DEVELOPING INDONESIA SUSTAINABLE ADVENTURE TOURISM MODEL

R.A. Amalia Yunita[1], Budi Santosa[2], Maria R. Nindita Radyati[3]
Doctoral Program of Economics for Sustainable Development Field
Universitas Trisakti, Jakarta, Indonesia
Correspondence author: yuni.rafting@gmail.com

Article Info	Abstract
	In the Adventure Travel Development Index, Indonesia is ranked 101 out of 163 developing countries, even though it is ranked fifth in natural resources due to so many natural assets that can be developed as world-class adventure destinations. Hence, this study aims to understand the complexities of relationships between Environmental Sustainability, Social Equity & Cultural Vitality to Economic Prosperity, and Sustainable Adventure Tourism Development. This study examined 73 indicators adopted by Global Sustainable Tourism Council and Travelife to build Sustainable Adventure Tourism Model in the Indonesia context, surveyed three Adventure Tour Operators (ATOs) from 15 adventure tourism destinations, from Land Based Adventure (*Nusa*), Water Based Adventure (*Tirta*) and Air Base Adventure (*Dirga*), and conducted a cross-sectional quantitative study using partial least square structural equation modeling. Several findings show that although Economic Prosperity is not proven to mediate the positive influence of Governance and Environmental Sustainability on Sustainable Adventure Tourism Development, Economic Prosperity is proven to mediate the positive influence of Social Equity & Cultural Vitality on Sustainable Adventure Tourism Development. It is recommended to increase sustainable adventure tourism by creating jobs and increasing people's income.

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A. INTRODUCTION

Tourism is the fastest-growing economic sector in the world. The global visit rate of international tourists increased from 25 million in 1950 to 1.33 trillion in 2018 and is expected to reach 1.8 trillion in 2030. Around 10.4% of the world's Gross Domestic Product (GDP) comes from the Travel sector and Tourism (including tourism-related businesses such as catering and cleaning services); tourism also creates jobs for 313 million people or 9.9% of global employment directly and indirectly (WTTC, 2018).

The development of Indonesian tourism from 2011 to 2017, Indonesia was ranked 9th in the Top-30 Travel & Tourism Countries Power Ranking based on absolute growth for the period 2011 to 2017. In Asia, Indonesia was ranked 3rd after China (ranked 1st in the world) and India (ranked 3rd in the world), while in Southeast Asia, Indonesia has been ranked first. When world tourism grew by 6.4%, and Southeast Asia grew by 7%, the level of visits to Indonesia increased by 22%. The tourism brand "Wonderful Indonesia" is ranked 47th in the world, beating Malaysia's "Trully Asia" which is ranked 96th, and "Amazing Thailand" which is ranked 83rd. Increasing Indonesian tourism brand awareness, in line with the growth of tourism and the arrival of foreign tourists to Indonesia. In "The Travel & Tourism Competitiveness Report 2019", Indonesia with a score of 4.3; is ranked 40th in the world and 12th in the Asia Pacific after Japan (4th), Australia (7th), China (13th), Hong Kong (14th), Korea (16th), Singapore (17th), New Zealand (18th), Malaysia (29th), Thailand (31st), India (34th), and Taiwan (37th). Indonesia received the highest score (top twenty percent) in Asia for Price Competitiveness, Prioritization of Travel & Tourism, Natural Resources, International Openness, Cultural Resources & Business Travel.

On the other hand, it is regrettable that Indonesia gets a red number (bottom twenty percent) in Asia for Environmental Sustainability (World Economic Forum, 2019). Tourism in Indonesia still has challenges in the context of a sustainable environment. From the description above, it can be concluded that to improve its performance ranking, Indonesian tourism must strive to increase its lag in the context of sustainability.

To achieve sustainable tourism can not only be seen from the environmental dimension; when referring to the Triple Bottom Line or 3BL sustainability framework echoed by John Elkington, there are at least three dimensions referred to as 3P, namely People, Planet, and Profit. For this reason, this study will also raise other dimensions outside the environment related to "Profit" or related to the Economy and "People", which are related to humans, society, and culture.

One of the sub-sectors of tourism is adventure tourism, an attraction for tourists who want to explore further in search of unique experiences outside of space. Adventure tourism and nature tourism are the fastest-growing tourist attractions in the tourism sector (UNWTO: Global Report on

Adventure Tourism, 2014). Adventure tourism is growing exponentially worldwide, with tourists visiting undiscovered destinations. The development of adventure tourism provides excellent development opportunities, especially in remote areas where adventure tourism can drive the wheels of the local economy, generate income and create jobs. Countries with various stages of economic development prioritize adventure tourism for the development of their tourist market because this tourism is understood to have ecological, cultural, and economic values.

Corporate Governance (CG) from Tour Operators who manage tour packages at adventure tourism destinations must be followed by corporations. The existence of CG will force corporations to follow it. In tourism, CG helps distribute employee rights and responsibilities transparently (Al-Najar, 2014). CG can improve the quality of administration, reduce the number of corruptions in the organization, and help promote the Tourism sector. It will help promote competitiveness within the Tourism sector (Carney, 2005). Additionally, CG promotes transparency, accountability, and efficiency (Ahmed and Hamdan, 2015).

In adventure tourism, nature is the capital used to create tourism products that have economic value. The market or tourists are increasingly concerned with the beauty and authenticity of the environment in which they travel and bring home experiences. Especially after the Covid-19 pandemic broke out, humans felt a more beautiful nature, and animals that had not been seen before reappeared. This phenomenon makes tourists want to return to traveling by seeing places that prioritize sustainability. This concept makes a sustainable environment even more critical for economic prosperity.

Social Equity and Culture Vitality are essential elements in creating Adventure Tourism. In many studies on Sustainable Tourism, it is stated that where tourism is developed in an area, livelihoods will increase or be disrupted (Fabinyi et al., 2010; Agyeman et al., 2019; Hussain, 2019; Kamarudin et al., 2020; Lasso and Dahles, 2018b; Rashid 2020; Ronga and Sun 2020; Su et al. 2019; Zhang et al., 2019). Tourism can improve the livelihoods of local people by creating jobs and businesses. This economic value encourages adventure tourism's element to maintain it as the principal capital. The value of Social Equity and Cultural Vitality are two essential elements that are in harmony with the development of Sustainable Tourism (Benu et al., 2020).

In implementing Sustainable Tourism, a holistic approach is needed, as stated in the responsible business concept according to John Elkington, namely "Triple Bottom Line", therefore the Economic (Profit) dimension alone is not enough, but two other dimensions are also needed, namely Environment (Planet) and Social (People). The concept of People, Planet, and Profit or 3P is a variable in supporting the development of Sustainable Adventure Tourism.

Based on the explanation above, this research was conducted to analyze the influence of governance, sustainable environmental aspects, social justice, and cultural vitality on economic prosperity and the development of sustainable adventure tourism in Indonesia with a conceptual framework, as demonstrated in figure 1.
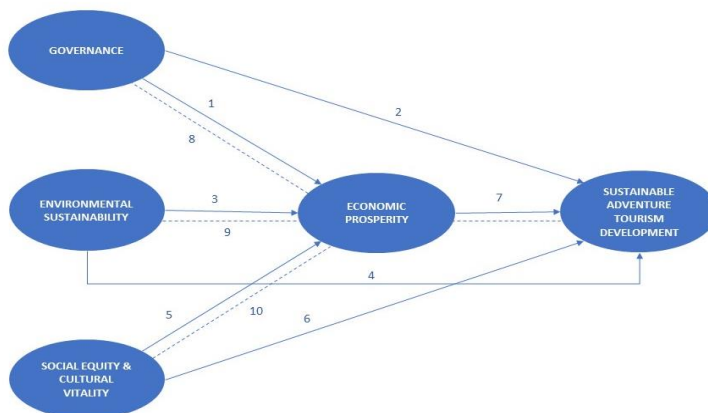

Figure 1. Conceptual Framework

B. METHOD

The research design used is quantitative research that tests the hypothesis to examine the influence of governance, sustainable environment, social justice, cultural vitality on aspects of economic prosperity, and the development of a sustainable adventure tourism sector in Indonesia (Sustainable Adventure Tourism Development). The SEM-PLS model is used to answer research objectives related to the existence of direct and indirect effects and measurement of unobserved variables and the heterogeneous nature of the unit of analysis, namely Nusa, Tirta, and Dirga adventure tourism.

The variables in this study consist of three independent variables, namely governance using four dimensions and nine measurement indicators (Global Sustainable Tourism Council - Industry Criteria for Tour Operators 2016 and Travelife Partner Standard for Tour operators and Travel Agents 2017, (Benu et al., 2020), Environmental Sustainability, with eight dimensions and 37 indicators (Global Sustainable Tourism Council - Industry Criteria for Tour Operators 2016 and Travelife Partner Standard for Tour operators and Travel Agents 2017), Social Equity & Cultural Vitality using seven dimensions and 16 indicators (Global Sustainable Tourism Council - Industry Criteria for Tour Operators in 2016 and Travelife Partner Standard for Tour operators and Travel Agents in 2017). Intervening (mediating) variables using three dimensions and seven measurement indicators (Global Sustainable Tourism

Council - Industry Criteria for Tour Operators 2016 and UNWTO Report 2020) and the dependent variable, namely Sustainable Adventure Tourism Development with three dimensions and four indicators (Benu et al., 2020)

The sampling method is judgment sampling, in which the selection of objects is based on the researcher's judgment that the object is the best party to be used as a research sample. The sample of adventure tourism used in the study was divided according to three groups of types of adventure tourism. Six tourist objects were selected for the Nusa group; Mount Kerinci, Mount Merbabu, Mount Semeru, Mount Rinjani, Carstensz Peak, Jomblang Cave, Pindul, and Kalisuci. Six tourism objects were selected for the Tirta Tourism Type: Citarik River, Ayung River, Bunaken, Wakatobi, Tulamben, and Labuan Bajo. Three tourist objects for Dirga tourism are Puncak, Timbis, and Tumpa. The total sample collected was 387 respondents, which met the minimum sample criteria where the number of samples was at least five times the number of indicators, namely 365 samples (Hair et al., 2010).

The analytical tool used to answer the objectives of this study is the Structural Equation Model - Partial Least Square (SEM-PLS) with the testing stage is variable instrument testing, namely validity and reliability testing using outer loading where the indicator is said to be valid if it has outer loading > 0.5 and discriminant validity with valid criteria if it has an AVE value > 0.5, reliability testing using composite reliability with the criteria of a variable proven to be reliable if it has a composite reliability value > 0.6 , model fit testing namely the multicollinearity test with VIF , the coefficient of determination test and theoretical hypothesis testing. The SEM model in this study can be seen in the following figure.
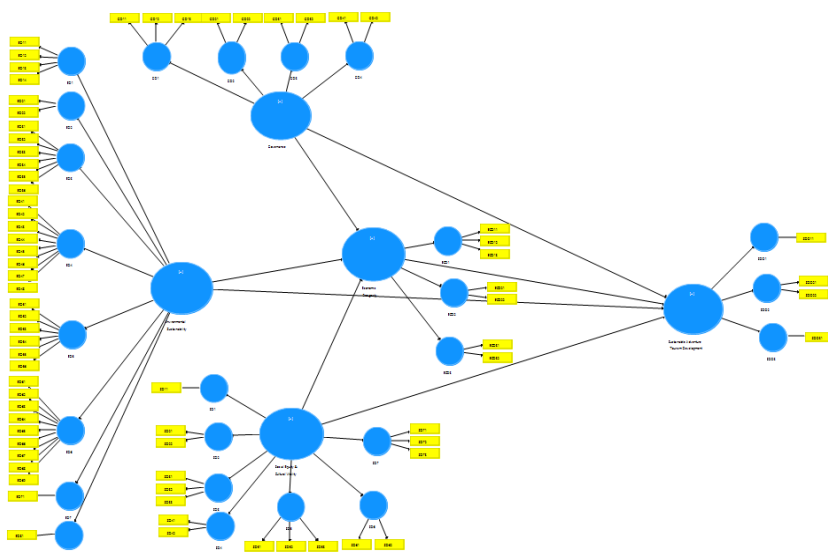

Figure 2. Research SEM-PLS Model

C. ANALYSIS AND DISCUSSION

The results of the validity test show that the governance variables consist of four dimensions and nine indicators. All indicators are valid because they produce extreme loading values > 0.5 and AVE values > 0.5 for the three dimensions. They are proven reliable because they have Cronbach alpha > 0.6. The results of the validity test for the Environmental Sustainability aspect variable show that out of a total of 37 indicators, 33 indicators are valid (outer loading > 0.5 and AVE > 0.5) and reliable (composite reliability > 0.6) for aspects of social justice and cultural vitality of a total of 16 indicators were proven to be valid and 15 indicators were reliable (outer loading value < 0.5, AVE > 0.5 and composite reliability > 0.6). For the variable aspect of economic prosperity, which consists of 7 indicators, all of them proved valid and reliable (outer loading value < 0.5, AVE > 0.5, and composite reliability > 0.6). The variables of sustainable adventurous tourism development consisting of 4 indicators have all proven valid and reliable (outer loading value < 0.5, AVE > 0.5, and composite reliability > 0.6).

The results of the fit model test are shown in Table 1 for multicollinearity testing as a condition in the SEM-PLS model, namely that the independent variables show both the economic prosperity model and the sustainable adventurous tourism development model are limited from multicollinearity problems because the VIF value of each independent variable is <10. Processing results for the coefficient of determination for the Economic Prosperity model produce an adjusted R square value of 0.468, which means that the behavior of the governance variables, sustainable environment, social justice, and cultural vitality can explain the behavior of the dependent variable, namely Economic Prosperity of 46.8% and the rest 53.2% is a variation of the behavior of other independent variables that affect economic prosperity but are not included in the model. The coefficient of determination for the Sustainable Adventure Tourism Development model yields an adjusted R square value of 0.512, which means that the behavior of the governance variables, sustainable environment, social justice, and cultural vitality, and economic prosperity can explain the behavior of the dependent variable, namely Sustainable Adventure Tourism Development of 51 .2% and the remaining 48.8% are variations of the behavior of other independent variables that affect the Development of Sustainable Adventure Tourism but are not included in the model. From testing the fit model, it can be concluded that the theoretical hypothesis can be developed.

Table 1. Testing the Fit Model

VIF	Model Economic Prosperity	Model Sustainable Adventure Tourism Development
Governance	1.211	1.212
Environmental Sustainability	1.676	1.767

Social Equity & Cultural Vitality	1.426	2.559
Economic Prosperity		1.881
R Square	0.468	0.517
Adjuted R square	0.464	0.512

Source: processed data

The results of calculating descriptive statistics for the research variables show that respondents' perceptions of adventure tourism management are still low, as indicated by the average value of respondents' answers of 2.4293. The standard deviation value of 1.21515 indicates that governance heterogeneity remains between one adventure tourism manager and another. Aspects of a sustainable environment provide a reasonably good response, as shown by the average answer value of 3.5943. The standard deviation value of 0.7294 shows the variation in respondents' answers for sustainable environmental aspects, with the majority in choices between three to four. Social Justice and Cultural Vitality aspects produce good responses, as shown by the average value of respondents' answers of 4.1943. The standard deviation value of 0.5578 shows that most respondents' answers are in the answer choices between four and five. Respondents responded well to the economic prosperity variable, as shown by the average answer value of 4.4791. The standard deviation value of 0.5868 indicates that most respondents' answers are in the answer choices between four and five. Respondents gave quite good responses related to the development of adventure tourism in Indonesia, as seen in the average value of respondents' answers of 3.7519. A standard deviation mile of 0.7711 indicates that the variation in the respondent's answers is in the answer choices between 3 to 5. For more details regarding descriptive statistics, it can be seen in table 2.

Table 2. Descriptive Statistics of Research Variables

Variable	Minimum	Maximum	Mean	Std. Deviation
Governance	1.00	5.00	2.4293	1.2515
Environmental Sustainability	1.30	5.00	3.5943	0.7294
Social Equity and Cultural Vitality	1.87	5.00	4.1943	0.5578
Economic Prosperity	1.00	5.00	4.4791	0.5868
Sustainable Adventure Tourism Development	1.00	5.00	3.7519	0.7711

Source: processed data

The processing results for testing the research hypothesis are shown in table 3. The resulats of the research hypothesis testing show that Governance has not proven to have a positive effect on both Economic Prosperity (H1)

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and Sustainable Adventure Tourism Development (H2) as indicated by a positive coefficient sign of 0.013 with a p-value > 0.05 for the influence on Economic Prosperity and a negative estimation coefficient value of -0.145 for the influence on Sustainable Adventure Tourism Development.

Table 3. Research Hypothesis Testing

	Hypothesis	Estimate	t-statistic	P Values 2-tail	P Values 1-tail	Judgment
H1	Governance positively affects Economic Prosperity	0.0013	0.387	0.699	0.34934	Hypothesis is not supported
H2	Governance positively affects Sustainable Adventure Tourism Development	-0.145	4.871	0.000	0.00000	Hypothesis is not supported
H3	Environmental Sustainability positively affects Economic Prosperity.	0.220	4.619	0.000	0.00000	Hypothesis is not supported
H4	Environmental Sustainability positively affects Sustainable Adventure Tourism Development	0.335	7.382	0.000	0.00000	Hypothesis is supported
H5	Social Equity and Cultural Vitality positively affect Economic Prosperity	0.776	13.219	0.000	0.00000	Hypothesis is supported
H6	Social Equity and Cultural Vitality positively affect Sustainable Adventure Tourism Development	0.311	3.724	0.000	0.00011	Hypothesis is supported
H7	Economic Prosperity positively affects Sustainable Adventure Tourism Development	0.257	3.650	0.000	0.00014	Hypothesis is supported
H8	Economic Prosperity positively affects Governance toward Sustainable Adventure Tourism Development	0.003	0.372	0.710	0.35496	Hypothesis is not supported

H9	Economic Prosperity positively affects Environmental Sustainability toward Sustainable Adventure Tourism Development	-0.056	3.272	0.001	0.00057	Hypothesis is not supported
H10	Economic Prosperity positively affects Social Equity and Cultural Vitality toward Sustainable Adventure Tourism Development	0.199	3.864	0.000	0.00001	Hypothesis is supported

Source: processed data

Testing the hypothesis for the Environmental Sustainability variable resulted in the finding that Environmental Sustainability is not proven to have a significant positive effect on Economic Prosperity because it produced an estimation coefficient of -0.220 (H3). In contrast, the effect of Environmental Sustainability on Sustainable Adventure Tourism Development proved to be significantly positive, as indicated by an estimated coefficient value of 0.355 with p-value of 0.000 (H4). Social Equity & Cultural Vitality has proven to have a positive effect on Economics Prosperity with an estimated coefficient of 0.776 and a p-value of the t statistic of 0.000 <0.05 (H5) and has a positive effect on Sustainable Adventure Tourism Development as shown by an estimated coefficient of 0.311 with p-value of 0.00011 <0.05 (H6). Economics Prosperity has proven to have a positive effect on Sustainable Adventure Tourism Development with an estimated coefficient of 0.257 and a p-value of the t statistic of 0.00014 <0.05 (H7).

The results of the indirect effect test show that Economic Prosperity is not proven to be a variable that mediates the positive influence of Governance on Sustainable Adventure Tourism Development, as indicated by an estimated coefficient value of 0.003 with p-value of t statistic of 0.354 > 0.05 (H8). Economics Prosperity is also not proven to mediate the positive influence of Environmental Sustainability on Sustainable Adventure Tourism Development, as shown by the estimated coefficient value of -0.056 (H9). Economic Prosperity is proven to mediate the positive influence of Social Equity & Cultural Vitality on Sustainable Adventure Tourism Development, as shown by the estimated coefficient value of 0.199 with a p-value of 0.0001 <0.05 (H10).

Discussion

Adventure Tourism Operators (ATOs) in Indonesia developed from adventure activities activists who then began developing their playgrounds into adventure tourism businesses. Based on the activities of nature lovers, it is essential to maintain the environment and culture. However, governance that leads to sustainability is still knowledge that has yet to be widely known and implemented. Formulating and running a business with a Vision, Mission, and Sustainability Values is still very rare, and carrying out planned sustainability initiatives with monitoring, evaluation, and transparency to the public. Because it is still widespread for ATO to implement it, it definitely cannot be seen directly in Economic Prosperity and Sustainable Adventure Tourism Development.

Most of the dimensions of the Environmental Sustainability variable are perceived as an effort that incurs costs and even requires a sizable investment, such as the use of renewable green energy, sustainable spending, waste management, and carbon neutralization, and includes limiting the number of visits which in the short term can be considered as income reduction. However, in several indicators where this initiative is possible because it does not have a cost consequence, this provides support for Sustainable Adventure Tourism Development, such as measuring, monitoring, and reducing energy consumption, measuring and reducing water consumption, measuring the use of consumables, saving use paper, selling packages that uphold a code of ethics for environmental protection and have environmental conservation values.

In developing adventure tourism destinations, many valuable lessons were taken by ATOs, such that maintaining justice for workers and the community is an important thing to do so that adventure tourism can develop and be sustainable. Regulations for labor and training, including health and safety, are essential points closely related to adventure tourism. Besides that, maintaining harmonization with regional owners such as National Parks, Irrigation Public Works, etc., as well as zoning rules, will guarantee a safe and comfortable trip for tourists; otherwise, failing to protect it can eliminate a source of income. Tourist satisfaction is a critical factor in generating retention and response, which is currently open in the media, so that failure to maintain it will also result in decreased income and failure to build sustainable destinations. Likewise, with culture, cultural wealth can add to the attractiveness of tourists and, in the end, will bring in tourists and increase the length of stay so that the economic snowball effect continues to be created. In this case, if the community gets more financial disbursement from adventure tourism activities, building sustainable adventure tourism destinations will be easier.

It is also perceived that Economic Prosperity will boost Sustainable Adventure Tourism Development. In ATO's view, if job creation and people's

income increase, adventure tourism will develop and be sustainable. Economic Prosperity has yet to be able to mediate the influence of Sustainable Governance and Environment on Sustainable Adventure Tourism Development. It still requires actual application and proof so that these two variables can be part of creating sustainable adventure tourism destinations. Meanwhile, the Social Equity & Culture Vitality variable, which is one of the assets for running adventure tourism packages, has been shown to contribute both to Sustainable Adventure Tourism Development and through the resulting economic improvements.

D. CONCLUSION

The study results indicate that Governance has yet to prove to affect Economic Prosperity and Sustainable Adventure Tourism Development. Environmental Sustainability is not proven to affect Economic Prosperity, but it positively affects Sustainable Adventure Tourism Development. Social Equity & Culture Vitality has positively affected Economic Prosperity and Sustainable Adventure Tourism Development. Economic Prosperity is proven to affect Sustainable Adventure Tourism Development positively. Economic Prosperity only mediates the influence of Social Equity & Culture Vitality on Sustainable Adventure Tourism Development, while Governance and Environmental Sustainability needs to be proven.

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