INTRODUCTION

The effect of tourism development in many aspect had have studied by many researcher. There was many conclusion on it, but in general they found that tourism development have positive impact on economics’ aspects, and also have negative impact on sociocultural and also on environment dimension (Aronson, 2000; Sebele, 2010; Aref, 2011). Increasing of job and business opportunity, personal income, and in general, improving the wellness of community where the activities of tourism is growing are the examples of positive impact in economics’ aspect. In another hand there are many negative impacts on it, i.e. excessive resource utilization that lead to endangerment of biotic and abiotic environmental sustainability. Beside that it also found, there is a tendency of local people to commercialize their local culture toward the tourist (Untong, 2010).

In general, the effect of tourism development can be classified into four groups, there are (a) economic impact, (b) social and cultural impact, and (c) environmental impact (Yoon et al., 2001; Untong et al., 2010; Choi & Murray, 2010). In developing countries, the economic benefits are the primary consideration in the tourism development in the region, in the other hand impact of social, cultural, and environmental dimension are the cost must be paid by people in that area (Untong et al., 2010). As long as perceived benefit higher than the cost that must be sacrificed, it means the sustainability of tourism in the region can be expected (Yoon et al., 2001). Based on positive and negative impacts of tourism development in a destination, than study of tourism sustainability become very important. That is the reason for research about it over the last decade very often performed (Sharma & Dyer, 2012).

Bali, one of 34 provinces in Indonesia, is an area that does not have sufficient mineral resources, so that tourism is the leading sector of Bali and drive its economic growth. Bali with its unique tradition and cultural, and also backed up by an international infrastructure, had been attracted many tourist to enjoy...
that place. On average, the rate of tourism arrival to Bali in 1994-2000 was 3.0 percent. In 2004-2012 the tourist arrival to Bali was increase, it is 13.7 percent. In 2012 the total of direct visits of foreign tourist as many as 2.8912.019 people, it is about 35.95 percent of total foreign tourist which visiting Indonesia (Bali Tourism Office, 2013). In addition, the added value of tourism sector in Bali’s Gross Domestic Product (GDP) is also growing quite rapidly. In 2006-2012, the average rate of grow of tourism sector in Bali Provincial GDP is 14.37 percent per year, with an average contribution of 29.64 percent. In 2012 economic growth in Bali recorded 6.65 percent, while the growth of value added of the tourism sector is almost twice as big as 11.79 percent. In the same year, more than 65 percent of economic activity such as trade sector, hotel and restaurant, transport and communication, finance, leasing, and business service are influenced by tourism activities in Bali (Bali Statistic Office, 2013).

In an attempt to achieve sustainable tourism in Bali, the government roles become very important. The central and local government have a strategic function to frame policies that provide direction to industry and local communities in implementing tourism development in Bali. Those roles can be implemented through the provision of incentive and disincentive for the tourism industries, so that they are motivated to develop their business in the healthy competition’s atmosphere. Moreover, the government also has important role in building the infrastructure for the region that support the quality of tourist activities. The role to improve Bali’s human resource in tourism development is also the responsibility of local and central government trough preparing the human resource developing program and also by providing the budget.

Based on the background has been described, Kedonganan Beach Tourism that has become one cluster in National Tourism Strategic Destination or “Kawasan Strategis Pariwisata Nasional” (KSPN) in Kuta area and it also the leading culinary site (seafood café) in Bali, will only be sustain if people in that area feel the benefits of the tourism much more than the social cost caused of it. In this case, the roles of government as a regulator and facilitator were needed. For now, research that focus on the role of local government to sustain the tourism development in Bali has not been done in the comprehensive manner. So the aim of this research was conducted with the formulation as follows:

a. How people in Kedonganan make a perception of the role of local government in the development of culinary tourism in that region?

b. How the role of local government influence the sustainability of culinary tourism in Kedonganan Beach?

RESEARCH METHOD

Population, Sample, and Research Instrument

The role of local government to develop sustainable culinary tourism assessed by public perception. Therefore, the population of this research are local people in Kedonganan Village-Kuta Bali, which is spread over in six Banjars or small part of village. The sample was selected by quota sampling method, with establish 84 people community leaders (formal and non-formal leaders). Every selected leaders give to express their perception of the roles of local government in the sustainability of culinary tourism in the village of Kedonganan as measure by the level of community satisfaction. To measure the perception of local people about the role of local government in developing sustainable culinary tourism at their village, every respondent are given closed statement questionnaires.

The collected data were analyze quantitatively. Pilot test was conducted to 30 respondent to test the validity and reliability of the data. Hair et al. (1995, p.622) stated validity and reliability are 2 components that related to the precision measuring tools. First, reliability is a measure of the internal consistency of indicator in explaining variables. A set of indicators are consider to have an internal consistency when it has a value of Cronbach’s Alpha coefficient (α) is greater than or equal to 0.7 (Nunnaly, 1975). If research used exploratory method the value of Cronbach’s Alpha coefficient is less than 0.7 but greater than or equal to 0.6 can still be used (Hair et al., 1995, p.641). The second criteria is validity that refers to the ability of an indicator to explain a concept. The item will be valid to be an indicator if it has a correlation coefficient at least 0.3 and have a sign that is equal to the value of the other correlation coefficient (Churchill, 1979).

Data Analysis

To analysis the data of this research, it used two kind of analysis, there are: (a) descriptive analyses which is used to see the description of data collected (b) kuantitatif analyses which is used to see dominant sub-aspect perceived by respondent. Sustainability of culinary tourism be viewed by its economic, socio-cultural, and environmental benefits. Quantitative
analysis was performed by utilizing the SmartPLS program 3.2.3. (Ringle et al., 2005). Conceptually this study is depicted in Figure 1.

![Fig 1. Research Conceptual Model](image)

**RESULT AND DISCUSSION**

**Respondents Description**

There are 84 questionnaires were distributed to respondent and it returns as much as 80 pieces, so the response rate is about 95 percent. Examination of the completeness of the answered-item showed three questionnaires is not feasible to analyze because of its completeness. So, the total number of questionnaires for which data can be analyze are 77 pieces, or 91.67 percent questioner administered.

Descriptively, 60 percent of respondents has been completed their high school, even 2 percent of them had graduate degree. Inspecting from their ages, most of respondents’ ages (81 percent) are greater than 34 years old. Based-on these characteristics (education level completed and their ages) we concluded that their perception regarding local government roles toward sustainability of culinary tourism at their can be trusted.

**Quality of Questionnaires**

The instrument used in this research is closed question questioner, and all of items in it were measured using Likert scale with five options. Before analyzing the data, we test the validity of each item statement, and also the reliability of questionnaire by observing the correlation coefficient and the value of coefficient alpha. Table 1 and Table 2 show the results:

<table>
<thead>
<tr>
<th>Code</th>
<th>Statements</th>
<th>Corr.</th>
<th>α if item deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>GR01</td>
<td>Effective regulation has been made to protect local business</td>
<td>0.510</td>
<td>0.839</td>
</tr>
<tr>
<td>GR02</td>
<td>Effective regulation has been made to minimize unfair business competition</td>
<td>0.680</td>
<td>0.767</td>
</tr>
<tr>
<td>GR03</td>
<td>Local government train technical competencies of local people regularly</td>
<td>0.745</td>
<td>0.734</td>
</tr>
<tr>
<td>GR04</td>
<td>Local government train managerial competencies of local people regularly</td>
<td>0.677</td>
<td>0.768</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Statements</th>
<th>Corr.</th>
<th>α if item deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>S_EM1</td>
<td>People of Kedonganan still</td>
<td>0.383</td>
<td>0.620</td>
</tr>
</tbody>
</table>

**Table 1. Validity and reliability values of indicators for main latent variables**

have time for their family

S_EM\textsubscript{2} People of Kedonganan can balance their time for society and for making money 0.389 0.618

S_SO\textsubscript{1} People of Kedonganan satisfied about their social relationship 0.277 0.659

S_SO\textsubscript{2} People of Kedonganan satisfied regarding the quality of public infrastructure in their village 0.384 0.619

S_SF People of Kedonganan satisfied regarding their safety level 0.485 0.582

S_EC People of Kedonganan satisfied regarding their economic condition 0.420 0.607

\begin{tabular}{|c|c|c|}
\hline
Code & Statements & Corr. if item deleted \\
\hline
\textbf{Indicators for Safety Level} & & \\
Y_{11} & Tourism activities made traffic incidents increase & 0.640 0.820 \\
Y_{12} & Tourism activities made criminal actions increase & 0.792 0.663 \\
Y_{13} & Tourism activities decrease the communities safeness & 0.663 0.800 \\
\hline
\textbf{Indicators for Emotional Level} & & \\
Y_{21} & Tourism activities reduced spare time of Kedonganan people & 0.638 0.559 \\
Y_{22} & Tourism activities reduced time & 0.716 0.456 \\
\hline
\end{tabular}

\begin{tabular}{|c|c|c|}
\hline
Code & Statements & Corr. if item deleted \\
\hline
\textbf{Indicators for Social Condition of Local People} & & \\
Y_{31} & Tourism activities positively affects the harmonized lived of Kedonganan people & 0.760 0.762 \\
Y_{32} & Tourism activities positively affects the quality of social infrastructure & 0.822 0.743 \\
Y_{33} & Tourism activities positively affects the quality of public infrastructure & 0.688 0.789 \\
\hline
\textbf{Indicators for Economic Condition of Local People} & & \\
Y_{41} & Tourism activities made income of Kedonganan people increase & 0.833 0.750 \\
Y_{42} & Tourism activities made business opportunities increase & 0.688 0.789 \\
Y_{43} & Tourism activities made work opportunities increase & 0.688 0.789 \\
Y_{44} & Tourism activities made local investment increase & 0.688 0.789 \\
Y_{45} & Tourism activities made price of products and services increase & 0.688 0.789 \\
\hline
\end{tabular}

Source: primary data, 2015

Table 1 shows that two main latent variables which is examined, there are only one item out of 10 items has value smaller than 0.30 as threshold value. However, considering if S_SO\textsubscript{1} eliminated as an item can not increase the Alpha Cronbach significantly, then we decided to keep it as a reflective indicator of Community Satisfaction. From those values, we concluded that government roles and community satisfaction as main latent variables in the model had sufficient alpha value and its indicator were valid to reflect both concepts, respectively.

\section*{Table 2. Validity and reliability values of indicators for mediatory latent variables}

<table>
<thead>
<tr>
<th>Code</th>
<th>Statements</th>
<th>Corr. if item deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y_{11}</td>
<td>Tourism activities made traffic incidents increase</td>
<td>0.640 0.820</td>
</tr>
<tr>
<td>Y_{12}</td>
<td>Tourism activities made criminal actions increase</td>
<td>0.792 0.663</td>
</tr>
<tr>
<td>Y_{13}</td>
<td>Tourism activities decrease the communities safeness</td>
<td>0.663 0.800</td>
</tr>
</tbody>
</table>

\begin{tabular}{|c|c|}
\hline
Code & Statements \\
\hline
Y_{21} & Tourism activities reduced spare time of Kedonganan people \\
Y_{22} & Tourism activities reduced time \\
\hline
\end{tabular}

Source: primary data, 2015

Refers to values in Table 2, we decided to drop item Y_{31} which its correlational value as much as 0.228 below the threshold value suggested by Churchill (1979). In addition, although items Y_{23} and Y_{43} have correlational values as much as 0.308, we also exclude Y_{23} from reflective-indicator composer of emotional level variable because of significantly increment in latent’s reliability (from 0.738 increase to 0.852) if this item removed. For the same reason, we excluded Y_{45} as a reflective-indicator composer of economic level variable. By eliminating these indicators, final operational model of our research can be illustrated as shown in Figure 2:
In structural equation model (SEM), according to Hox and Bechger [1] and Hair et al. [2], two sub-analyses - outer or measurement model, and inner or structural model - must be conducted. The outer model focuses on relationship occurred between latent and its indicator, while the inner model focuses on causal relationships between latent variables.

**Outer Model Analysis**

Typically, outer model analysis conducted by observing Cronbach’s alpha for each of latent with reflective indicators and its composite reliability. At the construct level, convergent validity analyzed by examining whether the average variance extracted (AVE) greater than 0.50 or not [3]; and at item level the factor loadings are high (greater than 0.60) [2] or significant [3]. Table 3 shows the factor loadings, p-value, AVE and composite reliability (CR) for all of latent with reflective indicator.

**Table 3. Outer model evaluation for main latent with reflective indicator**

<table>
<thead>
<tr>
<th>Latent and its reflective indicator</th>
<th>Loading</th>
<th>p-Value</th>
<th>AVE</th>
<th>CR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government roles</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GRole1</td>
<td>0.807</td>
<td>0.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GRole2</td>
<td>0.809</td>
<td>0.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GRole3</td>
<td>0.810</td>
<td>0.000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Table 4. Outer model evaluation for mediatory latent**

<table>
<thead>
<tr>
<th>Latent and its reflective indicator</th>
<th>Loading</th>
<th>p-Value</th>
<th>AVE</th>
<th>CR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety Level</td>
<td>0.747</td>
<td>0.898</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y11</td>
<td>0.808</td>
<td>0.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y12</td>
<td>0.896</td>
<td>0.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y13</td>
<td>0.886</td>
<td>0.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emotional Level</td>
<td>0.871</td>
<td>0.931</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y21</td>
<td>0.930</td>
<td>0.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y22</td>
<td>0.936</td>
<td>0.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Condition</td>
<td>0.788</td>
<td>0.880</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y31</td>
<td>0.937</td>
<td>0.010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y32</td>
<td>0.812</td>
<td>0.035</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economic Condition</td>
<td>0.831</td>
<td>0.952</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y41</td>
<td>0.928</td>
<td>0.000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: primary data, 2015
Table 3 showed S_SO1 had insignificant loading value. According to Peng and Lai [3], we dropped this item from inner model analysis. The rest of items were significant for 5 percent significance level except item S_EC only significant at 10 percent. However, because of its importance, we decided to keep it as an indicator of Community Satisfaction.

From final model depicted in Fig. 3, distributive role dominates regulative role in forming government role to sustain culinary tourism at Kedonganan village. Distributive role’s effect as much as 0.801 almost three times the effects from regulative role although both effects are significant at 5 percent level. Acts as exogenous variable, government role only affects significantly economic condition and social condition of Kedonganan people. The path coefficients for these causal relationship are 0.354 and 0.315, respectively.

Meanwhile, community satisfaction variables as an endogenous latent significantly affected only by safety level, emotional level, and economic condition of Kedonganan people with path values are 0.608, 0.317, and 0.328, respectively. We summarized the inner analysis results in Table 5:

### Table 5. Direct effects of each causal relationship in the inner model

<table>
<thead>
<tr>
<th>Exogenous Latent</th>
<th>Endogenous Latent</th>
<th>Path Value</th>
<th>Standard Error</th>
<th>p-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distributive Role</td>
<td>Government Role</td>
<td>0.801</td>
<td>0.042</td>
<td>0.000**</td>
</tr>
<tr>
<td>Regulative Role</td>
<td>Government Role</td>
<td>0.261</td>
<td>0.042</td>
<td>0.000**</td>
</tr>
<tr>
<td>Government Role</td>
<td>Safety Level</td>
<td>0.134</td>
<td>0.167</td>
<td>0.424ns</td>
</tr>
<tr>
<td>Government</td>
<td>Emotional</td>
<td>0.012</td>
<td>0.184</td>
<td>0.949ns</td>
</tr>
</tbody>
</table>
in local communities and to conserve natural resources [7] [8]. To keep culinary tourism at Kedonganan village sustain, local community must benefited from tourism that takes place at their village. Because of it, the government roles become important so that the safety level, emotional level, social condition, and economic condition can satisfied local people. As long as Kedonganan people perceived the benefit arises from tourism activities greater than cost that they must paid, culinary tourism sustainability can be expected.

The local government must be aware that their roles can not affects community satisfaction in a significant way. From this viewpoint, we suggest the government reviews their roles in order to match with community needs. People of Kedonganan tends to prioritize their needs in community safety level.

**ACKNOWLEDGEMENTS**

The authors thank to Badung Tourism Promotion Board for funding this research.

**REFERENCES**


[8] Pham Hong Long, "Tourism Impacts and Support

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**CONCLUSION**

Tourism development is one of the important economic activities used to promote economic growth


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