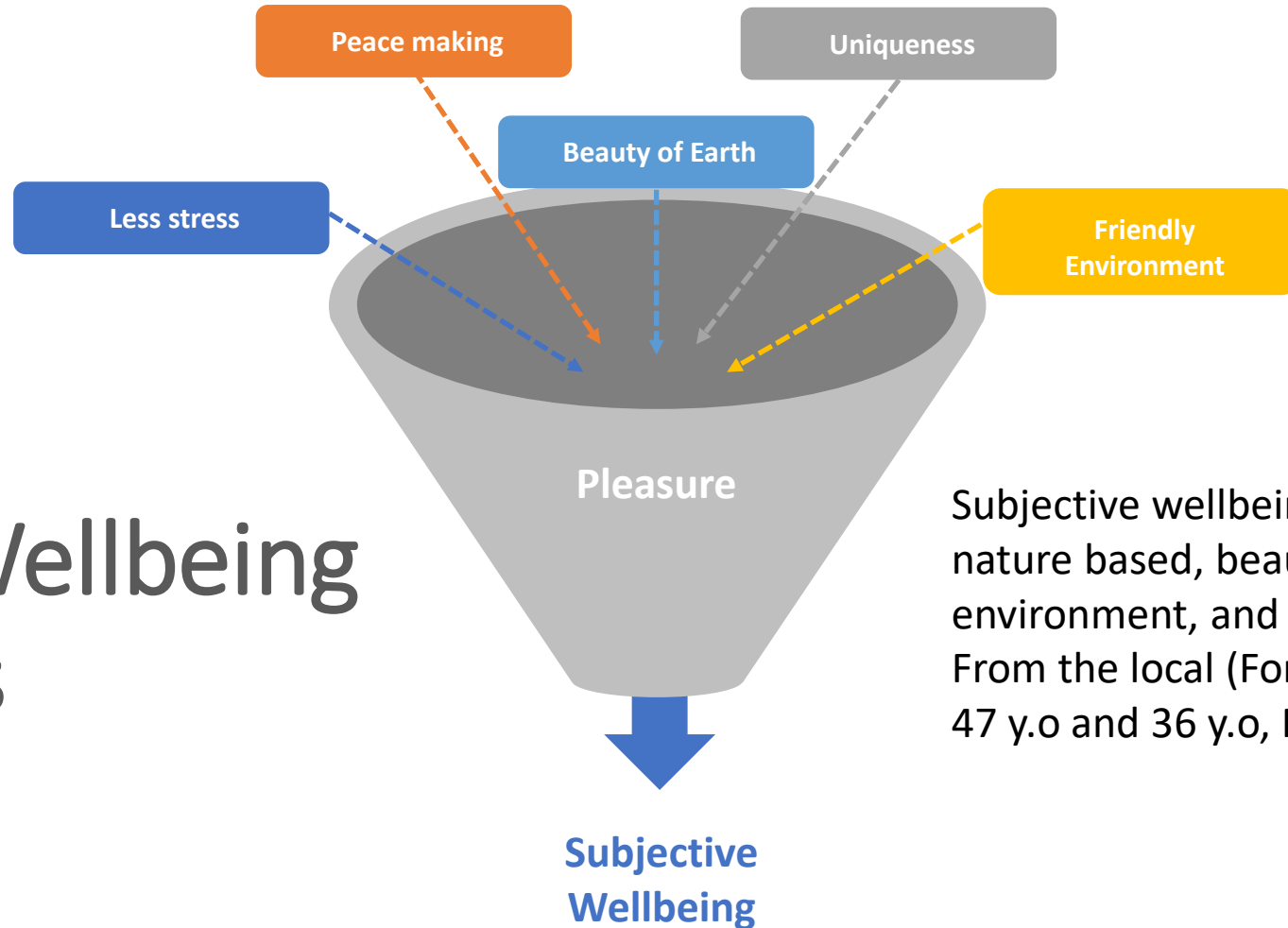
Path Analysis



- Wellbeing of the tourist could be identified by the leisure indexed
- Leisure indexed could be measured by the ancillary (total_an), sustainability of the natural ecosystem (total_su) and amenity (total_am)

Subjective wellbeing is a pleasure. Tourist will have this after fulfil the needs in psychologist
(Local tourist, Male, 43 y.o., January 2022)

Subjective wellbeing is no stress and has many photo spots
(Local tourist, Female, 22 y.o., December 2021)



Subjective Wellbeing perspectives

Subjective wellbeing is a place to find peace, nature based, beauty of earth, friendly environment, and found the uniqueness From the local (Foreign tourist, female and male, 47 y.o and 36 y.o, November 2021_

Qualitative Interview

...the challenge in improving pleasure feeling in tourist has been different based on foreign And local tourist. But the important thing are **local wisdom and environment** ...
(Yogyakarta tourism department, Male, January 2022)

...sustainable tourism achieve if the local communities support the **natural and environmental Cleanliness** ...
(Gunung Kidul tourism department, Female, December 2021)

...Yogyakarta is attractive places. You want the natural attraction, you will find it. If you feel tired just want to enjoy nature, You have paddy-field attraction.. **Yogyakarta is Bali but in cheaper price**. Pleasure as part of subjective wellbeing is easy to get...(Provincial tourism department, Male, January 2022)

Covid-19 brought additional “price” to tourists and managers. Therefore, environmental and sanitation protocols are mostly indicator were asked by the tourists..
(Provincial tourism department, Female, January 2021)





Visit  Jogja
Travel & Tourism



UMY
UNIVERSITAS
MUHAMMADIYAH
YOGYAKARTA
Unggul & Islami

Next progress



- Continue collect data for 2 regencies
- Confirm the factors influenced for the wellbeing of tourist from the tourist destination
- Developed the website in English language to be accessed by international coverage include with attractive video who meet as the indicators resulted in Quantitative and Qualitative findings



Acknowledgement

- Great gratitude for Minister of Tourism and Creative Economy; Department of Tourism in Yogyakarta Province
- Universitas Muhammadiyah Yogyakarta which give fully fund support for this study
- All the Respondents who share their information



Thank you



Terima kasih



UMY
UNIVERSITAS
MUHAMMADIYAH
YOGYAKARTA

