

Evaluating Community Welfare Effects of the Tourism Development on Geopark Caldera Toba

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Abstract

Tourism is one of the economic support systems that encourage economic growth in Indonesia. Indonesia as a country with good tourist attractions has enormous potential in creating jobs. The greater the employment opportunities, the lower the unemployment rate. The purpose of this study was to analyze whether tourism development has a positive and significant effect on economic activity to improve Community Welfare in the Lake Toba area. With variables consisting of 3 elements Variables consisting of indicators, namely: independent variables of tourism development (X) with indicators: policy (X1), institutions (X2), human resources (X3), facilities and infrastructure (X4), budget (X5), environment (X6), security (X7), social (X8), culture (X9), tourist attractions (X10), investment (X11), licensing (X12), promotion (X13), system (X14), tourists (X15). intervening variables/variables between economic impacts (Z) with indicators: economic growth (Z1), income (Z2), equity (Z3), poverty reduction (Z4), unemployment reduction (Z5). The dependent variable is community welfare (Y) with indicators: income equality (Y1), health (Y2), education (Y3), information (Y4), consumption expenditure (Y5). While the research method model used is the SmartPLS approach The number of samples is 351. Karo Regency, Simalungun Regency, North Tapanuli Regency, Pakpak Bharat Regency, Dairi Regency, Humbang Hasundutan Regency, Toba Regency, Samosir Regency. Economic impact has a positive but insignificant effect on community welfare. The results of the research on the analysis of the economic impact of integrated tourism development in the Lake Toba area on the welfare of the Lake Toba area community in North Sumatra Province can contribute to local government, central government, business people, tourists and the community. local government and central government can review policies or decisions that are less effective in increasing community income.

Keywords: *Economic growth, business actors, communities, government/institutions of the Lake Toba region, sustainability, community welfare.*

Introduction

Over the past ten years, the World tourist Organization has initiated tourist campaigns and sustainable tourism/poverty elimination projects with the aim of enhancing the economic advantages in marginalized communities (Asmelash and Kumar 2019) (Gius 2017) (Zhao and Timothy 2015). Community-based tourism has been well acknowledged for its ability to enhance the economic standing of communities (Dodds, Ali, and Galaski 2018). The preservation of local people's traditional culture and society has resulted in an increase in visitor fascination with local cultures. Furthermore, the presence of distinctive and rare species has heightened the environmental consciousness of residents, prompting them to conserve natural resources to enhance the quality of tourism for visitors (Lee and Jan 2019).

Tourism is the ninth highest growth sector in the world, the last five years provided one-fifth of new jobs (Alamineh et al., 2020; WTTC, 2019), 2023; WTTC, 2019; (Ólafsdóttir & Tverijonaite, 2018) In the tourism trend, the fastest growing market segment in nature tourism focuses on geological features and geomorphological landscapes, heritage, aesthetics, culture, biodiversity conservation and the well-being of its inhabitants through appreciation and learning ((Luoa et al., 2021; Dowling & Newsome, 2018); (<https://www.nationalgeographic.com>).

The Government of the Republic of Indonesia has made Tourism one of the Supporting Pillars of the Economy. In line with this, the Government of the Republic of Indonesia has determined 5 National

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Priority Super Areas (KSPN) Lake Toba, Borobudur, Mandalika, Labuhan Bajo, and Likupang. So Tourism Management with diversity supported by Law Number 32, 33 of 2004 provides a massive opportunity for regions to manage Natural, Social and Cultural Resources optimally. The growth of tourism in the service industry sector holds significant importance for the nation and state. Therefore, it is crucial to prioritize tourism development as it plays a pivotal role in shaping the direction and future of tourism in the Lake Toba Region, particularly for the local communities. The local government and communities in the Lake Toba region have not effectively managed the tourism development to enhance the welfare of the community. This is seen in the dearth of both international and domestic tourist arrivals. Community welfare in the social sector refers to the social conditions that enable all individuals to meet their physical, spiritual, and social needs in line with their inherent human nature and dignity. It aims to address the various challenges faced by individuals, families, and communities in the Lake Toba Region. Tourism is a societal occurrence that encompasses individuals, communities, collectives, institutions, and cultures.

In 8 (eight) districts in direct contact with Lake Toba. Lake Toba is one of the world's famous tourist attractions but has yet to receive much attention so far. Of course, the attention of the number one person in Indonesia to improve Lake Toba was welcomed positively by the community, especially the people of North Sumatra, where Lake Toba is located. Lake Toba is a volcanic lake with a length of 100 kilometers and a width of 30 kilometers.

Table 1. Tourism Development in 8 (eight) Districts of the Lake Toba Region

No	Kabupaten	2012	2013	2014	2015	2016	2017
1	Karo	n/a	n/a	n/a	241803	n/a	552430
2	Simalungun	325046	335295	348765	285824	306332	n/a
3	Toba	116349	93493	103896	102766	370898	729445
4	Tapanuli Utara	98094	96361	91647	108117	128110	145765
5	Humbang Hasundutan	3798	3994	4033	30473	50667	100015
6	Samosir	119530	124117	140637	141215	154905	222288
7	Dairi	84344	83740	103682	125503	126866	260013
8	Pakpak Bharat	n/a	n/a	6300	4620	4181	n/a
Total		747161	737000	798960	1040321	1141959	2009956

Sumber Data : BPS Tahun 2021

The number of developments in domestic tourists visiting the Lake Toba region in 2018 reached 11,586,299 trips, an increase of 8.7 percent compared to 2017. The number of domestic tourist trips is mainly intended to visit family/friends (51.0%) and recreation (39.4%) (%). Tourism and Creative Industries are one type of industry 4.0 capable of generating rapid economic growth in providing employment, increasing income, standard livelihoods, and stimulating other productivity sectors. Tourism development is a mainstay sector to encourage economic growth, increase revenue, empower economic communities, expand employment and business opportunities, and increase product recognition and marketing to improve community welfare. Together with the Development of the National Priority Super Area (KSPN), Lake Toba must be an Integrated Sustainable Tourism Planning development as a whole so that it can obtain optimal benefits for the welfare of the community and the ratification of the Presidential Regulation of the Republic of Indonesia Number 49 of 2016 concerning the Lake Toba Tourism Area Authority Management Agency. The tourism economy is the economic dimension created by transactions between tourists (related to tourism spending) and economic sectors providing goods and services. The Australian Bureau of Statistics, ABS (994) divides the tourism economy into three elements: tourists, transactions, and sectors/units. The tourism sector is still one of the sectors that is expected to be reliable for economic development.

Sustainable tourism is a goal to be achieved, not a specific type of tourism product (Lu and Nepal 2009). Therefore, the economic, environmental and socio-cultural aspects cannot be separated from each other, as they have a cause-and-effect relationship. One aspect will cause the other aspects to be affected. The relationship between economy and social is expected to create an equitable relationship. The relationship between economy and environment is expected to be viable. While the relationship between social and environment aims to be bearable.

Objectives:

Analyse whether tourism development factors (policy, institutions, human resources, facilities and infrastructure, budget, environment, security, social, cultural, attractions, investment, licensing, promotion, systems, tourists) have a positive effect on the economic impact of economic growth, income, equity, poverty reduction, unemployment) in the Lake Toba region?

Analyse whether economic impact factors (economic growth, income, equity, poverty reduction, unemployment) have a positive effect on community welfare (income, health, education, information, consumption expenditure) in the Lake Toba region?

Analyse whether tourism development factors (policy, institutions, human resources, facilities and infrastructure, budget, environment, security, social, cultural, tourist attractions, investment, licensing, promotion, systems, tourists) have a positive effect on community welfare (income, health, education, information, consumption expenditure) in the Lake Toba region?

Analyse whether tourism development factors (policies, institutions, human resources, facilities and infrastructure, budgets, environment, security, social, cultural, tourist attractions, investment, licensing, promotion, systems, tourists) have a positive effect on community welfare (income, health, education, information, consumption expenditure) through economic impacts (economic growth, income, equity, poverty reduction, unemployment) have a positive effect on community welfare (income, health, education, information, consumption expenditure) in the Lake Toba region?

Literature Review

While tourism is indeed an efficient means of reducing poverty by generating economic advantages for local communities, its rise has adversely impacted traditional culture and altered the livelihoods of inhabitants. During the initial phases of tourism development, the local population experiences adverse impacts on social, cultural, and environmental aspects rather than reaping economic advantages (Lee and Jan 2019). Consequently, researchers have implemented community-based tourism as a means to enhance the standard of living for local residents, promote the preservation of traditional culture, and conserve the natural environment. This is achieved by effective planning and administration of tourism activities (e.g., (Gurung and Seeland 2008) (Lepp 2008), (Sebastian and Rajagopalan 2009), ultimately resulting in sustainable tourism.

STD has been extensively studied in the fields of tourist planning and development. In contrast to the initial phases of tourism development, Sustainable Tourism Development (STD) not only contributes to economic growth in local communities, but also meets the demands of tourists, improves the life satisfaction of inhabitants, and safeguards the physical environment for future generations (Din 2018), (Hughes and Scheyvens, 2018), (Lee and Jan 2019), (Mathew and Sreejesh 2017). Community-based tourism has been recognized as a crucial method to achieve effective STD (Sebele 2010), (Lee and Jan 2019).

Positive view and attitude towards tourism are crucial in the development and management of community-based tourism, as local residents play a direct role in interacting with tourists and are important stakeholders. According to social exchange theory, the level of support local inhabitants have for tourism development is influenced by their perceptions of the positive or bad effects it will have (Lee 2013). The concept of empowerment plays a crucial role in shaping citizens' view of tourism's influence and their attitude towards tourism (Boley et al. 2014). Hence, in order to address STD (Sexually Transmitted Diseases) in

communities, it is crucial to achieve equilibrium in the power dynamics within the tourist-resident interaction by bolstering the empowerment of locals.

Tourism development in the integrated Lake Toba area has brought significant economic and social changes to the province of North Sumatra. Several studies have highlighted the positive impact of tourism on the local economy and community welfare. For example, a study by Smith et al. found that the development of tourism infrastructure and services around Lake Toba has led to an increase in employment opportunities for the local community.(C. et al., 2018) (Saragih et al., 2022).

Another study by Jones and Wang examined the economic benefits of tourism in the region, noting that the influx of visitors has led to increased tax revenues, investments, and infrastructure development (Comerio & Strozzi, 2018).

However, the impact of tourism development on the local community's well-being is not without its challenges.## Challenges and Potential Negative Impacts. While the economic benefits of tourism development in the integrated Lake Toba area are evident, it is essential to acknowledge the potential negative impacts on the local community. One significant challenge is the issue of cultural preservation. With the influx of tourists, there is a risk of cultural commodification and erosion of traditional practices. Moreover, the increased demand for goods and services driven by tourism can lead to inflation and a rise in the cost of living for the local residents.

Another potential negative impact is the strain on natural resources. The increase in tourist activities can put pressure on the environment, leading to issues such as pollution and habitat degradation. This not only affects the ecosystem but also has implications for the livelihoods of the local population, especially those dependent on agriculture and fishing. Addressing these challenges and mitigating the potential negative impacts of tourism development in the area is crucial for ensuring sustainable and inclusive growth that benefits both the local community and the tourism industry.

Methodology

Data Collection

This research was conducted in North Sumatra Province and focused on tourism and creative industries in the hospitality sector using qualitative data that is descriptive and tends to use data analysis of facts in the field and use quantitative research models and develop hypotheses related to previous theories or previous hypotheses related to existing phenomena.

The pre-research time was carried out from June 2021 (pre-research) to field research in 8 (eight) districts until 2022. The central determination of the location of this research is North Sumatra Province which is the object of research, namely 8 (eight) districts. This scientific research focuses on the development sector of the tourism industry and the creative industry of the Lake Toba national super priority area. 8 (eight) districts, namely Samosir Regency, Toba Regency, North Tapanuli Regency, Humbang Hasundutan Regency, Pak-Pak Bharat Regency, Dairi Regency, Simalungun Regency, Karo Regency which is currently intensively developing and developing world-scale tourist destinations by the Lake Toba authority development agency as a super priority scale world tourist destination with 2 (two) recognitions from world bodies that have been designated as a geopark area from UNESCO (United Nations Educational, Scientific And Cultural Organization) on 13 May 2021 and registered as a Sumatran tropical rainforest heritage at UNESCO.



Figure 2. Administrative Map of the Research Location

Data Source: Processed by Researchers in 2023

Moleong, LJ (2017) that qualitative research is research that intends to understand the phenomenon of what is experienced by research subjects such as behaviour, perception, motivation, action holistically and in a descriptive way in the form of words and language in a special natural context. This type of research is a research with a Qualitative approach conducted with data collection techniques through direct observation (observation), in-depth interviews (depth interviews), distributing questionnaires (questioners). Presentation of data analysis results can be done, both formally (in tabular form) and informally (in narrative form). The tool used with statistical methods uses SmartPLS software generation path modelling 3.0 for PLS path modelling generation version 3 software., SmartPLS version 3,2023 Boenningsted GmbH used by University Magdebur Germany, a technique used to predict models with many factors and collinear relationships. SmartPLS version 3, 2023 to predict the relationship between constructs, confirm the theory and can also be used to explain whether or not there is a relationship between latent variables.

Secondary data in this study were taken from the Central Bureau of Statistics, Ministry of Tourism and Creative Industries, BPODT (Lake Toba Authority Central Agency), Environmental Service, Tourism Office, Regional Revenue Service, Social Service, Forestry Service, BPPRD, PPHRI, PHRI, and various other related agencies both at the Provincial and Regency levels, The source of this research data is obtained from Primary and Secondary data. The dependent variable (dependent variable). in research variables: as for the dependent variable (dependent) is: tourism development (X), economic impact (Z), community welfare (Y).

Independent variables (free variables) independent variables according to Sugiono (2018) explain that independent variables (bound) are variables that affect or cause changes or dependent variables. In research, dependent variables are often referred to as stimulus variables, predictors, antecedents, influence variables, treatment variables, treatment variables, and risk variables. It is so named because this variable affects other variables. Population is the total number of research subjects. While the sample is part of the population of the number and characteristics possessed by the population (Sugiono, 2018). The definition of population in research is in the form of data and the total number of regencies and municipalities in North Sumatra

Province from units or individuals whose characteristics are to be studied. And these units are called units of analysis, and can be people, institutions, objects, etc. (Djarwanto, 1994).

Structural Equation Modeling (SEM) analysis model is known by several other names such as: covariance structural analysis, latent variable analysis, confirmatory factor analysis. The structural equation model is a method with multivariate statistical techniques which is a combination of factor analysis with regression analysis (correlation) which aims to test the relationship between variables in a model, both between indicators and constructs and relationships. Structural Equation Modeling (SEM) is a multivariate statistical analysis method Structural Equation Model (SEM) analysis is a simultaneous model:

- Formed more than one dependent variable which is explained by one or several independent variables.
- The dependent variable can at the same time act as an independent variable for cascading relationships.

Data Analysis

Based on the table below, it can be seen that all questionnaire have met the convergent validity test standards, namely AVE above 0,5 and factor loading above 0,5.

Table 2. Validity Testing Results based on Outer Loading Factors and AVE Average Vaiance Extracted

Variabel Laten	Indikator	Outer Loading	AVE
Tourism Development (X)	AN (X1)	0.8715	0.7946
	BU (X2)	0.8688	
	SDM (X3)	0.8671	
	KB (X4)	0.9240	
	KE (X5)	0.8395	
	KL (X6)	0.9145	
	Li (X7)	0.8920	
	OW (X8)	0.8722	
	PI (X9)	0.8700	
	PR (X10)	0.9543	
	SAR (X11)	0.9524	
	IN (X12)	0.8986	
	SI (X13)	0.8102	
	SO (X14)	0.8406	
	WI (X15)	0.9783	
Economic Impact (Z)	PD (Z1)	0.9503	0.8864
	PE (Z2)	0.9345	
	PG (Z3)	0.9513	
	PK (Z4)	0.9527	
	PT (Z5)	0.9182	
Community Welfare (Y)	INF (Y1)	0.9060	0.8661
	KS (Y2)	0.9293	
	PDK (Y3)	0.9575	
	PNK (Y4)	0.9166	

Data Source: Researcher Processed Results with SmartPLS 2023 Boenningstedt GmbH tool

The factor loading value shows the correlation between the indicator and its construct. Indicators with low loading values indicate that these indicators do not work in the measurement model. expected loading value > 0.6 . Based on the results of data processing using Smart PLS, the Outer Loading value is > 0.60 or 70% so that the data shows that the data is accepted. Based on the results of processing from SmartPLS version 3, 2023 Boenningstedt GmbH, researchers found an indicator based on Outer Loading which has a negative value or less < 70 , it can be stated that the variable: rejected.

Loading factor is a coefficient that explains the level of relationship between indicators and latent variables. In general, the higher the loading factor loading the better, and values below 0.30 are not interpreted. As a general rule, loading above 0.71 is very good, 0.63 is very good, 0.55 is good, 0.45 is fair, and 0.32 is poor (Tabachnick & Fidell, 2007). Based on the results of validity testing using the loading factor, there are variable values that are accepted, it is found that there are five sub-indicators that show a very good level of relationship with the latent variable being studied. These indicators are X.15 with a loading factor of 0.9783 , X11. with a loading factor of 0.9524 , X4. with a loading factor of 0.9240 , X6. with a loading factor of 0.9145 . So that it can be explained that the variable has a very strong and significant value on Variable X (Tourism Development), on the variable (Z) Economic Impact which has a good relationship and correlation.

Based on the processing results using Smartpls, the closer the loading factor value is to 1 , the higher the strength of a good relationship between the indicator and the latent variable. Based on testing the validity of factor loading above, it is known that all loading values are > 0.7 , which means that it has met the validity requirements based on the loading value. The convergent validity of a construct with reflective indicators is evaluated by Average Variance Extracted (AVE). The AVE value should be equal to 0.5 or more. An AVE value of 0.5 or more means that the construct can explain 50% or more of its item variance (Wong K.K., 2013, Sarstedt et al., 2017). Based on the above results it can be concluded that the tourism development variable (X), the economic impact variable (Z), the community welfare variable (Y) validity testing based on the Average Variance Extracted (AVE) value.

Table 3. Validity test results based on Average Variance Extracted (AVE)

Variabel	Average Variance Extracted (AVE)
Tourism Development (X)	0.7946
Economic Impact (Z)	0.8864
Community Welfare (Y)	0.8661

Nilai AVE Average Variance Extracted yang disarankan adalah di atas $0,5$ (Mahfud dan Ratmono, 2013:67). Di ketahui seluruh nilai AVE $> 0,5$, yang berarti telah memenuhi syarat validitas berdasarkan Average Variance Extracted AVE. Sehingga berdasarkan chart diatas dapat menunjukkan hasil diterima dan significant, terdapat nilai koefisien positif dengan perolehan hasil rata-rata diatas 0.5 dan terdapat 4 variabel yang memiliki koefisien positif dan simultan dengan perolehan nilai rata-rata 0.9 dapat disimpulkan bahwasannya sub-variable tersebut diterima dan significant.

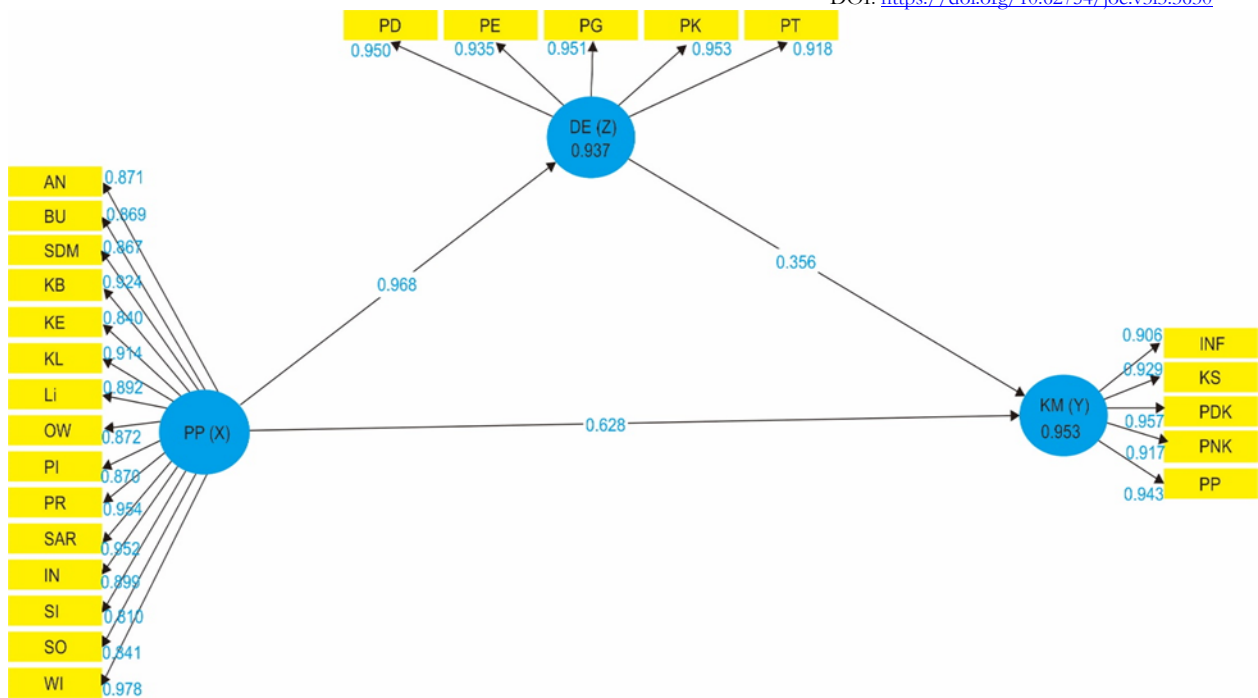


Figure 3. Result of Path Coefficient Test, Outer Loading and R-Square Initial Stage , Outer Loading dan R – Square

Table 4. Results of Testing the Highest Validity of Tourism Development Variables (X), Economic Impact (Z), Community Welfare (Y) in Indicators

Variabel	Higher indicator	Nilai	
Tourism Development (X)	Travelers /WI (X15)	0,978	Valid
Economic Impact (Z)	Poverty Reduction / PK (Z4)	0,953	Valid
Community Welfare (Y)	Education(Y3)	0,957	Valid

Based on the table above, it is known that:

The highest validity processing test results of tourism development variables (X), policy aspects (X1), institutional aspects (X2), human resource aspects (X3), facilities and infrastructure aspects (X4), budget aspects (X5), environmental aspects (X6), security aspects (X7), social aspects (X8), cultural aspects / local wisdom (X9), aspects of tourist attractions (X10), investment aspects (X11), licensing aspects (X12), promotion/marketing aspects (X13), system aspects (X14), tourist aspects (X15) of 15 (fifteen) indicators on tourism development that get the highest value from the questionnaire after being processed using the SmartPLS version 3 tool, 2003 Boenningstedt GmbH on the tourist indicator (X15) with a value of 0.978. Thus, the variable test results in this study are valid / acceptable.

The highest validity processing test results of the economic impact variable (Z) economic growth (Z1), income (Z2), equity (Z3), poverty reduction (Z4) unemployment reduction (Z5), is poverty

Unemployment reduction (Z5), is poverty reduction (Z4) is an indicator with the highest value, meaning that economic activity affects economic growth in the Lake Toba Region is in the indicator of poverty reduction (Z4) with the highest value of 0.953 which has a significant positive value with increasing tourism activities, the level of poverty reduction will increase, thus the variable test results are valid / accepted. 3.

The results of the highest validity processing test of the variables of the community welfare variable (Y) with variable indicators of income (Y1), health (Y2), education (Y3), information (Y4) and consumption expenditure (Y5) are in the education indicator (Y3) is the highest value of the community welfare variable with a value of 0.957, meaning that from the results of the convergent validity test that in the Lake Toba area community education is the main determinant of community welfare. In the community in the Lake Toba area, seeing the results above, it can be concluded that community welfare is measured by the level of education, thus the variable test results are valid / accepted.

While the results of the path coefficient test, Outer Loading and R-Square values can be seen in Table 6.10 below as follows:

Effect of Direct Relationship

The direct effect of the hypothesis test results below can be seen the direct relationship between variables.

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T- Statistics (O/STDEV)	P Values
Tourism Development (X) -> Economic Impact (Z)	0.968	0.968	0.006	164.170	0.0000
Economic Impact (Z) -> Community Welfare (Y)	0.356	0.357	0.056	6.316	0.0000
Tourism Development (X) -> Community Welfare (Y)	0.628	0.627	0.056	11.292	0.0000

It can be seen that the direct relationship between the tourism development variable (X) and the economic impact variable (Z) with a value of 0.000 is smaller than the alpha value of 0.05 so that there is a coefficient of influence of tourism development (X) with a coefficient value (original sample column) of 0.968 with a significant positive relationship that will improve community welfare (Y) with a value of P-Values = 0.000 < 0.005 (Hypothesis Accepted) From the results of the direct relationship data test between the above variables that are appropriate and reliable / reliable.

From Table 6.16 above, it can be seen that the direct relationship between the tourism development variable (X) has a significant positive effect on the community welfare variable (Y) with a P-Value of 0.000 less than the alpha value of 0.005 so that there is a significant influence between the tourism development variable (X) and the community welfare variable (Y) the influence of the tourism development variable (X) with a coefficient value (original sample column) of 0.628 with a significant positive relationship. That means that with the increase in tourism development (X), the level of community welfare (Y) will increase with a value of P-Values = 0.000 < 0.005 (Hypothesis Accepted). From the results of the direct

Unemployment reduction (Z5), is poverty reduction (Z4) is an indicator with the highest value, meaning that economic activity affects economic growth in the Lake Toba Region is in the indicator of poverty reduction (Z4) with the highest value of 0.953 which has a significant positive value with increasing tourism activities, the level of poverty reduction will increase, thus the variable test results are valid / accepted. 3.

The results of the highest validity processing test of the variables of the community welfare variable (Y) with variable indicators of income (Y1), health (Y2), education (Y3), information (Y4) and consumption expenditure (Y5) are in the education indicator (Y3) is the highest value of the community welfare variable with a value of 0.957, meaning that from the results of the convergent validity test that in the Lake Toba area community education is the main determinant of community welfare. In the community in the Lake Toba area, seeing the results above, it can be concluded that community welfare is measured by the level of education, thus the variable test results are valid / accepted.

While the results of the path coefficient test, Outer Loading and R-Square values can be seen in Table 6.10 below as follows:

Effect of Direct Relationship

The direct effect of the hypothesis test results below can be seen the direct relationship between variables.

Table 7. Test Results of the Effect of Indirect Relationship Variables

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T- Statistics (O/STDEV)	P Values
Tourism Development (X) -> Economic Impact (Z)	0.968	0.968	0.006	164.170	0.0000
Economic Impact (Z) -> Community Welfare (Y)	0.356	0.357	0.056	6.316	0.0000
Tourism Development (X) -> Community Welfare (Y)	0.628	0.627	0.056	11.292	0.0000

It can be seen that the direct relationship between the tourism development variable (X) and the economic impact variable (Z) with a value of 0.000 is smaller than the alpha value of 0.05 so that there is a coefficient of influence of tourism development (X) with a coefficient value (original sample column) of 0.968 with a significant positive relationship that will improve community welfare (Y) with a value of P-Values = 0.000 < 0.005 (Hypothesis Accepted) From the results of the direct relationship data test between the above variables that are appropriate and reliable / reliable.

From Table 6.16 above, it can be seen that the direct relationship between the tourism development variable (X) has a significant positive effect on the community welfare variable (Y) with a P-Value of 0.000 less than the alpha value of 0.005 so that there is a significant influence between the tourism development variable (X) and the community welfare variable (Y) the influence of the tourism development variable (X) with a coefficient value (original sample column) of 0.628 with a significant positive relationship. That means that with the increase in tourism development (X), the level of community welfare (Y) will increase with a value of P-Values = 0.000 < 0.005 (Hypothesis Accepted). From the results of the direct

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