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The Impact of Tourism Management on Rural Community Welfare : A Case Study of Trans Patoa Village, South Bolaang Mongondow Regency

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Abstract: This study investigates the impact of tourism management on the welfare of rural communities, using Trans Patoa Village in South Bolaang Mongondow Regency as a case study. Despite the village's natural tourism potential, community welfare remains low due to limited skills and employment opportunities. A quantitative approach was employed, utilizing a simple linear regression model to analyze the relationship between tourism management and community welfare. Data were collected from 40 local tourism service providers through validated and reliable instruments. The results show a strong and significant positive relationship between tourism management and community welfare, with a standardized coefficient (Beta) of 0.721 and a p-value of 0.000. These findings indicate that effective, inclusive, and community-based tourism management can significantly enhance economic conditions, job opportunities, and quality of life in rural areas. This research highlights the strategic role of tourism in sustainable rural development and offers recommendations for stakeholders to strengthen tourism governance and community empowerment.

Keywords: tourism management; community welfare; rural development; community-based tourism; sustainable tourism; Trans Patoa Village.

1. Introduction

Indonesia is one of the largest archipelagic countries in the world, endowed with abundant natural resources, rich cultural diversity, and traditional heritage. This geographical and cultural diversity provides each province and district with unique potential, particularly in the tourism sector. Tourism has grown to become one of the primary drivers of national economic development. Through initiatives such as "Wonderful Indonesia" and "Pesona Indonesia," the government aims to increase both domestic and international tourist arrivals, which can contribute significantly to national income and improve local community welfare [1].

Tourism is an industry that accelerates economic growth by creating employment opportunities, increasing income, improving living standards, and stimulating other productive sectors such as crafts, transportation, and accommodation [2]. Thus, appropriate tourism management—particularly community-based tourism—is essential. This approach emphasizes community empowerment and active participation in tourism activities, focusing not only on physical infrastructure but also on cultural and social development.

Sustainable tourism management requires strategic planning and collaboration among stakeholders, including government institutions, NGOs, and local communities [3]. According to Damayanti and Handayani [4], effective tourism development depends on integrated planning in transportation, accommodation, and cultural preservation. While ecotourism can impact the natural environment, conservation-based management strategies can reduce negative effects and enhance long-term benefits.

Trans Patoa Village in Helumo District, South Bolaang Mongondow Regency possesses promising natural tourism potential. However, preliminary observations indicate that the

community's welfare remains low due to the lack of stable employment. Limited knowledge and skills in managing local tourism potential hinder economic development in the area.

This study aims to investigate the impact of tourism management on the welfare of the Trans Patoa community. The findings are expected to provide insights for developing sustainable, community-based tourism strategies in rural settings.

2. Literature Review

2.1. Definition of Community Welfare

The term "welfare" is not new in either global or national discourse. When analyzing the level of welfare, it is essential to first understand what it means to be "prosperous." Welfare encompasses safety, security, and prosperity. According to the Kamus Besar Bahasa Indonesia, welfare is a condition characterized by safety, peace, and prosperity. If the needs for security, safety, and prosperity are met, then welfare can be said to exist. According to Friedlander and Walter [5], community welfare is a condition where basic needs are met, such as adequate housing, food and clothing, affordable and quality education and healthcare, as well as the ability of each individual to maximize their utility within a given budget constraint—fulfilling both physical and spiritual needs.

Community welfare reflects the outcomes of societal development in achieving a better quality of life. It includes: (1) improving the capability and equitable distribution of basic needs such as food, housing, healthcare, and protection; (2) enhancing living standards, income levels, education, and cultural values; and (3) expanding economic opportunities and social choices. Income is considered the most crucial factor of welfare, as many aspects of household welfare are income-dependent. According to Adisasmita [6], the fulfillment of needs is constrained by household income, especially for low-income groups. As household income increases, the percentage of income allocated to food decreases. If this change does not alter consumption patterns, the household is considered prosperous; otherwise, it is not.

Anwar Abbas [7] defines welfare as a life satisfaction that is a level above happiness—when one feels content, lacks nothing within their means, is mentally and physically at peace, perceives justice in life, and is free from the pains and threats of poverty. Welfare can be assessed from income distribution, accessible education, and improved healthcare. Income equality relates to employment opportunities, business conditions, and economic factors. Work and entrepreneurial opportunities are essential to drive the local economy, ultimately increasing income.

Brudeseth [8] emphasizes that welfare is about life satisfaction and includes :
1. Material well-being,
2. Social well-being,
3. Emotional well-being,
4. Security.

Welfare can be assessed through multiple life aspects:
1. Material :   housing quality, food availability.
2. Physical : health status, environmental quality.
3. Mental : access to education, cultural surroundings.

2.2. Welfare Stages

According to Sawidak [9], welfare is the satisfaction derived from consuming earned income. However, welfare levels are relative, depending on how much satisfaction is derived. Household welfare is often assessed by household expenditure or purchasing

power rather than income, due to difficulties in obtaining accurate income data. The Central Bureau of Statistics (BPS) [10] states a household is considered prosperous if :

   a.   Physical and spiritual needs are met according to their living standards.

   b.   The household supports the development of a prosperous life aligned with Pancasila and the 1945 Constitution.

2.3. The Concept of Welfare

Social Welfare can be viewed as both an academic discipline and a practical field. It involves the study of institutions, programs, personnel, and policies that deliver social services to individuals, groups, and communities. As a formal, organized program, social welfare is a relatively new concept. In the U.S., it often refers to public aid for low-income families. Social welfare is also associated with the quality of life. According to Rukminto [11], social welfare is an applied science that studies and develops frameworks and methodologies to improve life quality through managing social problems, fulfilling needs, and maximizing development opportunities.

2.4. Indicators of Community Welfare

According to BPS [10], indicators for measuring welfare include :

1. Demographics: Household size, population density, sex ratio, and dependency ratio.
2. Education: Literacy rates, school enrollment, dropout rates, and highest educational attainment.
3. Health: Life expectancy, access to healthcare, and ability to afford necessary treatments.
4. Income: Total earnings from work, property (rent, interest), and public transfers.
5. Consumption & Expenditure: Differentiated into food and non-food spending, used to indicate welfare levels.
6. Employment: Individuals aged 15+ who are engaged in economic activities for at least one hour weekly.
7. Housing & Environment: Quality housing contributes to overall health and social well-being.

2.5. Community-Based Tourism Management

Community-based tourism management positions the local community as the primary actor through empowerment, allowing them to benefit directly from tourism development. It is often initiated by the community, with minimal formal government regulation. Lucky Nugroho advocates for an ecosystem-oriented rather than tourist-oriented tourism model. This alternative tourism approach emphasizes environmental care, creating harmony between the local community, natural resources, and tourists [12]. According to Notari [13], community-based tourism manifests in communities forming groups to manage tourism enterprises under shared rules. Hadiwijoyo [14] sees it as a tool for community development, enhancing organizational capacity. Empowerment strategies include:

a. Increasing community roles and initiatives in tourism.
b. Improving community involvement and participation quality.
c. Enhancing the economic benefits of tourism for locals.

Cooper [15] identifies four essential components for tourism development:

1. Attractions: Natural beauty, culture, performing arts.
2. Amenities: Accommodations, restaurants, travel services.
3. Accessibility: Local transportation and terminals.
4. Ancillary services: Supporting tourism organizations.
   Challenges in Indonesian tourism [16]:
a. Lack of connectivity and basic services.

b. Unclear investment and business climate.
c. Poor sanitation and hygiene.
d. Natural disasters.
e. Few direct international flights.
f. Inadequate amenities (e.g., public toilets).
g. Wide distances between attractions.
h. Shortage of multilingual guides.
i. Uneven distribution of tourism certification bodies.
j. Gaps in tourism education quality.
k. Limited skilled labor.

2.6. Tourism Management Strategies

Tourism area management requires well-planned strategies to achieve desired goals. A strategy is a set of rational actions by individuals or groups to achieve objectives. In tourism, it means planning actions that ensure sustainability and minimize environmental damage. According to Urbin and Ruiz-Villaverde [17], a sustainable coastal tourism economy requires systematic, well-organized education programs that develop rational economic behavior, moral consideration, and psychological management skills in economic activities.

.3. Research Methode

This study uses a quantitative approach with a simple linear regression correlation design to determine the influence of tourism management (variable X) on community welfare (variable Y). The population consists of 40 tourism service business actors in Trans Patoa Village (food stalls, parking, boat rentals, and pendopo), and samples were taken in total sampling. Instruments are tested through validity (Product Moment) and reliability (Alpha Cronbach). Data were analyzed using normality tests (Kolmogorov-Smirnov), simple linear regression, Pearson correlation coefficient, determination coefficient (r^2), and t-test to test the significance of the relationship between variables.

4. Result and Discussion

4.1. Validity Test

The results of the instrument validity test are briefly presented in Table 1. below :

Table 1. Tourism Managemenrt (X1) Instrument Validity Test

Item	r_{Count}	r_{Table} (n=40)	Description	Status
1	0,572	0,312	$r_{Count} > r_{Table}$	Valid
2	0,386	0,312	$r_{Count} > r_{Table}$	Valid
3	0,738	0,312	$r_{Count} > r_{Table}$	Valid
4	0,495	0,312	$r_{Count} > r_{Table}$	Valid
5	0,619	0,312	$r_{Count} > r_{Table}$	Valid
6	0,758	0,312	$r_{Count} > r_{Table}$	Valid
7	0,583	0,312	$r_{Count} > r_{Table}$	Valid
8	0,479	0,312	$r_{Count} > r_{Table}$	Valid
9	0,633	0,312	$r_{Count} > r_{Table}$	Valid
10	0,647	0,312	$r_{Count} > r_{Table}$	Valid
11	0,503	0,312	$r_{Count} > r_{Table}$	Valid
12	0,488	0,312	$r_{Count} > r_{Table}$	Valid
13	0,697	0,312	$r_{Count} > r_{Table}$	Valid
14	0,550	0,312	$r_{Count} > r_{Table}$	Valid
15	0,649	0,312	$r_{Count} > r_{Table}$	Valid
16	0,637	0,312	$r_{Count} > r_{Table}$	Valid
17	0,721	0,312	$r_{Count} > r_{Table}$	Valid

18	0,596	0,312	$r_{Count} > r_{Table}$	Valid
19	0,665	0,312	$r_{Count} > r_{Table}$	Valid
20	0,434	0,312	$r_{Count} > r_{Table}$	Valid

The results of the Pearson correlation test show that each item in the questionnaire for both variables has a correlation coefficient greater than 0.312. Thus, the researcher concludes that the questionnaire used is valid.

Table 2. Rural Community Welfare (X2) Instrument Validity Test

Item	r_{Count}	r_{Table} (n=40)	Description	Status
1	0.572	0.312	$r_{Count} > r_{Table}$	Valid
2	0.386	0.312	$r_{Count} > r_{Table}$	Valid
3	0.738	0.312	$r_{Count} > r_{Table}$	Valid
4	0.495	0.312	$r_{Count} > r_{Table}$	Valid
5	0.619	0.312	$r_{Count} > r_{Table}$	Valid
6	0.758	0.312	$r_{Count} > r_{Table}$	Valid
7	0.583	0.312	$r_{Count} > r_{Table}$	Valid
8	0.479	0.312	$r_{Count} > r_{Table}$	Valid
9	0.633	0.312	$r_{Count} > r_{Table}$	Valid
10	0.647	0.312	$r_{Count} > r_{Table}$	Valid
11	0.503	0.312	$r_{Count} > r_{Table}$	Valid
12	0.488	0.312	$r_{Count} > r_{Table}$	Valid
13	0.697	0.312	$r_{Count} > r_{Table}$	Valid
14	0.550	0.312	$r_{Count} > r_{Table}$	Valid
15	0.649	0.312	$r_{Count} > r_{Table}$	Valid
16	0.637	0.312	$r_{Count} > r_{Table}$	Valid
17	0.721	0.312	$r_{Count} > r_{Table}$	Valid
18	0.596	0.312	$r_{Count} > r_{Table}$	Valid
19	0.665	0.312	$r_{Count} > r_{Table}$	Valid
20	0.434	0.312	$r_{Count} > r_{Table}$	Valid

The results of the Pearson correlation test show that each item in the questionnaire for both variables has a correlation coefficient greater than 0.312. Thus, the researcher concludes that the questionnaire used is valid.

4.2. Reliability Test

A reliability test is an index that indicates whether a measurement instrument can be trusted or relied upon. If an instrument is used twice to measure the same phenomenon and produces relatively consistent results, then the instrument is considered reliable. The reliability coefficient is obtained using the Cronbach's Alpha formula, calculated with the help of SPSS version 20.0. If the value of Cronbach's Alpha is greater than 0.6, the instrument is deemed reliable; otherwise, it is considered not reliable. The detailed results of the instrument's reliability test are presented in the appendix, while a summary is shown in the following table:

Table 2. Reliability Test

Variable	Cronbach's Alpha	r Table	Criteria
Rural Community Welfare	0,921	0.6	Reliable

Source : Processed Primary Data, 2025.

The results of the Cronbach's Alpha test show that all items in the questionnaire for each variable have a coefficient greater than 0.6. Therefore, the researcher concludes that the questionnaire is reliable.

4.3. Normality Test

In this study, learning achievement is the endogenous variable. Thus, the residuals must be normally distributed to meet the requirements for regression testing. The normality test was performed using SPSS software version 20.0.

Table 3. Normality Test

Variable	Unstandardized Residual
N	40
Normal Parameters	
– Mean	0.0000000
– Std. Deviation	7.34783672
Most Extreme Differences	
– Absolute	0.084
– Positive	0.077
– Negative	-0.084
Test Statistic	0.084
Asymp. Sig. (2-tailed)	0.200

Source : Processed Primary Data, 2025.

Based on Table 3., the result of the Kolmogorov-Smirnov normality test for the regression equation of learning achievement shows an Asymp. Sig. (2-tailed) of 0.200, which is greater than the significance level of 0.05. This means that the residuals from the learning achievement regression equation are normally distributed. Since the normality assumption has been met, regression analysis can be conducted.

4.4. Regresion Analysis

The regression analysis was conducted to determine the impact of the Tourism Management on Rural Community Welfare. The analysis used SPSS version 20.0, and the results are as follows :

Table 4. Partial Regression Test Results

		Coefficients^a				
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	23.938	10.501		2.280	.028
	Tourism Management	.756	.118	.721	6.421	.000
a. Dependent Variable : Rural Community Welfare						

Source : Processed Primary Data, 2025.

The table presents the results of a linear regression analysis with Rural Community Welfare as the dependent variable and Tourism Management as the independent variable. Based on the regression coefficient output in Table 4., the regression equation is :

1) The constant (intercept) value is 23.938, with a standard error of 10.501. This indicates that when the value of Tourism Management is zero, the predicted value of Community Welfare is 23.938. The t-value for the constant is 2.280, with a significance level (p-value) of .028, which is statistically significant at the 5% level.
2) The unstandardized coefficient (B) for Tourism Management is 0.756, with a standard error of 0.118. This means that for every one-unit increase in Tourism Management, Community Welfare is expected to increase by 0.756 units, assuming other factors are held constant.

3) The standardized coefficient (Beta) is 0.721, indicating a strong positive relationship between Tourism Management and Community Welfare. This standardized coefficient allows for comparison with other variables, showing that Tourism Management has a substantial impact on Community Welfare.
4) The t-value for Tourism Management is 6.421, and the significance (Sig.) value is .000, which indicates that the relationship is highly statistically significant.

Tourism Management has a significant and positive effect on Community Welfare. The statistical evidence strongly supports the influence of improved tourism management on the well-being of the community.

5. Comparison

The findings of this study indicate that Tourism Management has a significant and positive influence on Community Welfare, with a standardized coefficient (Beta) of 0.721 and a significance level of 0.000. This suggests that tourism management plays a critical role in enhancing community well-being, aligning with the results of several previous studies. For example, a study conducted by Nugroho et al. [19] found that community-based tourism significantly improved economic conditions and social cohesion in rural areas of Indonesia. Their research emphasized that effective tourism governance leads to more inclusive growth and empowers local communities through active participation.

Similarly, Putra and Santosa [20] highlighted that tourism development in Bali, when managed sustainably, contributed to improving the quality of life by providing employment opportunities and supporting local culture. They found a strong positive correlation between tourism initiatives and the welfare index of the local population. Compared to these studies, the current research presents an even stronger influence of tourism management, as indicated by the Beta value of 0.721. This may be attributed to differences in geographical focus, community involvement levels, or government support mechanisms. It also reinforces the argument that tourism, when managed well, can be a strategic instrument for sustainable development, not just an economic booster.

Furthermore, Saputra [21] demonstrated that tourism had a positive impact on education and health indicators in communities near tourist destinations. However, their Beta coefficient was lower (0.58), indicating that while the effect was still significant, this study shows a more robust effect, possibly due to a more integrated or participatory management model in the study area.These comparisons support the notion that the effectiveness of tourism in improving welfare is closely linked to how well the sector is managed. Strategic planning, inclusive policies, and sustainable practices appear to amplify the positive effects on communities.

6. Conclusion

This study aimed to analyze the influence of Tourism Management on Community Welfare. Based on the results of the regression analysis, it was found that tourism management has a strong and statistically significant positive effect on community welfare, with a standardized coefficient (Beta) of 0.721 and a significance value of 0.000. This indicates that improvements in how tourism is planned, organized, and managed can lead to substantial enhancements in the quality of life of local communities.The research findings show that tourism is not merely a sector that drives economic growth but also plays a crucial role in social development, including aspects such as job creation, cultural preservation, infrastructure improvements, and social cohesion. Communities that are actively involved in tourism development tend to benefit more holistically, experiencing growth not just in income levels, but also in well-being and collective identity.

The significance of this research lies in its contribution to the understanding of how structured tourism management can serve as an effective strategy for sustainable development, particularly in developing regions. It also confirms and strengthens findings from previous studies, demonstrating that the success of tourism as a development tool

depends largely on the quality of its management and the extent of community involvement.Based on the findings of this study, it is recommended that tourism development efforts be strategically integrated into regional and community planning frameworks with a strong emphasis on sustainability and community participation. Local governments should allocate resources to improve tourism infrastructure, provide training for local stakeholders, and establish policies that encourage inclusive and equitable tourism practices. Tourism practitioners are advised to adopt community-based approaches that empower residents and ensure that tourism benefits are distributed fairly. In addition, future researchers should expand on this study by including other influential factors such as education, healthcare, and environmental quality to gain a more comprehensive understanding of what drives community welfare. Ultimately, active collaboration among government, private sectors, and local communities is essential to maximize the positive impact of tourism on the well-being of society.

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