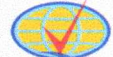




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BAA-PT
TERAKREDITASI "BAIK SEKALI"
SK No. 1033/SK/SAN-PT/akred/P/1001/2022

Nomor : 1656/UNWAR/LEMLIT/PD-13/2022
Lamp : 1 (satu) lembar
Hal : **Undangan *International Conference***
(Ketua Peneliti Sebagai Presenter)

Kepada:

Yth. Dr. Putu Ngurah Suyatna Yasa, S.E., M.Si.
di-
Denpasar.

Dengan hormat,

Berkenaan dengan pelaksanaan *International Conference* dengan tema "**Generating Community's Welfare through the Implementation of Higher Education Research in Supporting SDGs**" yang dilaksanakan oleh Lembaga Penelitian Universitas Warmadewa. Bersama ini kami mohon kehadiran Bapak/Ibu dosen penerima hibah penelitian institusi mengikuti Seminar Internasional secara virtual/daring via zoom meeting sebagai presenter pada:

HARI PERTAMA

Hari/Tanggal : Jumat, 28 Oktober 2022
Waktu : 08.00 WITA - Selesai
Meeting ID : 852 3228 8923
Passcode : LEMLIT22

HARI KEDUA

Hari/Tanggal : Sabtu, 29 Oktober 2022
Waktu : 08-30 WITA - Selesai
Room : Room 3
Meeting ID : 852 3228 8923
Passcode : LEMLIT22

Demikian undangan ini disampaikan, atas perhatian dan kesediaannya, kami ucapkan terima kasih.

Mengetahui,
Lembaga Penelitian
Kepala,

Prof. Dr. I Made Suwitra, S.H., M.H.
NIP: 196012311985031024

Denpasar, 20 Oktober 2022
Universitas Warmadewa
Panitia Pelaksana Seminar Internasional
Ketua

Dr. I Wayan Budiarta, S.S., M.Hum
NIP: 197611052005011002

Tembusan:
- Arsip.



2nd Warmadewa International Conference on Science, Technology, and Humanity

Universitas Warmadewa, Denpasar-Bali, Indonesia 28 - 29 October 2022

<https://conference.warmadewa.ac.id/warmadewaconference-2ndwicsth>

Email: seminarinternational.unwar@gmail.com

Letter of Acceptance for Abstract

Dear Authors: Putu Ngurah Suyatna Yasa, I Made Suniastha Amerta, Anak Agung Gede Raka, Ilham Sentosa

Thank you for submitting and completing the payment of your abstract submission for presentation at 2nd Warmadewa International Conference on Science, Technology, and Humanity (WICSTH), to be held on 28-29 October 2022 in Universitas Warmadewa, Denpasar, Bali-Indonesia.

Your abstract have reviewed and we are pleased to inform you that your abstract meets acceptance requirements set by scientific committee.

Title of your abstract **The Role Of Governance In Improving Socio-Economic, Environmental Preservation And Local Culture In Bali Tourism**

Your sincerely,

Dr. I Wayan Budiarta, S.S., M.Hum
Chairman



Lembaga Penelitian



CERTIFICATE of Appreciation

NUMBER: 1686/UNWAR/LEMLIT/PD-13/2022

Proudly Presented to:

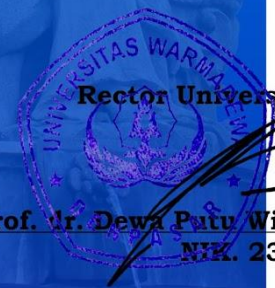
Putu Ngurah Suyatna Yasa

**As:
Presenter**

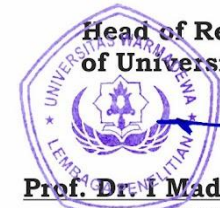
*The 2nd Warmadewa International Conference
on Social Science, Technology, and Humanity*

*“Generating Community’s Welfare Through The Implementation of Higher Education
Research in Suporting SDGs”*

on October 28-29, 2022



Rector Universitas Warmadewa,
Prof. Dr. Dewa Putu Widjana, DAP&E., Sp.ParK.
NIK. 230800260



**Head of Research Institute
of Universitas Warmadewa,**
Prof. Dr. I Made Suwitra, S.H., M.H.
NIP. 19601231 198503 1 024



Chairman of Committee,
Dr. I Wayan Eudiarta, S.S., M.Hum.
NIP. 19761105 200501 1 002



**2nd Warmadewa International Conference on
Science, Technology, and Humanity October, 28-29
2022**



THE ROLE OF GOVERNANCE IN IMPROVING SOCIO-ECONOMIC, ENVIRONMENTAL PRESERVATION AND LOCAL CULTURE IN BALI TOURISM

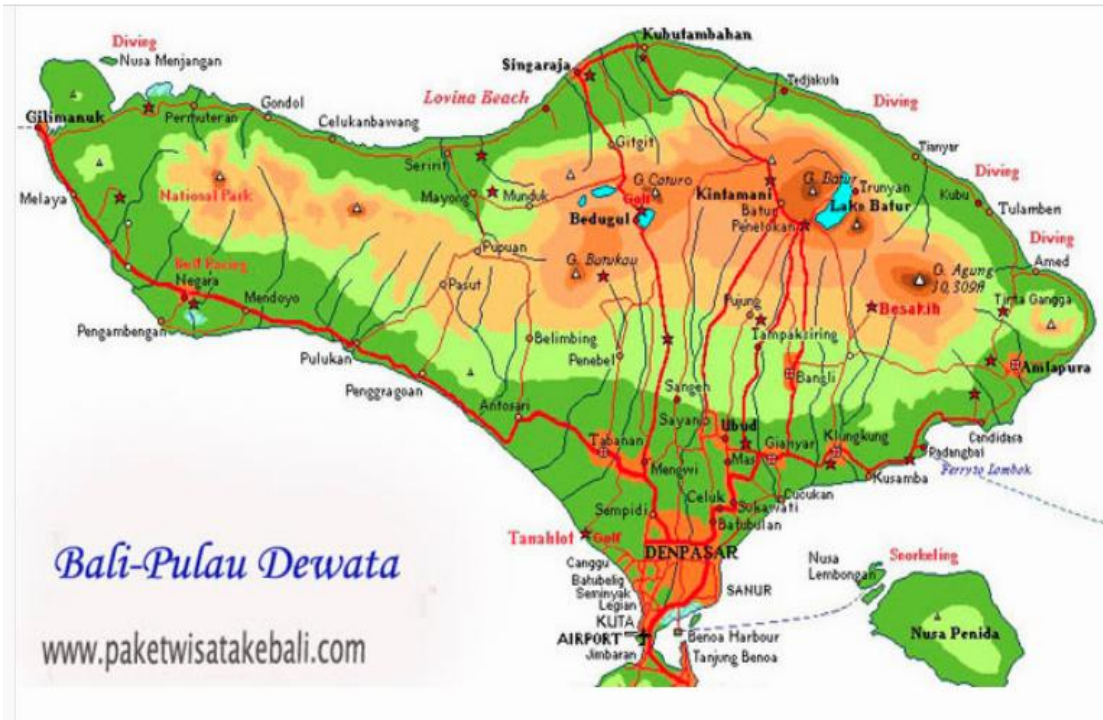
**Dr. Putu Ngurah Suyatna Yasa, S.E.,M.Si
Dr. I Made Suniastha Amerta, S.S.,M. Par.
Dr. Drs. A.A Gde Raka, M.Si
Assoc. Prof. Dr. Ilham Sentosa**

BACKGROUND



- Bali as a tourism destination.
- It has left various sectoral, regional and inter-urban inequalities.
- Tourism development does not yet have a significant integration with other sectors.
- Another problem is environmental damage.
- Inequality is also seen in the marketing aspect.
- The existence of tourism should anticipate the negative impacts of tourism development.
- Governance plays a very important role.

Formulation of the Problem



- What is the role of governance towards economic empowerment of local communities who work in the tourism sector?
- What is the governance's role in maintaining the environment and local culture?
- What is the role of socio-economic empowerment in preserving the environment and local culture?



THEORETICAL FRAMEWORK



- According to the KBBI, social said to be a human behavior that is related or cooperates with one another each other in their social life, with the aim of fulfilling the needs and desires in their respective lives, both needs clothing, shelter and food.
- While the economy can be defined as human behavior in seeking tools to satisfy needs to achieve prosperity and happiness in life.
- Socio economic indicators used are: absorption of local labor and reduction of unemployment, community income, improvement of regional economy, improvement of education level, improvement of public health level, forward & backward linkage effect (related sectors), increasing public confidence, income supporting regional development, and increasing product prices.



TEORITICAL FRAMEWORK.....



- The United Nations Development Program (UNDP, 1997) defines governance as: The exercise of economic, political, and administrative authority to deal with a country's problems at every level.
- Indicators of Governance Variables used are : tourism policies are in accordance with development, tourism regulations support all tourism activities, accountability of tourism institutions to work according to their responsibilities, implementation of destination management that attracts tourists, and tourism involves the community and stakeholders.



TEORITICAL FRAMEWORK.....



Conservation is a process or method of protection from destruction and damage. The arrangement of natural resources that ensures the sustainable use of their savings is by continuously improving the quality of their diversity values and maintaining.



Indicators of Natural and Cultural sustainability Variables: preserving ecosystems/biological diversity, preservation of the physical environment (soil, water, and air), preservation of cultural landscapes (such as subak, and agricultural land), preservation of tangible cultural heritage (cultural heritage), providing benefits maintaining the preservation of intangible cultural heritage (traditional arts, traditions/rituals, traditional knowledge, traditional technology, etc.), and providing benefits for maintaining the preservation of social norms, customs and traditions.





RESEARCH METHODS

Location and Object of Study

This research was conducted in the province of Bali.

The research objects are: tourism governance, socioeconomic, natural and cultural sustainability.

Data Used

- Primary quantitative data obtained from field surveys of 100 respondents.

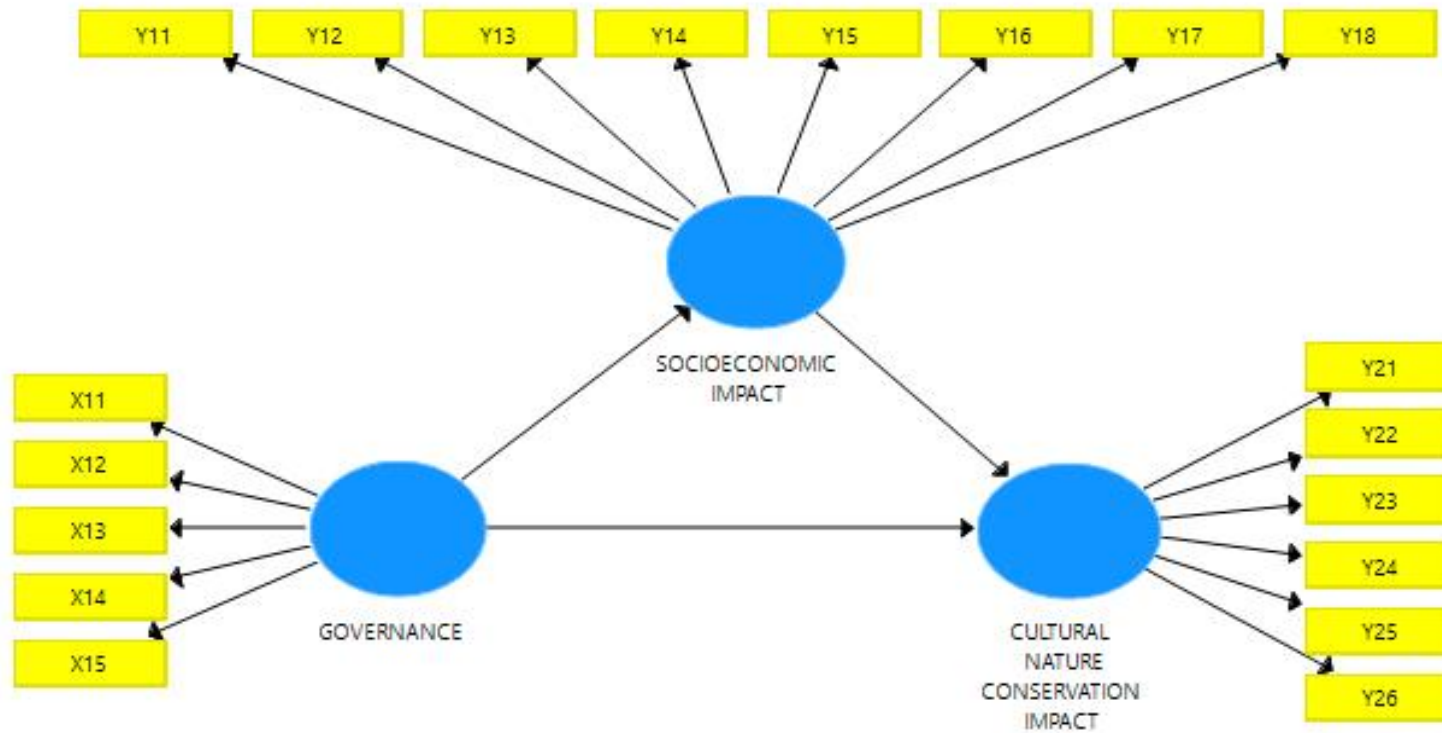
Data Analysis Method

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RESEARCH METHODS.....



Research Model



DISCUSSION

Respondent Profile



<i>District</i>	<i>%</i>	<i>Gender</i>	<i>%</i>	<i>Age (Year)</i>	<i>%</i>	<i>Education</i>	<i>%</i>	<i>Profession</i>	<i>%</i>
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Total	100		100		100		100		100

DISCUSSION....

research result indicator score



Constructs	Indicators	Scores
Governance	<i>Policy is in accordance with the needs of tourism development (X11)</i>	3,84
XI	<i>Regulations issued by the local government are very supportive tourism activities (X12)</i>	3,89
	<i>Institutions have carried out their functions according to their responsibilities (X13)</i>	3,72
	<i>Has implemented destination management that is able to attract tourists (X14).</i>	4,05
	<i>Tourism has involved all components of society and stakeholders (X15)</i>	3,79
	Average	3,86
Socio-Economic	<i>Has provided tangible benefits for the local workforce (Y11)</i>	4,15
YI	<i>Tourism development is able to increase people's income (Y12)</i>	4,38
	<i>Tourism development is able to improve the regional economy (Y13)</i>	4,38
	<i>Tourism development is able to increase the level of community education (Y14).</i>	4,08
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	<i>Tourism development is able to drive other economic sectors (Y16)</i>	4,38
	<i>The development of tourism has given pride to the local people (Y17)</i>	4,34
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	<i>Tourism has an impact on rising prices for goods and services (Y19)</i>	3,97
	Average	4,12
Nature and Cultural Conservation	<i>Tourism development is able to preserve the ecosystem/biodiversity (Y21).</i>	3,64
Y2	<i>Tourism development is able to preserve the physical environment (Y22)</i>	3,44
	<i>Tourism development is able to preserve cultural landscapes (Y23)</i>	3,59
	<i>Tourism development is able to maintain the sustainability of the tangible cultural heritage (Y24)</i>	3,85
	<i>Tourism development is able to preserve intangible cultural heritage (Y25)</i>	4,11
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DISCUSSION.....

- a. Governance has a positive effect of 0.31 on Cultural Nature Conservation and the relationship is significant.
- b. Governance has a positive and significant effect of 0.62 on the socioeconomic impact.
- c. Socioeconomic impact has a positive effect of 0.44 on Cultural Nature Conservation significantly.
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CONCLUSION

- a. Governance has a positive and significant effect on Cultural Nature Conservation . This means that improving Governance will significantly increase Cultural Nature Conservation.
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THANK YOU



**2nd Warmadewa International Conference on
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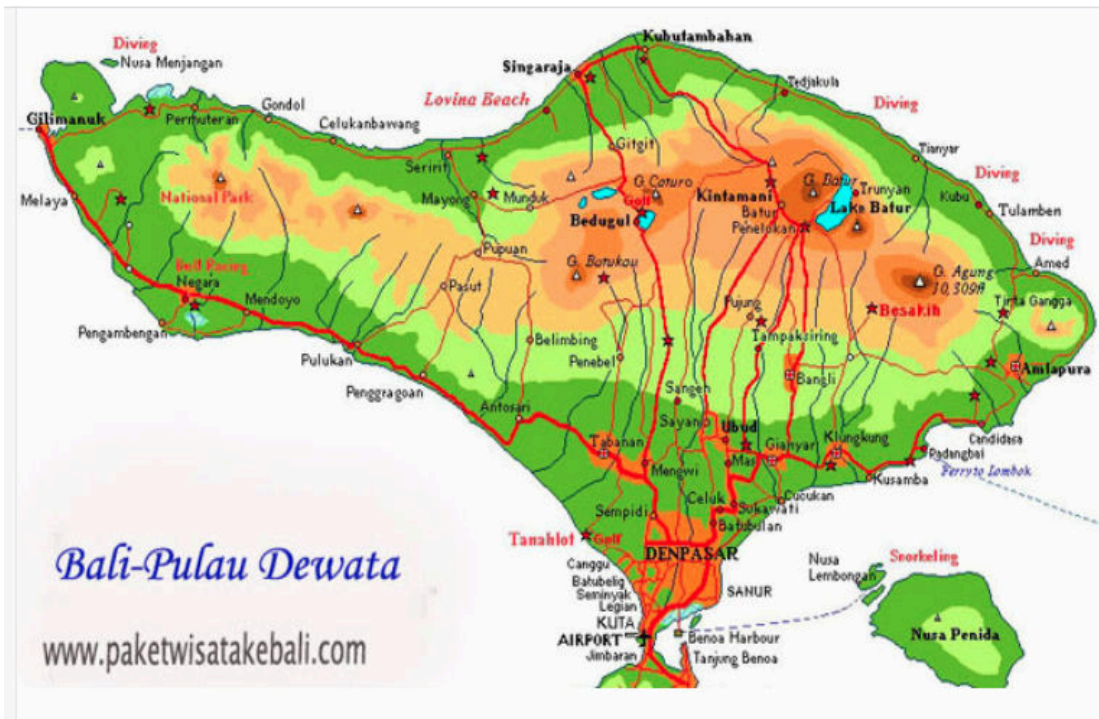
Dr. Putu Ngurah Suyatna Yasa, S.E.,M.Si

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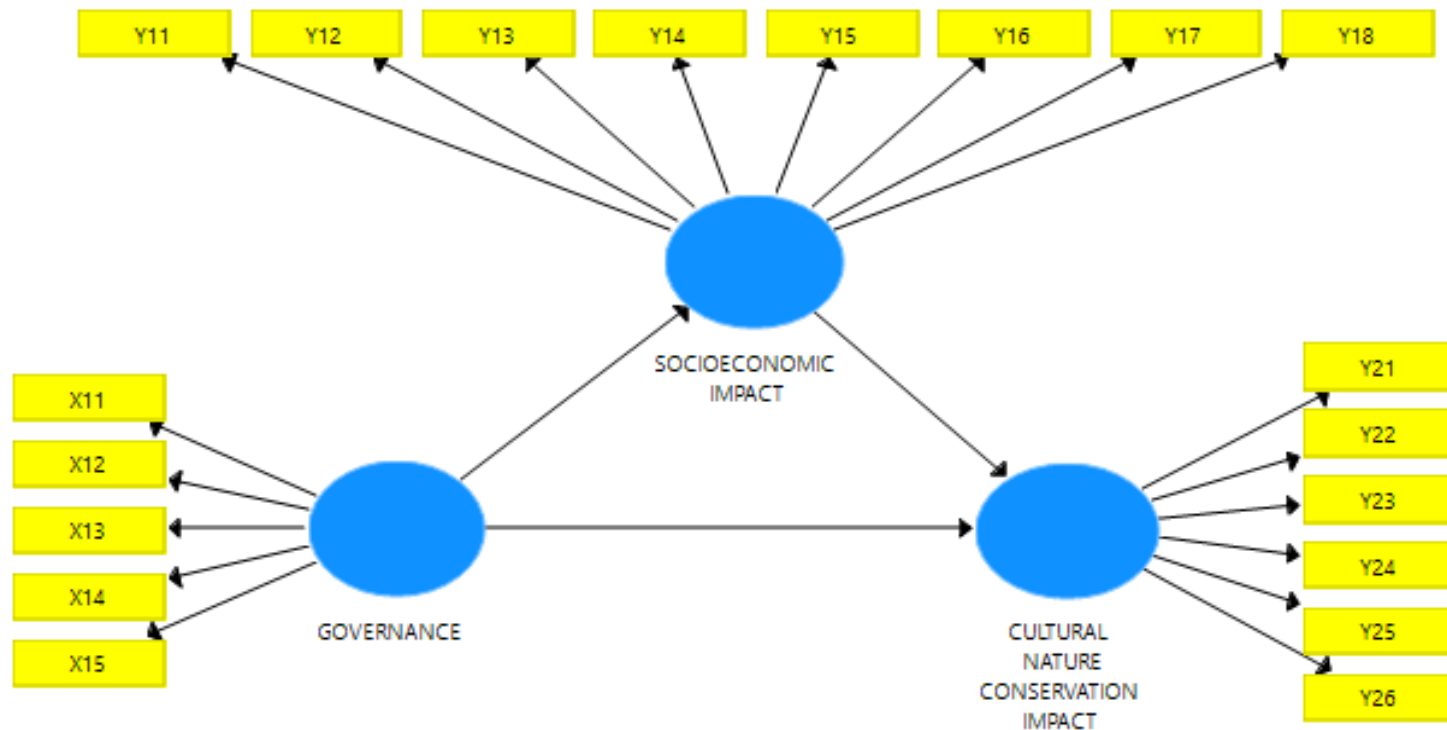
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THANK YOU

THE ROLE OF GOVERNANCE IN IMPROVING SOCIO-ECONOMIC, ENVIRONMENTAL PRESERVATION AND LOCAL CULTURE IN BALI TOURISM

Dr. Putu Ngurah Suyatna Yasa, S.E.,M.Si

Correspondence Author: putusuyatna2963@gmail.com

Presented at the 2nd International Conference on science, Technology, and Humanity 28-29 October, 2022

In Bali, the development of tourism has shown an increasing trend since the 1960s, but it turns out that behind the rapid development of tourism, there are various inequalities. This means that tourism development does not yet have a significant integration with other sectors, especially agriculture and MSMEs. The existence of tourism should also be balanced with efforts to anticipate the negative impacts of tourism development through the principles of community empowerment, nature and environmental conservation. For this reason, governance plays a very important role in regulating, facilitating and providing supervision in tourism development. The purpose of this study are to analyze: 1) the role of governance towards economic empowerment of local communities who work in the tourism sector. 2) the governance's role in maintaining the environment and local culture. 3) the role of socio-economic empowerment in preserving the environment and local culture. This research was conducted in the province of Bali, and the research objects are: tourism governance, socioeconomic, natural and cultural sustainability. The data used is primary data sourced from field surveys of 100 respondents distributed via the internet with a questionnaire instrument. Data analysis using PLS-based SEM method. The results of the analysis show that 1) Governance has a positive effect on Cultural Nature Conservation and the relationship is significant. 2) Governance has a positive and significant effect on the socioeconomic impact. 3) Socioeconomic impact has a positive effect on Cultural Nature Conservation significantly. The test of the mediating role of socio-economics between governance and the cultural nature conservation impact shows that the socioeconomic impact is a partial mediation between governance and cultural nature conservation impact.

Keywords: Governance, socio-economic, environmental preservation and local culture and tourism

I. INTRODUCTION

1.1 Background

Tourism development has a strategic role as an integral part of national development which has been proven to be able to create jobs, contribute to economic growth, increase the country's foreign exchange earnings, and preserve the environment, as well as the nation's culture. In its development, the development of the tourism industry gave birth to a central issue that kept rolling and trying to find a way out, namely empowering local communities (Kemenparekraf, 2011). This is because in the management and acceptance of benefits or profits obtained from a tourist destination, they often forget the problem of equity and empowerment of local communities, so tourism development which has been making a high contribution to economic growth on the one hand, but on the other hand, actually creates inequality, both between city/district, between villages and cities, between community groups and structural inequality. An example is the development of tourism in Bali which has given a great impact to economic growth, mainly in three regencies/cities, namely: Badung, Denpasar and Gianyar. However, there are six regencies in Bali that do not receive benefits that are in line with economic growth in the three cities/districts, namely: Klungkung, Tabanan, Bangli, Karangasem, Jemberana and Buleleng.

The next problem is that tourism development is often accompanied by environmental damage. This is due to the lack of awareness, both for managers and tourists, to be responsible for preserving the environment. The high number of visits to a tourist destination is also a trigger for the destruction of the carrying capacity of the environment. Planning for environmental sustainability is an important factor in the process of community empowerment, because the preservation of the natural environment will automatically preserve the life of the community. Adi (2008) states that sustainable development in developing countries such as Indonesia tends to be more directed at short-term pragmatism of economic growth, which often causes massive environmental damage and is difficult to return to its original condition. Environmental conservation is not one of the main factors discussed in the preparation process for the development of tourist destinations.

Related to these problems, a concept in the world of tourism was born by offering the principles of sustainable tourism that prioritizes conservation values and provides benefits through empowerment to local communities. In the Quebec Declaration (2002), groups of

tourism actors, namely the government, the private sector, and the community formulate sustainable tourism which includes the following efforts:

1. Active contribution in the conservation of nature and culture;
2. Participation of local residents in planning, development, and operation of tourism activities and enjoying welfare;
3. Transfer of knowledge about cultural and natural heritage to visitors;
4. Form independent tours or small tour groups.

This concept is presented in addition to overcoming various obstacles and inequalities due to tourism development, Indonesia is also a country that is very rich in environmental tourism potential that has high economic value, even most of the state revenue from the tourism sector basically comes from environmental tourism (Ministry of Tourism and Economics Creative, 2012).

Community participation in tourism activities means a question of how the community can influence management decisions to manage existing resources (Sudana, 2013). Sustainable tourism is an important component in a sustainable industry and has a strong relationship between human existence and the environment. The integrity and sustainability of an experience, learning and visiting tourists, landscapes, flora and fauna and culture must be carefully planned and managed using the concept of village-based management, and include participation that benefits local communities. Tourism, natural resources, cultural heritage, and community life should be an integrated part of the types of economic activities of the local community and provide ample space for local community participation (Kiper, 2013).

A participation is not only to achieve success and management efficiency, but also contains elements of knowledge transfer and transformation of the learning process itself, including the development of human resource services (Okazaki, 2008). The local management approach that needs to be developed is that the community is directed towards sustainable education so that it will be easier and more efficient to achieve development goals (Timothy, 2007).

Tourism developed in Bali is cultural tourism, and culture in this case is Balinese culture which is based on the teachings of Hinduism. This culture is rooted in and rests on various traditional institutions in Bali such as subak, residents, coercion, traditional villages

with their banjar, and various activities. This development principle has been running since the issuance of Regional Regulation No. 3 of 1991. With this concept, it is hoped that tourism development can run in harmony with the development of Balinese Culture in a mutually interactive relationship. In order for this concept to work, the traditional village as a supporter of Balinese culture must receive serious attention, including its involvement in the management of tourism destinations in Bali. Therefore, there is a need for efforts to provide access so that traditional villages have a stronger existence in the management of tourist destinations and economic activities as a supporter of Bali tourism, so that tourism development can run and provide beneficial reciprocity both in terms of economic and environmental, social, cultural and environmental security. which will provide maximum benefits for all stakeholders in maintaining the sustainability of Bali tourism development.

1.2 Research Problems

Starting from the description of the background of the problem above, the problems of study are as follows.

1. What is the role of governance towards economic empowerment of local communities who work in the tourism sector?
2. What is the governance's role in maintaining the environment and local culture?
3. What is the role of socio-economic empowerment in preserving the environment and local culture?

1.3 Theoretical Framework

1) Understanding Tourism

(a) Definition of Tourism

We can see the definition of tourism from the following opinions of experts. Tourism is closely related to the world of holidays, fun, study tours and also business. Tourism is a trip made by a person within a certain period of time from one place to another by planning in advance, the purpose is for recreation or for an interest so that his wishes can be fulfilled or tourism can also be interpreted as a trip from one place to another for recreation or fun then returning to the original place. According to the World Tourism Organization (WTO), tourism is a human activity that travels and lives in destinations outside their daily environment. Some experts also say the meaning of

Tourism, here is a complete list of meanings of Tourism according to experts from abroad and within the country. According to Spillane (1982) tourism is the activity of traveling with the aim of obtaining enjoyment, seeking satisfaction, knowing something, improving health, fulfilling tasks, pilgrimages etc. According to Meyers (2009) tourism is a travel activity carried out temporarily from the initial residence to the destination area with the reason not to settle down or make a living but only to fulfill curiosity, spend leisure or holidays and can spend too much money. According to The Law of the Republic of Indonesia No. 10 of 2009, the definition of tourism is as an activity of traveling, whether carried out by individuals or groups. Where their purpose is none other than recreation, learning the uniqueness offered by tourist attractions or simply to develop themselves.

(b) Principles of Tourism

What else besides studying the meaning of tourism? Now you will learn about important principles for those of you who want to develop tourism in your area. According to Jamieson and Noble (2000) there are several important principles that should not be ignored. First, the principle of tourism is to build and shape a more developed and developed society. Second, of course, it helps to create jobs, so as to reduce the unemployment rate in all the tourist attractions that are opened. So, here it is also necessary to build a local business so that it continues to contribute in this place. Third, an important principle in building sustainable tourism, of course, you also need rules. The purpose is clear, to control order. Well, regarding rulemaking, of course, it must be based on international agreement standards if the tourism is international in class. Here you also need to conduct an analysis related to tourism operations, supervise the impact of tourism that has been made and conduct other analyses.

(c) Elements of Tourism

It is undeniable that this element of tourism greatly determines the attractiveness of potential tourists. Without the availability of these elements, tourism is less of an attraction. Some of the elements of tourism are elements of accommodation. Accommodation as a place for a person to live. Accommodations that are difficult to access, of course, will be a consideration. The more accommodation is facilitated, the more people will visit. This also applies to elements of transportation or transportation

services. If access is lacking, it is natural that few people will attend it. Another element is easy access to food, including souvenir. Especially close to the ease of getting food is often a consideration for visiting tourists. Just imagine if tourism had no food or was far from access to selling food, tourists could faint from hunger.

Tourism attractions in addition to some of the elements that have been mentioned above, it is important for you to pay attention to the attractive offers of tourist attractions that you have. For example, attraction A has distinctive attractions that other attractions do not have. So there is its appeal and selling point. This is very important, so that tourists are interested and enjoy the tours offered there. That's an article about the meaning of tourism, the kinds of tourism, principles to elements related to the world of tourism. Hopefully, those of you who are majoring in tourism or who are looking for information about this will get the answer.

2) Sustainable Tourism

(a) Definition of Sustainable Tourism

The definition of sustainable tourism is tourism that takes into account current and future economic, social and environmental impacts, meets the needs of visitors, industry, the environment and the local community and can be applied to all forms of tourist activities in all types of tourist destinations, including mass tourism and various other types of tourism activities (Regulation of the Minister of Tourism, 2016). The purpose of this sustainable tourism concept is to have a positive impact and provide benefits to the community's economy, without damaging the environment and still preserving the socio-cultural life of the local community. The government has issued guidelines for sustainable tourism destinations as stated in the Minister of Tourism Regulation Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations. These guidelines are in accordance with the indicators of the United Nation World Tourism Organization (UNWTO) and the Global Sustainable Tourism Council (GSTC) has given recognition.

(b) Sustainable Tourism Criteria

There are several criteria for sustainable tourism. These include the management of sustainable tourism destinations, economic utilization for local communities, cultural preservation for communities and visitors, and environmental preservation (Regulation of

the Minister of Tourism, 2016). The management of sustainable tourist destinations requires several criteria that must be met. Both from the criteria during the planning (sustainable destination strategy, planning arrangements, and sustainability standards), criteria for how tourism management runs (destination management organization, seasonal tourism management, access for all, property acquisition, safety and security, crisis and emergency management, and promotion), tourism sustainability monitoring criteria (monitoring, asset inventory, and tourism attractions), and finally the criteria evaluation (climate change adaptation and visitor satisfaction)(Regulation of the Minister of Tourism, 2016).

Then the criteria in the use of the economy for the community are also needed several criteria that must be met. These include economic monitoring, providing employment opportunities for local communities, community participation, listening to local community opinions, providing access for local communities, tourism awareness education functions, prevention of exploitation, providing support for the community and supporting local businesses and fair trade (Regulation of the Minister of Tourism, 2016). Furthermore, the criteria for cultural preservation for the community and visitors that must be met are protection of tourist attractions (evaluating, rehabilitating, and preserving natural and cultural sites), how to manage visitors, visitor behavior, protection of cultural heritage, interpretation of the site (accurate interpretive information), and protection of intellectual property (Regulation of the Minister of Tourism, 2016).

The last is the criterion of environmental preservation. This criterion is one of the criteria that gets more attention in building sustainable tourism. Some of the criteria that must be met include reducing/eliminating negative risks to the environment, protection of sensitive environments, protection of wild nature (flora and fauna), reduction of greenhouse gas emissions, energy conservation, water management, water safety, water quality, liquid waste management, reducing solid waste, not providing light and sound pollution, and the use of environmentally friendly transportation (Regulation of the Minister of Tourism, 2016).

(c) Implementation of the Concept of Sustainable Tourism in Bali

One of the tourist attractions in Indonesia that has implemented the concept of sustainable tourism is tourism on the island of Bali. In the aspect of economic utilization for the local community, with the advancement of the tourism industry there, many Balinese people work as a tour guide, tour leader, boat rental services and snorkeling/diving equipment, homestay rental services, vehicle rental services, opening snack stalls, and souvenir shops. With this shift and increasing number of new jobs, the majority of the people there have depended on their main income from the tourism industry.

Then an example of application in cultural preservation for the community and visitors in Bali is the concept of Balinese *ajeg* which aims to maintain Balinese culture so that it remains in its original state, maintained, sturdy, and strongly accepts the onslaught of outside cultures. Furthermore, the *Tri Hita Karana* philosophy and the cosmos religious philosophy of Hinduism have always been used as the basis for managing traditional Balinese spatial planning. Finally, in implementing environmental conservation in Bali, the local government and local communities have made efforts to intensify the promotion of tourism to mangrove forests. In this mangrove forest, later visitors can contribute directly to preserving the environment by one of them through planting mangrove plants there. The protection and use of mangrove forests for tourism activities certainly strongly supports environmental conservation efforts. Mangrove forests that can be visited in Bali include bali mangrove forest, wanasari mangrove ecotourism, and nusa lembongan mangrove forest.

3) Traditional Villages and Tourism

The development of tourism in Bali automatically has contact between people Bali (traditional village) with outside culture. These contacts are not new, contact has occurred hundreds or even thousands of years ago. This can be seen from the existence of various "outside influences" in Balinese cultural customs such as the influence of India, China, Arabic, and Javanese (Pitana, 1994). The intensity of Balinese cultural contact with culture increased because of technological developments and Bali's success in making itself as a tourist destination. The situation of traditional villages today has undergone changes as expected expressed by Pitana (1994). In general it is said that traditional villages in particular engaged in customs and religion, but many traditional

villages have been active engaged in the economy, in accordance with the demands of society and development. The basic capital of Bali's development is culture and sustainable development implemented in Bali is “cultural-minded development”. So that culture Bali is able to become the basic capital of tourism development, so culture must be sustainable and dynamic, where cultural preservation is directly related to preservation of traditional villages. If the traditional village which is the main pillar of Balinese culture experience destruction, then the culture of Bali as a whole will be threatened (Pitana, 1994).

4) Socio-Economic Impact of Tourism on Local Community

According to the KBBI, social matters are matters relating to society or social characteristics that pay attention to the general public. So social said to be a human behavior that is related or cooperates with one another each other in their social life, with the aim of fulfilling the needs and desires in their respective lives, both needs clothing, shelter and food. While the economy can be defined as human behavior in seeking tools to satisfy needs to achieve prosperity and happiness in life. Socio-economy according to Soekanto (2007:89) is the position of a person in society relates to others in the sense of the environment association, their achievements, and their rights and obligations in relationships with resources. According to Soekanto (2001:237) states that the main components of socio-economic position include the size of wealth, size of power, the measure of honor, the measure of knowledge. Socio economic indicators used are: absorption of local labor and reduction of unemployment, community income, improvement of regional economy, improvement of education level, improvement of public health level, forward & backward linkage effect (related sectors), increasing public confidence, income supporting regional development, and increasing product prices.

5) The Role of Governance In Tourism Development

The United Nations Development Program (UNDP, 1997) defines governance as: The exercise of economic, political, and administrative authority to deal with a country's problems at every level. Governance is generally managed by the government through regulation and guidance and assistance to all stakeholders working in the tourism sector. In Bali, tourism management has also intensively involved traditional villages, because the government structure in Bali consists of two parties, namely the official village and the traditional village. These two

organizations have proven to coexist in synergy in supporting the governance of tourism development. Indicators of governance variables used in this study are: tourism policies are in accordance with development, tourism regulations support all tourism activities, accountability of tourism institutions to work according to their responsibilities, implementation of destination management that attracts tourists, and tourism involves the community and stakeholders.

6) The importance of conservation in tourism development

Conservation is a process or method of protection from destruction and damage. The arrangement of natural resources that ensures the sustainable use of their savings is by continuously improving the quality of their diversity values and maintaining them. Conservation is very necessary to maintain the sustainability of tourism development, with conservation the process of maintaining tourism supporting attractions such as: arts originating from local culture, nature and the environment with all their potential, as well as community traditions with all their uniqueness can be preserved and can be enjoyed sustainably for future generations. Indicators of Natural and Cultural sustainability variables used in this study are: preserving ecosystems/biological diversity, preservation of the physical environment (soil, water, and air), preservation of cultural landscapes (such as subak, and agricultural land), preservation of tangible cultural heritage (cultural heritage), providing benefits maintaining the preservation of intangible cultural heritage (traditional arts, traditions/rituals, traditional knowledge, traditional technology, etc.), and providing benefits for maintaining the preservation of social norms, customs and traditions.

II. RESEARCH METHODS

2.1 Location and Object of Study

This research was conducted in the province of Bali, covering eight districts and one city in Bali, namely Badung, Denpasar, Gianyar, Buleleng, Tabanan, Bangli, Klungkung, Karangasem and Jemberana. Research objects include: tourism governance, socioeconomic, natural and cultural sustainability.

2.2 Data Used

This study uses a quantitative design, which is based on the theory that underlies the study, then the theory is tested using inferential statistical analysis. The data used are primary data obtained from field surveys of 100 respondents. The consideration is based on the

criteria of Hair (2010), that in order to meet the normal distribution, the data analyzed is between 5 to 10 times the numbers of indicators used in the analysis model. In this study, the number of indicators is 19, so 100 respondents have met the requirements.

Respondents in this study were stakeholders involved in the tourism sector, the process of searching for field data was carried out by distributing questionnaires that had been prepared in advance. Considering that at the time this research was still in an atmosphere of covid-19, the distribution of the questionnaire was carried out through the help of the internet with the google form.

2.3 Data Analysis Method

Data analysis in this study uses structural model analysis (SEM) with the help of partial least squares (PLS) software, PLS is a very powerful calculation method in data-based analysis. The model built in this study is as follows.



Figure 1. Research Analysis Model

III. RESULTS AND DISCUSSION

3.1 Respondent Profile

The results of a field survey of 100 respondents who are directly involved in tourism activities in Bali, show that all of them can provide good answers to the questionnaire submitted. The respondent's profile as shown in Table 1 shows that the research respondents came from all regencies/cities in Bali. Most respondents were from Denpasar city as much as 29.5%. Judging from gender, the majority were male as much as 68.9%, while in terms of the dominant age were 17-26 years old and 37-46 years old or very productive age group. In terms of education, respondents are senior high schools and colleges with the highest number being the college graduate group, which is 86.9%. Meanwhile, in terms of professions, they consist of: business people, government employees in the tourism sector, tourism workers,

and retired civil servants working in the tourism sector and tourism students, with the largest number being independent workers working in the tourism sector, which is 37.7%.

Table 1
Respondent Profile

<i>District</i>	<i>%</i>	<i>Gender</i>	<i>%</i>	<i>Age (Year)</i>	<i>%</i>	<i>Education</i>	<i>%</i>	<i>Profession</i>	<i>%</i>
Denpasar	29,5	Male	68,9	17 -26	44,3	Senior High School	13,1	Businessman	13,1
Badung	11,5	Female	31,1	27 - 36	16,4	University	86,9	Government Employees	29,5
Gianyar	9,8			37 -46	24,6			Retired	1,6
Tabanan	3,3			47 -56	11,5			Student	18
Bangli	9,8			> 56	3,3			Private Employees	37,7
Klungkung	4,9								
Karangasem	16,4								
Buleleng	9,8								
Jemberana	4,9								
Total	100		100		100		100		100

Source: Field Research Results in 2022

3.2 Description Of The Research Construct Score

The results of the calculation of the indicator scores and research constructs can be seen in Table 2.

Table 2
Skor Indikator dan Konstruk Penelitian.

Constructs	Indicators	Scores
Governance X1	Policy is in accordance with the needs of tourism development (X11)	3,84
	Regulations issued by the local government are very supportive tourism activities (X12)	3,89
	Institutions have carried out their functions according to their responsibilities (X13)	3,72
	Has implemented destination management that is able to attract tourists (X14).	4,05
	Tourism has involved all components of society and stakeholders (X15)	3,79
	Average	3,86
Socio-Economic Y1	Has provided tangible benefits for the local workforce (Y11)	4,15
	Tourism development is able to increase people's income (Y12)	4,38
	Tourism development is able to improve the regional economy (Y13)	4,38
	Tourism development is able to increase the level of community education (Y14).	4,08
	Tourism development is able to improve the level of public health (Y15).	3,67

	Tourism development is able to drive other economic sectors (Y16)	4,38
	The development of tourism has given pride to the local people (Y17)	4,34
	Regional income from the tourism sector has been fully used to support regional development (Y18).	3,77
	Tourism has an impact on rising prices for goods and services (Y19)	3,97
	Average	4,12
Nature and Cultural Conservation Y2	Tourism development is able to preserve the ecosystem/biodiversity (Y21).	3,64
	Tourism development is able to preserve the physical environment (Y22)	3,44
	Tourism development is able to preserve cultural landscapes (Y23)	3,59
	Tourism development is able to maintain the sustainability of the tangible cultural heritage (Y24)	3,85
	Tourism development is able to preserve intangible cultural heritage (Y25)	4,11
	Tourism development is able to preserve social norms, customs, and traditions (Y25).	3,84
	Average	3,75

Source: Field Research Results in 2022

Table 2 shows that then the average construct score of X1 (governance) is 3.86 (agree) with a score below the average construct is an indicator of X11 government policies in accordance with tourism development, X13 tourism institutions in Bali have carried out functions according to their responsibilities, which is 3.72 (agree) and X15 that tourism has empowered all components of society and stakeholders. For the Y1 (socioeconomic) construct of 4.12 (agree) with a score below the construct average, the indicator Y14 is that tourism development is able to increase the level of education, Y15 is tourism development is able to increase the level of public health, which is 3.67 (agree) and Y19 is that tourism has an impact on increasing the prices of goods and services. As for the Y2 construct (Nature and Culture Conservation) the average score is 3.75 (agree) with a score below the construct average. Y21 indicator Bali tourism development is able to maintain ecosystem biodiversity of 3.64 (agree), Y21 indicator namely tourism development can maintain the natural physical environment by 3.44 (agree) and Y23 tourism development is able to maintain culture and landscape by 3.59 (agree).

3.3 Validity and Reliability test of Research Instrument

1) Reliability Test

The reliability test aims to determine the level of consistency of respondents' answers contained in the questionnaire. In this measurement using the one shot method, namely Cronbach's Alpha (CA) analysis. Ghozali (2013) classifies CA values as follows: 1. CA values between 0.00 – 0.20 are said to be less reliable; 2. CA values between 0.21 – 0.40 are said to be somewhat reliable; 3. CA values between 0.41– 0.60 are said to be quite reliable; 4. CA values between 0.61 – 0.80 are categorized as reliable; 5. CA values between 0.81 – 1.00 are said to be very reliable. The calculation results show that all constructs show a CA value greater than 0.70 so that all constructs are declared very reliable, meaning that the respondents' answers to the list of questions asked are very consistent.

2) Validity Test

Validity is a tool used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. (Ghozali, 2013). To test the validity, see the table Item total construct. If the correlation value is equal to or greater than 0.30 and statistically significant, then the value is valid. The calculation results in Table 5.3 show that the product moment correlation of all research indicators with their respective construct total scores has a value > 0.30 and is statistically significant at the 0.05 level, so it has a valid measurement.

3.4 Inferential Analysis

1) Measurement Outer Model

The results of the calculation of the convergent validity test (Appendix 1) show that all indicators are valid with outer loading > 0.50 and statistically significant at the 0.05 level. The discriminant validity test (Appendix 2) shows that all indicators of each construct have shown a measurement index that is greater than the index of other constructs in each block, so that it meets the valid requirements based on the discriminant validity criteria. Meanwhile, the measurement of Cronbach alpha and composite reliability (appendix 3) shows that all constructs have shown reliability from the Composite Reliability side, but from the Cronbach Alpha side only the destination loyalty construct has an index value slightly lower than 0.70. However, in general, all constructs have shown valid index values.

2) Measurement Inner Model

The analysis of the inner model includes R2, Q2 and GoF which is explained next. The results of the R2 test show that for the cultural nature conservation impact construct of 0.467 and 0.377 for socioeconomic, both indices show a moderate model, meaning that the exogenous variable has a moderate effect on the endogenous construct. Furthermore, the Q2 test shows a value of 0.67, or includes a strong model, meaning that the exogenous construct has a strong effect on the endogenous construct. Likewise, the Goodness of Fit test shows a value of 0.48, the measurement model is strong, meaning that the variation of the exogenous construct has a strong influence on the variation of the endogenous construct. This means that the overall measurement shows that the estimation model is a fit model.

3) Path Coefficient and Statistic Test

The results of the calculation of path coefficients and statistical tests can be seen in Table 3 which shows the following.

- a) Governance has a positive effect of 0.29 on Cultural Nature Conservation and the relationship is significant. This means that improving Governance will significantly increase Cultural Nature Conservation.
- b) Governance has a positive effect of 0.61 on the significant socioeconomic impact. This means that improving governance will significantly increase the socioeconomic impact.
- c) Socioeconomic impact has a positive effect of 0.47 on Cultural Nature Conservation significantly. This means that an increase in socioeconomic impact will significantly increase Cultural Nature Conservation.

Table 3
Path Coefficient and Statistic Test

Path Coefficients							
	Mean, st. Dev., t-Value, p-Val.	Confidence Interval	Confidence Interval (bias Cor.)	Sample	Copy to Clipboard	Excel Format	PDF Format
	Original Sample	Sample Mean (MO)	Standard Deviation	T Statistics (z)	P-Values		
GOVERNANCE -> CULTURAL NATURE CONSERVATION IMPACT	0.289	0.297	0.178	7.128	0.0014		
GOVERNANCE -> SOCIOECONOMIC IMPACT	0.614	0.632	0.086	7.115	0.0005		
SOCIOECONOMIC IMPACT -> CULTURAL NATURE CONSERVATION IMPACT	0.467	0.473	0.142	3.268	0.0011		

Source: Field Research Results in 2022

d) The test of the mediating role of Socio-economics on governance on the cultural nature conservation impact, shows that the direct relationship between governance and the cultural nature conservation impact is 0.58 and significant, as well as the indirect relationship between governance on the socioeconomic impact and on the cultural nature conservation impact. is 0.29 (0.614×0.467) and significant. This means that the socioeconomic impact is a partial mediation between governance and cultural nature conservation impact, this happens because apart from socioeconomic there are other factors that encourage governance in improving cultural nature conservation, such as investment, quality of human resources, work environment and organizational culture of local governments.

3.5 Conclusion

- a) Governance has a positive and significant effect on cultural Nature conservation. This means that improving Governance will significantly increase Cultural Nature Conservation.
- b) Governance has a positive and significant effect on socio economic impact. This means that improving governance will significantly increase the socioeconomic impact.
- c) Socioeconomic impact has a positive and significant effect on Cultural Nature Conservation. This means that an increase in socio economic impact will significantly increase Cultural Nature Conservation.
- d) The socioeconomic impact is a partial mediation between governance and cultural nature conservation impact.

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